



Practice Presentation

Good Better Best



Practice Presentation

Introduction and overview

The Practice Presentation Manual has been designed to assist you in determining the type of fit-out that is right for your practice. The manual focuses on key segments of a typical practice fit-out and provides a reference guide into what constitutes Good, Better and Best practice fit-out elements.

Re-investment in your business is crucial if you intend to succeed and remain competitive in today's market so even partial make overs can play an important part in maintaining your competitive edge. By segmenting different areas of your practice, it can assist you to identify where key impacts can be gained with your investment even if you are working to a modest budget.

This presentation Manual should be viewed in conjunction with ProVision's Design Vision, a copy of which is available to all members if one is not already held by your practice.

Whilst there should be no substitute to presenting your practice in a clean, professional and inviting way, there are some important considerations that must be given to some key aspects before embarking on a full or partial upgrade.

To undertake an extremely costly up-market fit-out when your customer base and target market is for example main stream, could potentially make you customers feel uncomfortable and could be detrimental to your longer term success of your business. The same could be said for a practice that undertakes a basic fit-out when their customer base largely consists of high net worth individuals.

Therefore, analysis and determination of your patients and customers as well as your target market will be vital in assessing how to present your practice.

Boutique practices need the ultimate fit-out incorporating extremely high quality materials and presentation, as well as the inclusion of some unique features and displays. Main Stream practices need to present very good quality fittings and fixtures but be positioned so as the environment appeals to the average consumer, and makes them feel comfortable. Practices offering Value propositions must still be very smartly and professionally presented but to include marble counter tops or extremely high quality fixtures and features would conflict with the value offer that constitutes the core business.

We like to think that our patients and customers are loyal and to some extent, many are. However, we must maintain a high level of service and presentation to ensure our customers do return and we do not give them any cause to try the many competitor offers available. The visual aspect of your practice is often the initiation for attracting and gaining new patients and customers. The ambiance of your practice and how your customers feel when the first step is taken into your practice will pave the way to retaining your loyal customer base as well as cementing relationships with new customers that are vital to your business longevity. Remember, an investment into your fit-out is an investment into the profit, asset value and future success of your practice.

1. SHOPFRONT / WINDOWS

> Street frontage

Best An uninterrupted view into the practice. Large window area to allow projection of your image and the business you are in. This may include interesting, themed window displays and certainly product display where applicable. Attractive and readily identifiable retail and profession offer for passing foot and other traffic. No steps/ ramp into practice where applicable. Internally and externally clean with a fresh image.

Better Readily identifiable and inviting presence. Some window displays and /or product recognition from the street.

Good Readily identifiable and inviting offer.

> Shopping centre

Best Wide uncluttered entry that invites customers to enter and browse. At a glance, the business you are in should be instantly recognizable with prominent product display visible by passing foot traffic.

Better Wide entry with instantly identifiable product and clinical offer.

Good Minimal opening with a good window that caters for interesting and themed displays.

Doors that are closed do not offer an invitation to enter and these should never be used in shopping centres even if permitted by the centre.

2. SIGNAGE AND BRANDING

> Street frontage

Best Modern, professional and predominant lit signage with instant branding recognition. Colors and style that embrace the practice theme and customer profile. Immediately identifiable by all passing pedestrian and vehicle traffic.

Better Strong signage that offers good recognition of practice name from most approach angles. Generally predominant and modern

Good Clean and well maintained signage.

> Shopping centre

Best Simple but modern and professional signage with instant branding recognition with colors and style that embraces the practice theme and customer profile

Better Signage that offers immediate trading entity recognition. Well maintained and professionally presented.

Good Suitable signage of minimal standard

Simple messages and signage are often very effective

3. FLOORING

> Consultation room

Best Timber or quality synthetic/timber veneers. Tiled floor. Appropriate color to enhance the lighting and ambiance within the practice.

Better Vinyl flooring of good quality and design that provides a lift in ambiance within the practice.

