



CNA HealthPro

How Patients Perceive Your Practice

A patient's perception of your practice is based on much more than the dental care you provide. It includes many seemingly minor details, from the tone of the receptionist's voice to the currency of reception area magazines. A positive perception increases patient loyalty and encourages patients to recommend your practice to their acquaintances, while a negative perception can be a major detriment to your practice and could potentially increase the risk of patient dissatisfaction and malpractice claims.

The image assessment below can help you better see your practice through the eyes of patients.

- The office building is well maintained (unobstructed sidewalks and entrances, clear signage, attractive landscaping, etc.).
- The reception area is clean, comfortable and well-lit.
- The office decor is pleasant.
- Magazines in the reception area are current and appropriate for the audience.
- Reception staff is personable and helpful.
- Patients in the reception area cannot overhear private front-office conversations.
- Dentists and staff treat patients and one another courteously and respectfully.
- Patients in operatories cannot overhear private patient conversations from other operatories, consultation rooms or private offices.
- The office floor is clean and in good repair.
- There are no burned-out light bulbs.
- The office walls and ceiling are clean and free of stains, cobwebs and peeling paint or wallpaper.
- The office restroom is kept clean throughout the day.
- Patients are seen at their appointed times.
- Schedule delays and/or changes are promptly disclosed to patients, who are then given the opportunity to wait or reschedule.
- Sterilized instruments are kept bagged or sealed until ready for use and opened in the presence of the patient.
- Proper infection control protocols are uniformly practiced by all dentists and staff.
- Personal protective clothing is not soiled, stained or in poor condition.
- Patients are given clearly written post-operative instructions when appropriate.
- The undersides of bracket tables are free of blood and spattered debris.
- The dental chair is in good repair and free of tears and stains.
- Sinks and plumbing fixtures are clean and do not leak.
- Waste receptacles are not overflowing.
- Dentists and staff are responsive to patients' concerns and complaints.

A professional image is composed of many elements, large and small. By regularly evaluating your office environment, you can ensure that small annoyances and flaws do not mar patients' perception of your practice and the care you provide.

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