

'+1% Mindset' Worksheet

The +1% Mindset is all about striving to find a better way to do *everything*, at every opportunity. This worksheet is geared toward your patient (and prospect) experience. A series of SMALL improvements across a variety of areas will yield BIG results.

TOUCHPOINT	OPPORTUNITY FOR 1% IMPROVEMENT
Phone (warm, <i>consistent</i> greeting ie: 'Thank you for calling _____. You're speaking with _____. How can I help you?')	
Website (up-to-date; correct info; easy to navigate; helpful resources; online booking)	
Branding (consistent across channels – ie: <i>website, social media, printed materials, uniforms</i> ; recognizable brand 'voice')	
Social Media (appropriate 'tone'; delivering value; current; active; themed; variety)	
Building Exterior (signage easy to see; in good repair; free of rubbish; brand colours; welcoming)	
Car Park (clean, tidy; fresh lines; clearly marked spots if shared lot)	
Reception (consistent, warm greeting; clean; comfortable; up-to-date; in good repair; not cluttered; appropriate signage; amenities offered – ie: <i>magazines, coffee/tea</i>)	

'+1% Mindset' Worksheet

TOUCHPOINT	OPPORTUNITY
Appearance of team (neat & professional at all times; uniform or dress code that is enforced)	
Sign-written Vehicles (in good repair; kept clean; safe driver)	
Escorting to Exam Room (are patients 'dumped' in exam room or are they made to feel comfortable? Do they know what will happen next?)	
Service Delivery & Rapport (are you making each individual feel valued / as if they are your 'ONLY patient' today?)	
Set Next Appointment / Next Steps (clear value/reason; easy/quick; reminder set up; any helpful info or forms they need to take with them?)	
'Exiting' the office (are patients warmly sent on their way with a smile – so that they look forward to coming back? Are NEW patients given a welcome gift and/or introduced to some appropriate team members they may come into contact with in future – put a face to a name?)	
Follow-up Communication (promptly executed; quality check?; wellness check? clear/on brand)	