Good Good quality hard wearing carpet or carpet tiles

The flooring used in consulting rooms can be very subjective. Small practices lean towards carpet but the higher the foot traffic, the preference should lean towards harder wearing and more easily maintained surfaces.

> Retail

Best Timber or quality synthetic/timber veneers. Tiled floor

Better Vinyl flooring

Good Good quality hard wearing carpet

The lighter the colour the more likely it is to achieve a reflection from normal lighting thereby increasing the brightness within the practice and using reduced lighting and energy.

4. LIGHTING

> Consultation room

Best Modern quality fixtures with adjustable light levels

Better Quality fixtures delivering the appropriate lighting level

Good Appropriate level lighting. Presentable and clean fittings

Adjustable lighting with dimmer switches can be beneficial

4. LIGHTING CONTINUED

> Retail

Best Brilliant white Halogen ceiling lighting with strong wall spot and floor lighting to key feature areas and frame displays that creates an exciting and appropriate ambiance commensurate with the practice theme.

Better Quality general ceiling lighting with some spot and feature lighting that provides some focal points and supports the practice image and mood.

Good Florescent lighting well maintained, clean all in good working order.

This aspect of your practice has critical importance. Get it right and you can be a winner. Get it wrong and your premises can be dark and uninviting. Decorative, adjustable spot and wall flood lighting can produce an impressive result. LED lighting can also be effective and environmentally friendly.

> It is important to recognise that different types of practices need to promote different images to their customers.

For example;

- Value offer practices should aim for bright ambient lighting (eg lux levels of 500-800).
- Main stream practices need ambient lighting with limited accent lighting (eg 300-500 lux ambient and 750-1,000 lux accent).
- Boutique practices require more accent lighting with low areas of ambient lighting (eg 150-400 lux ambient, 750-1,000 lux accent).

> Examples of lighting strategies

For a value offer practice:

- Try to project a 'discount' or 'speedy service' offer by using open and bright ambient lighting.
- Use light coloured finishes on all wall surfaces to increase overall brightness and reflected light
- Consider LED lights for window displays or to focus on key areas.

For a main stream practice:

- Partially conceal ambient light sources with louvres or baffles to create more emphasis on product
- Locate accent lights close to displays
- Use exposed or decorative accent lights to create attention or establish image.

For a Boutique practice:

- Use lower illumination levels for ambient lighting to enhance contrast of accent lighting
- Use accent lighting to establish a hierarchy of importance. Since the eye is attracted to the brightest objects, use the highest wattage or tightest focus lamps in the most important areas of the practice
- Use exposed or decorative lighting to attract attention to specific displays or areas.

5. WALLS

> Retail

Best Professionally painted with a quality finish. Feature wall and feature points of interest to draw customers into and around the practice. The use of different textures and finishes such as marble, glass and stone combined with the appropriate colour tones and features to reinforce the practice theme.

Better Professionally painted with a quality finish. Color tones to meet the practice customer base and theme.

Good Freshly painted / clean surfaces.

Ceiling presentation should be appropriate and in sync with the practice presentation.

6. COUNTER

Best Low line counter that invites openness and connection with patients and customers. Quality finish that is commensurate with the practice fit out and theme with possible practice branding applied.

Better Counter that is in sound condition and suits the style and layout of the practice.

Good Serviceable counter in good condition.

Whilst a practical counter is imperative, it must not present a barrier between staff and customers.

7. FRAME DISPLAYS

Best Quality back lit display cabinets finished in durable gloss polyurethane or similar. Quality frame holders. Back lit units where appropriate. Mirrors and images to enhance the quality feel and the customer experience. All products suitably ranged for ease of choice for customers.

Better Display units completed in laminate or similar. Sturdy frame display prongs and mirrors with products suitably ranged for ease of customer.

Good Wall panel displays that allow product to be presented well. All product and displays are in good condition and are clean with some method of range planning.

Whilst there is possibly a temptation to use lockable prongs, this can be very counter productive to retail sales. In particular, customers expect to try on frames and sunglasses and enjoy the touch/feel experience. Whilst an occasional frame may "go missing", the lost sales opportunities will certainly be far greater than the cost of losing the occasional frame or sunglasses.

