


YOUR PERFECT CLINIC PLAYBOOK

Clarity and Confidence to Launch Your New Clinic Right

Your vision for your clinic is your compass.

It guides you through all the many decisions you need to make to bring your perfect clinic into reality. Without a clear vision, you not only risk creating a clinic that is less than your ideal but the process of creating it can be fraught with expensive mistakes, wrong turns, and frustrating delays.

Your Perfect Clinic Playbook is the foundational tool you need to create a detailed vision, one that allows you to plan well, be prepared, create a reasonable timeline, and articulate what is needed to those who will help you bring your clinic to life. The results will be cohesive.



**YOU HAVE
DECIDED YOU
WANT TO OPEN A
NEW CLINIC.**

Congratulations!

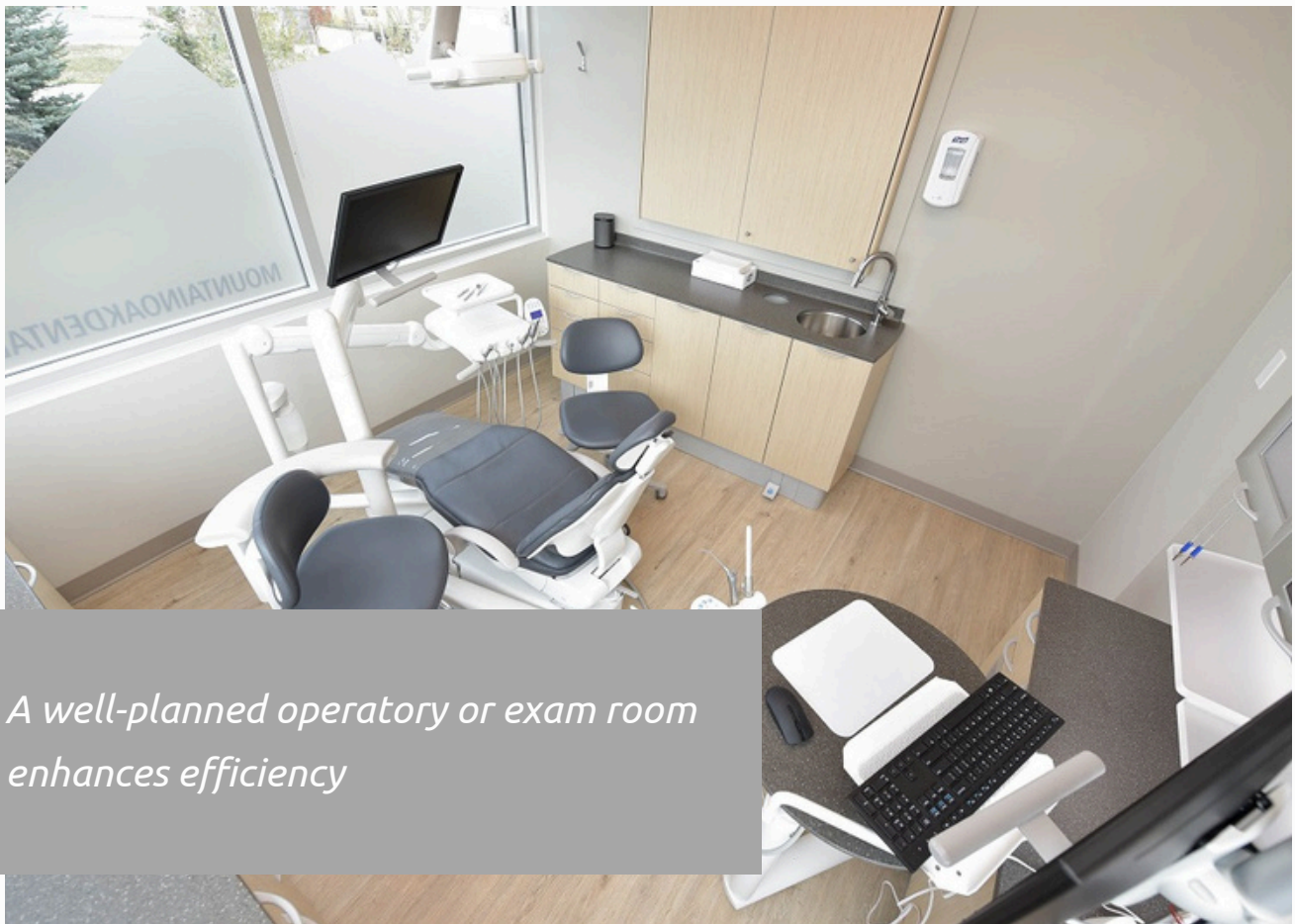
Let's Get Started...

You are “excited” to get started and then the questions start coming:

- Where do I start?
- What do I want my clinic to look like?
- How do I create my perfect clinic?
- Is there anything I’m missing?

There are lots of things to think about in defining your vision and this playbook will help you flush out the details.

Play with it. Read it. Think about in the shower or wherever you are feeling most inspired. Capturing these thoughts and ideas will start your clinic on the right path.



A well-planned operatory or exam room enhances efficiency

Let's brainstorm some ideas and gather some inspiration.

• What has motivated you to build your own clinic?

• Why do you want this new clinic?

• What does life look like when this new clinic is complete? What would that mean to you personally?



• What are your top 3 expectations of your new clinic?

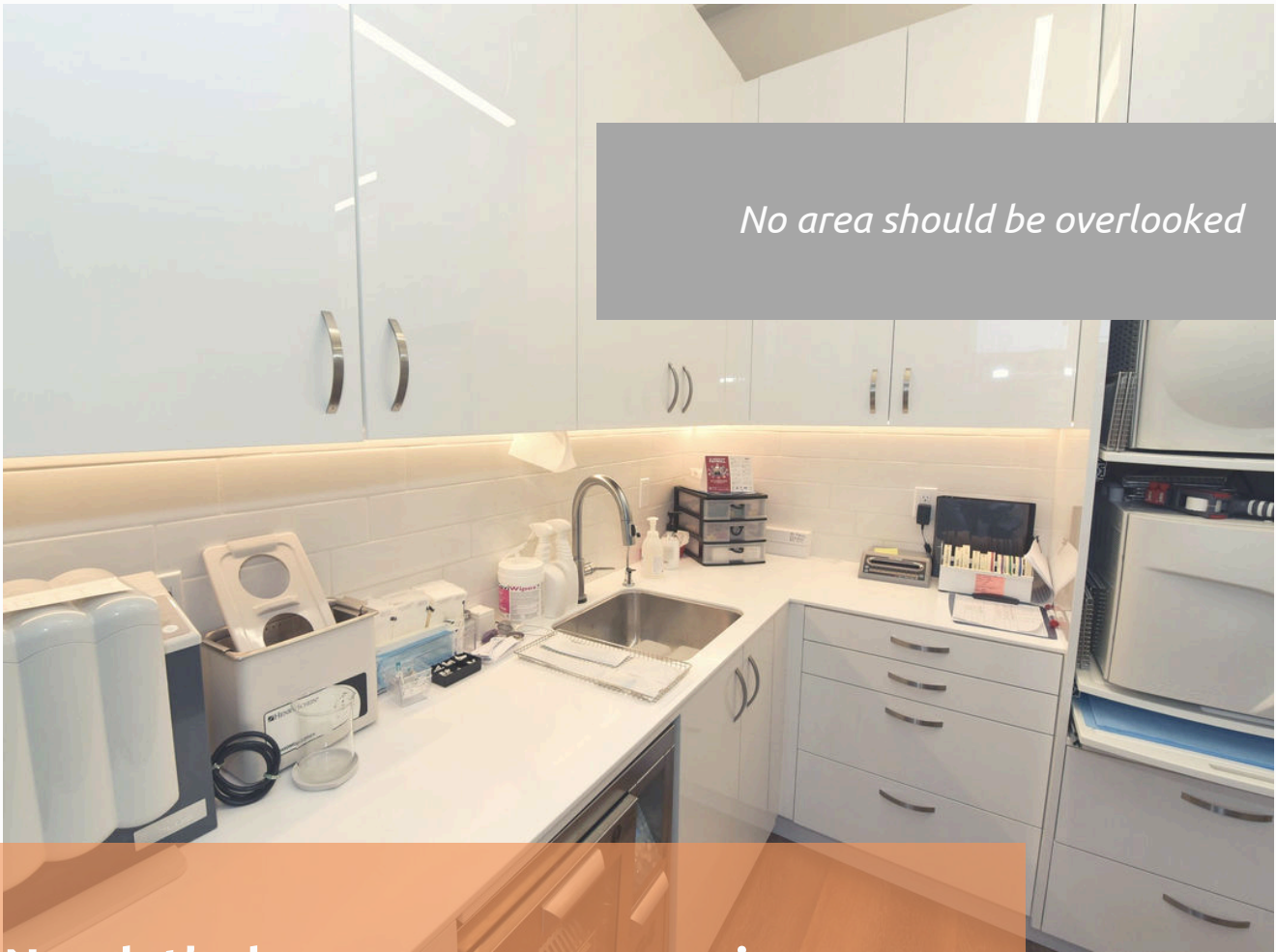
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• Are there important features you want incorporated in your clinic?

• What experience do you want to provide for your patients?

• How can your clinic space support your staff and their experience?





No area should be overlooked

Now let's draw upon your experience:

- What has worked well in clinics that you have previously worked in?

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- What challenges have you experienced in other clinics?

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- What was the workflow like in other clinics?

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- What would you do differently based on your past experience?