8. PRACTICE LAYOUT AND DESIGN

> Consultation room

Best Modern, uncluttered, clean professional appearance and feel offering ease of entry and exit. Relaxing ambiance

Better Tidy and clean appearance that has a comfort feel

Good Minimal professional standards

> Retail

Best Strong focus on the retail area. Reasonably balanced approach to clinical, workshop and retail requirements of the practice. Customers centred and focused amidst the retail offer with stunning light boxes, media displays and focal points delivering impressive displays and aspiring imagery. Excellent sightlines exist upon immediate entry to the practice and the layout offers a "customer journey" and space allocation that is appropriate for the practice requirements.

Better Well thought out design that presents an uncluttered and feel good environment. Layout permits good circulation by customers and the focus remains strong on all retail elements. The waiting area remains amidst the retail offer.

Good Basic design. Uncluttered and meets the basic requirements of an Optometrist and Retail environment.

A well designed practice layout is the foundation of a serviceable and pleasant environment for staff, as well as an inviting and unique experience for your patients and customers.

8. PRACTICE LAYOUT AND DESIGN

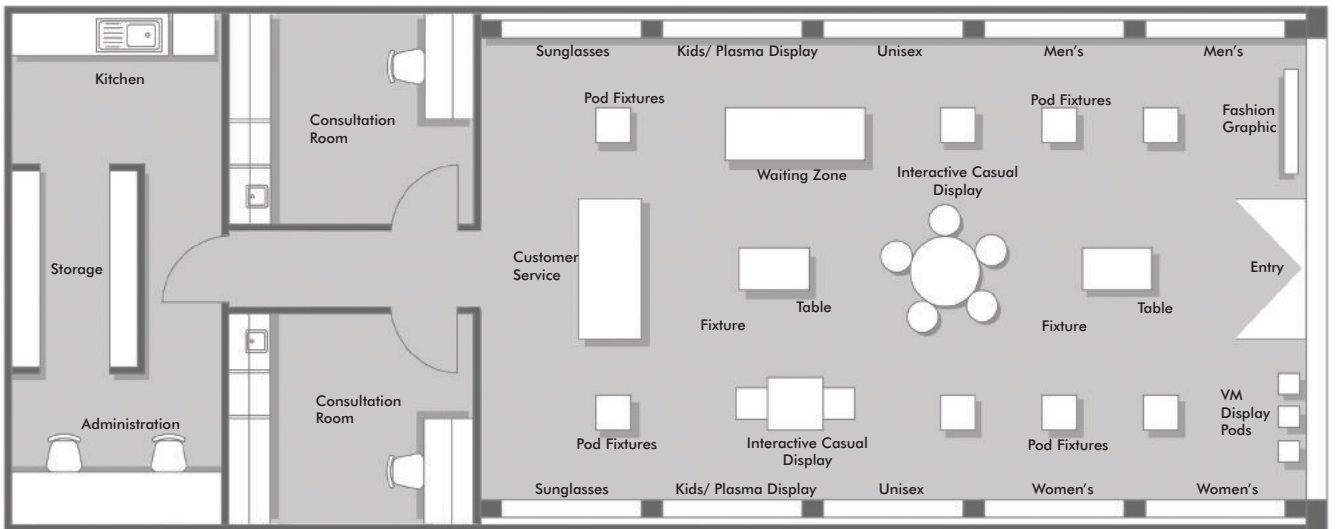
Store Planning Options (Large)