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It's time to explore the world around you for inspiration or examples of things you love. Here are some ideas:

- Start a Pinterest board and pin ideas, colors and pictures
- Follow people with inspiring spaces on Instagram
- Capture photos with your phone and store them in an inspiration album
- Explore websites with great design, get lost in your online research
- Identify the things you love or have been dreaming about for your clinic

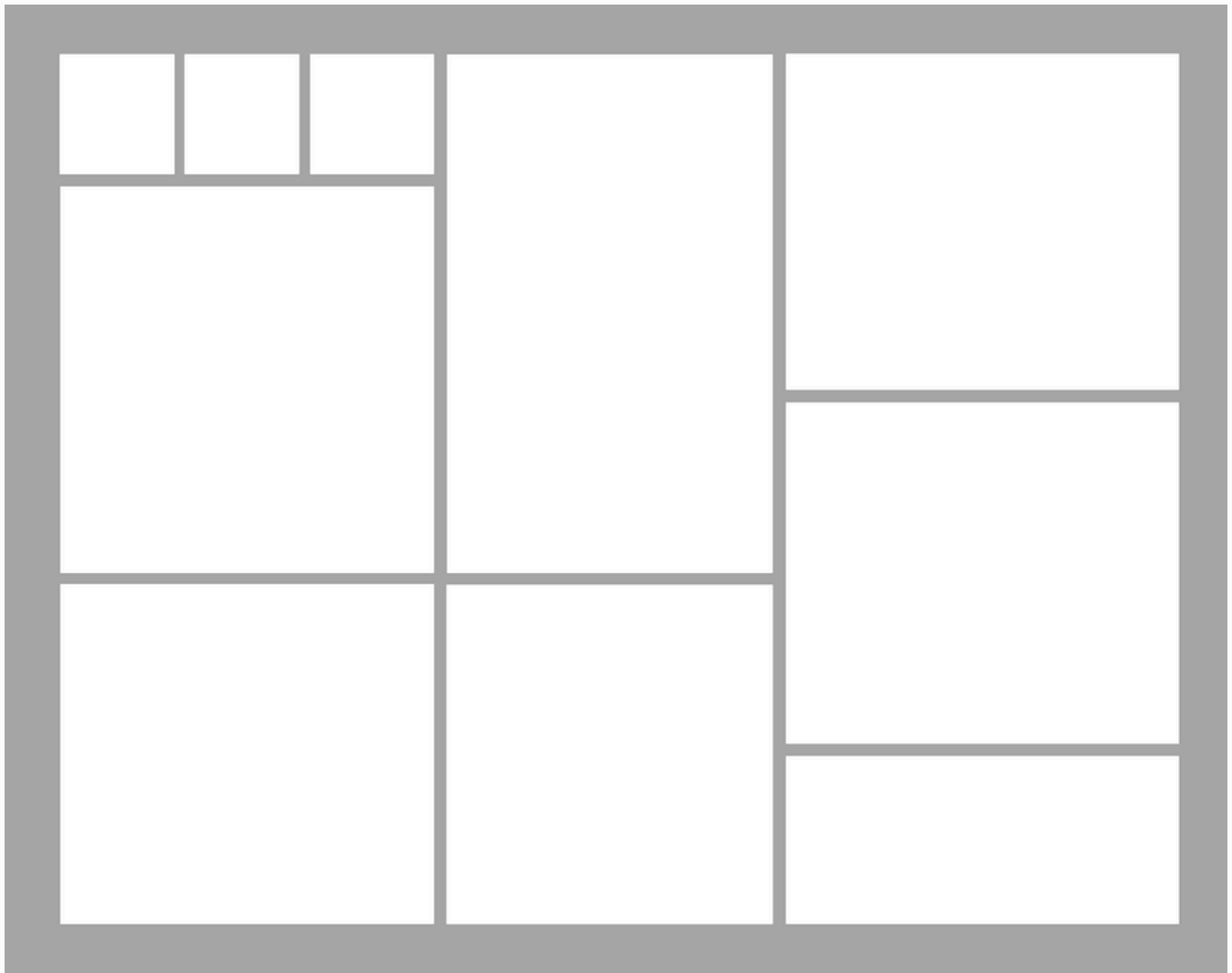



Remember it is *your* clinic, filled with *your* ideas and will be *your* place of inspiration.

Let's Gather your Ideas:

Compile your ideas, pictures and inspiration into one place for reference, motivation and guidance as you continue this journey to creating your new clinic. You can share this with your design and construction team.

Complete your Clinic Mood Board Below





Your vision will impact everything about your new clinic and by clearly defining it; you will end up with the perfect clinic!

If you have enjoyed Your Perfect Clinic Playbook process and want to see how your vision and ideas fit into the big picture for your clinic, connect with us today.

Book your **FREE** Design Consultation.



For **over 25 years** Decca Design Inc. has helped hundreds of doctors and dentists create clinics that positively impact their bottom line and deliver an exceptional patient experience. We take away the challenges and overwhelm from the design and construction process and ensure their space attracts patients... and keeps them coming back.