Plan Option 01

In this option you will see the following details in a store plan:-

Area Breakdown

140m² Total
90m² Retail Space
50m² B.O.H



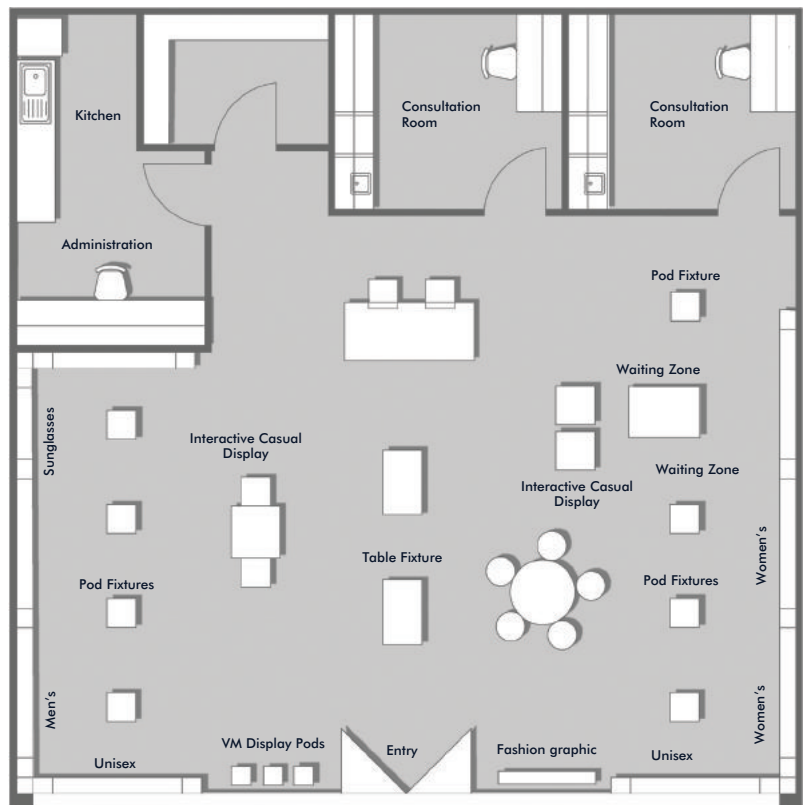
Store Planning Options (Large)

Plan Option 02

In this option you will see the following details in a store plan:-

Area Breakdown

140m² Total
95m² Retail Space
45m² B.O.H



8. PRACTICE LAYOUT AND DESIGN

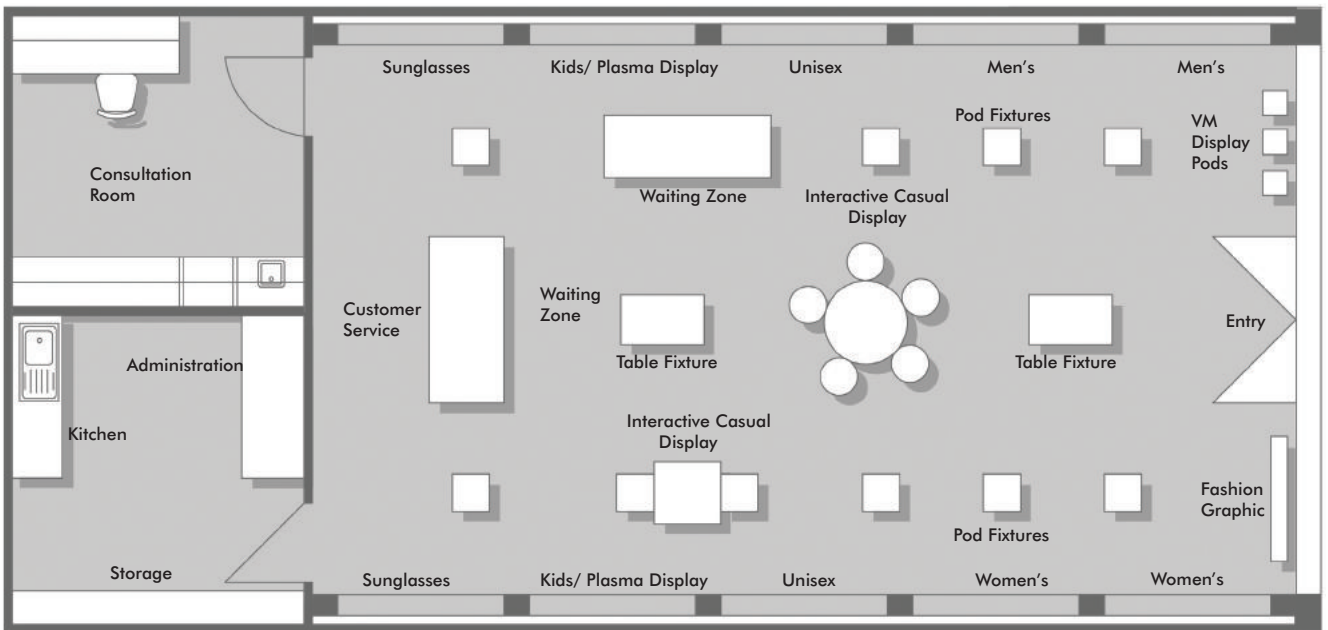
Store Planning Options (Medium)

Plan Option 03

In this option you will see the following details in a store plan:-

Area Breakdown

120m² Total
 95m² Retail Space
 25m² B.O.H



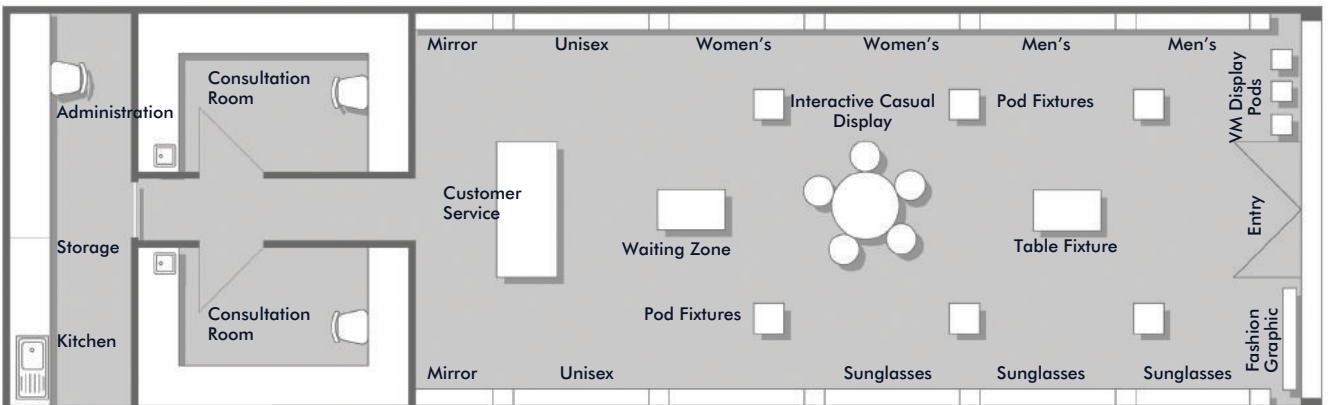
Store Planning Options (Medium)

Plan Option 04

In this option you will see the following details in a store plan:-

Area Breakdown

120m² Total
 85m² Retail Space
 35m² B.O.H



8. PRACTICE LAYOUT AND DESIGN

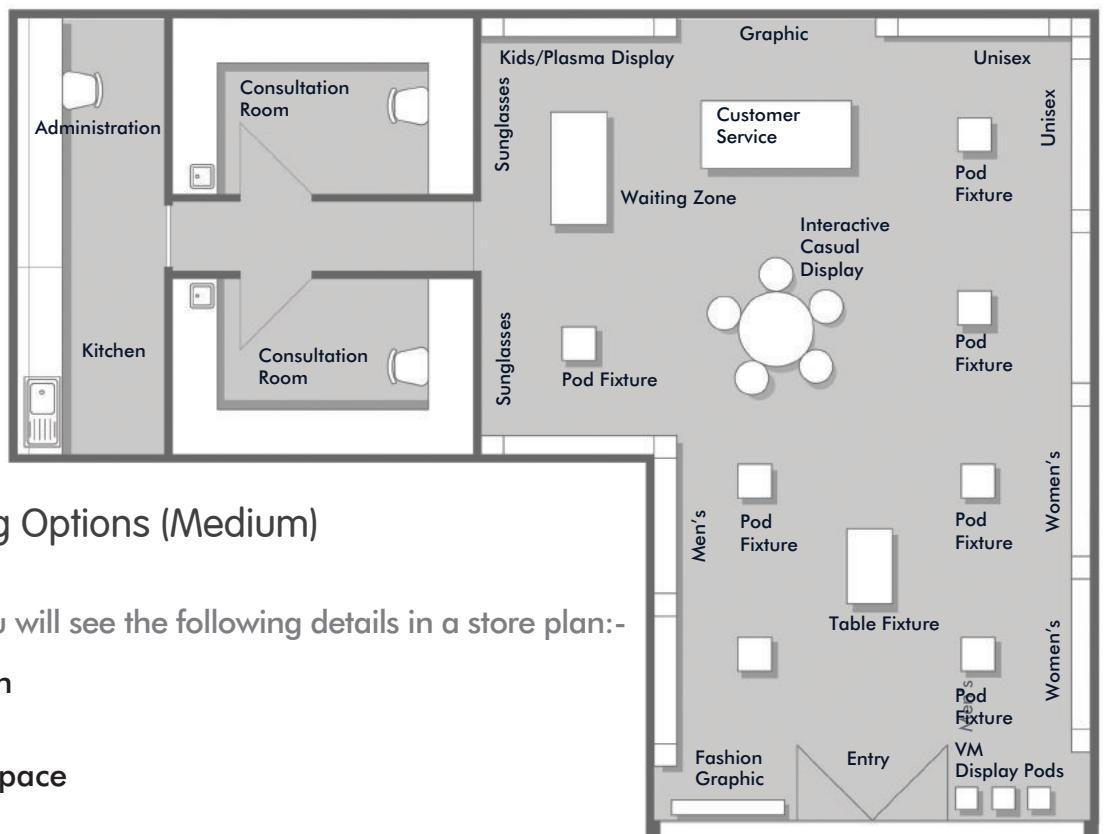
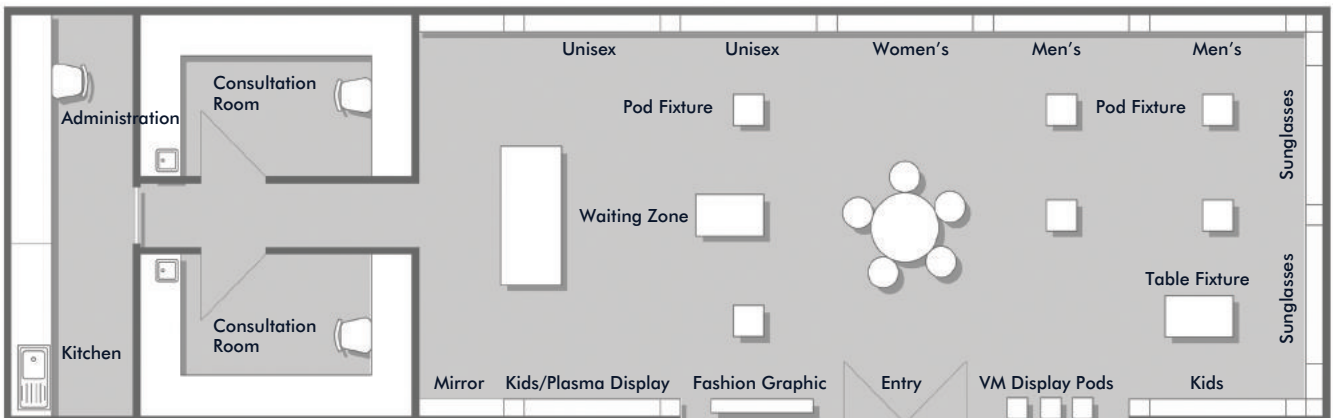
Store Planning Options (Medium)

Plan Option 05

In this option you will see the following details in a store plan:-

Area Breakdown

120m² Total
85m² Retail Space
35m² B.O.H



Store Planning Options (Medium)

Plan Option 06

In this option you will see the following details in a store plan:-

Area Breakdown

120m² Total
85m² Retail Space
35m² B.O.H

8. PRACTICE LAYOUT AND DESIGN

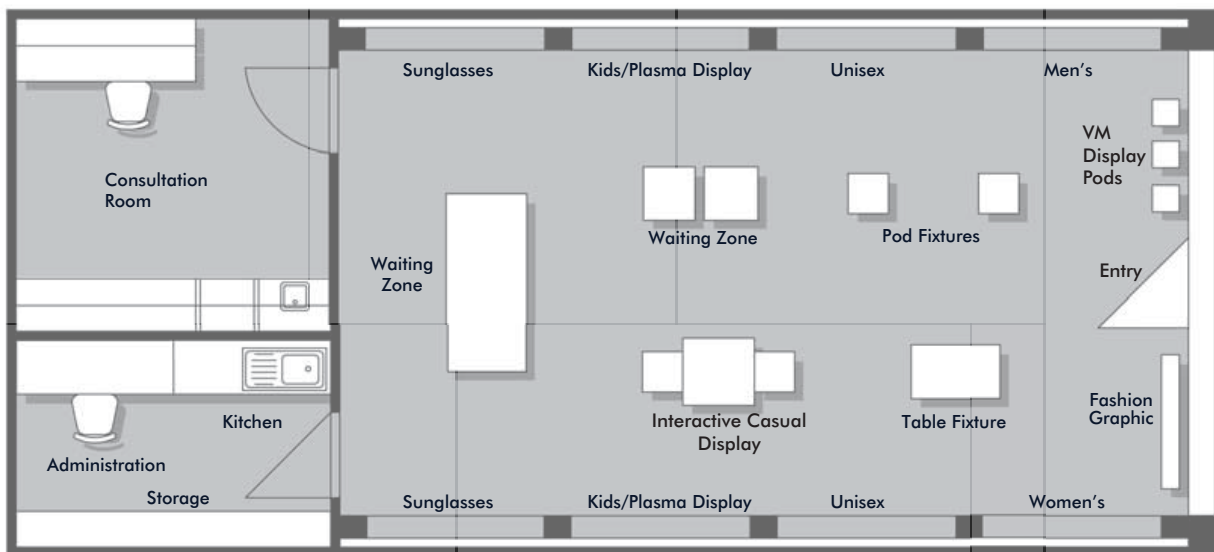
Store Planning Options (Small)

Plan Option 07

In this option you will see the following details in a store plan:-

Area Breakdown

82m ²	Total
60m ²	Retail Space
22m ²	B.O.H



9. FURNITURE AND EQUIPMENT

> Consultation room

Best Latest up to date equipment in perfect condition that portrays the utmost uncompromising professionalism and finest clinical care

Better Equipment of various ages still in sound condition as well as some recently updated equipment that reinforces to patients a high level of care.

Good Basic equipment that confirms a high level of patient care. All equipment must be in sound condition.

No equipment or furniture should be in disrepair or poor condition.

> Retail

Best Latest equipment that is clean, efficient, professionally positioned and presented. Furniture is of sound quality that is aligned to the practice theme.

Better Better than average furniture condition and quality. Up to date equipment that is efficient and appropriate.

Good Serviceable equipment in good working order. Furniture in good condition and appropriate for the practice

No equipment or furniture should be in disrepair or poor condition. Items such as plastic chairs or low quality items are not considered acceptable.

PHOTO GALLERY



PHOTO GALLERY



PHOTO GALLERY



Practice Presentation
Good Better Best

PHOTO GALLERY



Practice Presentation
Good Better Best

PHOTO GALLERY



Practice Presentation
Good Better Best

PHOTO GALLERY



Practice Presentation
Good Better Best

PHOTO GALLERY



PHOTO GALLERY



Practice Presentation
Good Better Best

PHOTO GALLERY

