DECCA design inc.

Simple Design Changes
for **BIG** Returns

5 WAYS TO REFRESH YOUR CLINIC AND INCREASE REVENUE





Retiring might be close or it may be in your distant future. Either way as a clinic owner, you need to be constantly looking for ways to increase your bottom line and stand out in this competitive market.

You might be wondering if a refresh is something you should consider. It might create further questions in your already busy mind like:

- **Will I need to close the clinic while we're upgrading, or do I even have time to refresh?**
- **Can we manage the inconvenience for my staff and patients?**
- **How much will I have to spend?**

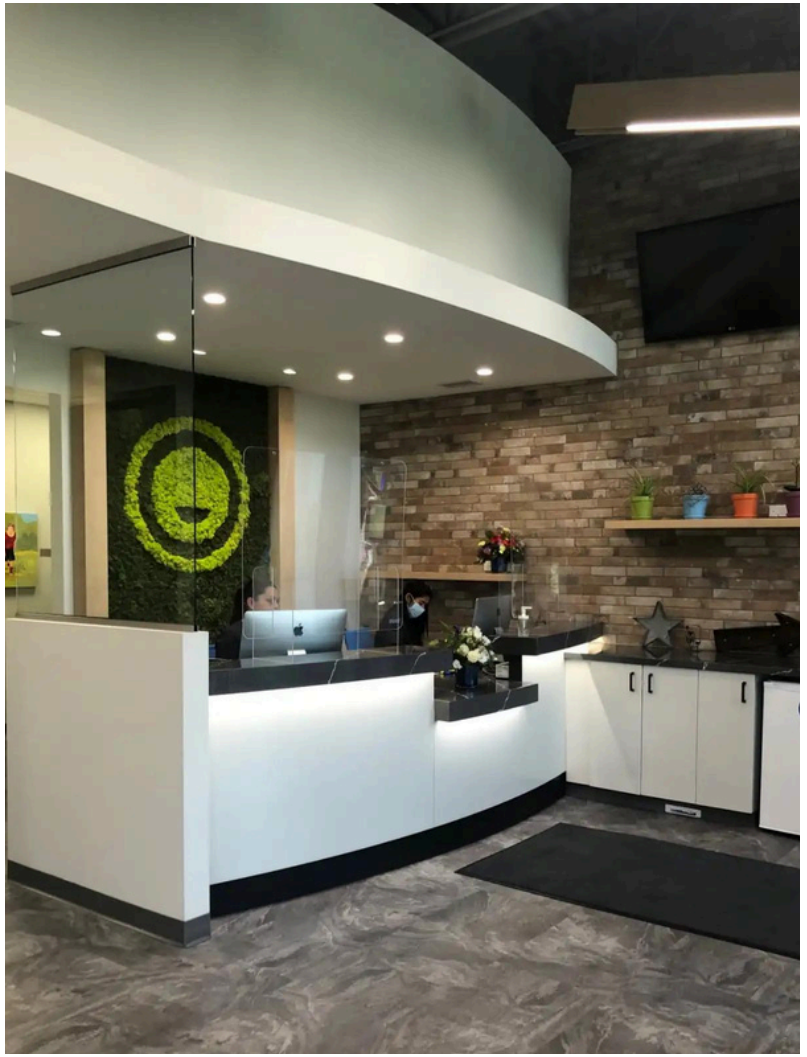
Improvements to your clinic are like investments... and they should always yield a return. We call this RODI (Return on Design Investment).

Design, when done correctly, will yield big gains in the areas of time, money and people.

When you reduce the time your patients are in your clinic, you have room to attract new patients to your practice. (Kaching!)

And when your space is designed for efficiency it's easy to support your staff and ensure they deliver the best possible patient experience.

SO, WHERE DO YOU START?





Identify the next steps you need to evolve your clinic and meet current and future needs of your practice.

1. Re-evaluate how your existing clinic space is being used. Is it being used in a way that is most practical or productive?

2. Make a list of the modifications that can be easily integrated into your existing clinic environment.

3. Research adaptive solutions that can minimize disruption to your daily operations.

Here are 5 ways to refresh your clinic, increase your revenue and impact your bottom line.



Transformation 1

Update your Out-of-Date Aesthetics

It's easy to ignore the day to day signs that your color scheme hasn't been popular in a decade. You might not notice it, but I bet your patients do. And how does that reflect on you?

Maybe you've just purchased a clinic and are now looking to rebrand with your style and company ideas.

Whatever the reason your colors look dated, a refresh doesn't have to be a complete overhaul.

Simple changes can result in no downtime for your practice. Updating the artwork, furniture or paint are easy, quick changes that make a huge impact.

Maybe your current finishes like upholstery, countertops and floors are showing wear. Substituting more durable products will handle aggressive cleaning and allow your clinic to look current for years to come.



Before





After

Morihira Dental - Calgary

This existing clinic is located in a downtown Plus 15 location. It underwent a rebrand and they wanted to attract new patients. With an update in colors, furnishings and layout they caught the eye of new patients the created curiosity for other patients to revisit the practice.

Clinic Check-In:

What does your gut tell you about your current interior?

Do you think it's a turn off to current and new patients?

If so, what are you willing to do so you can attract new patients?



Transformation 2

Accommodate for Technology or Other Services

Perhaps you have your eye on the latest and greatest technology but aren't sure how you'll integrate it in your clinic. Or maybe you wish to establish or offer a new service offering in your practice.

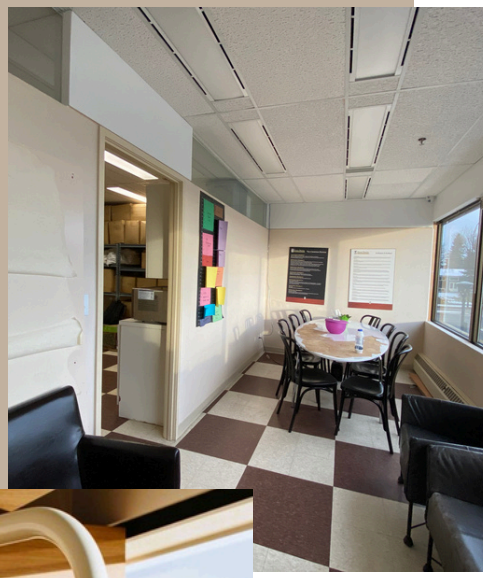
We've seen a great deal of change with the requirements and protocols affecting today's clinics. The removal of out-of-date equipment or files can create an opportunity to improve your processes and maximize the space.

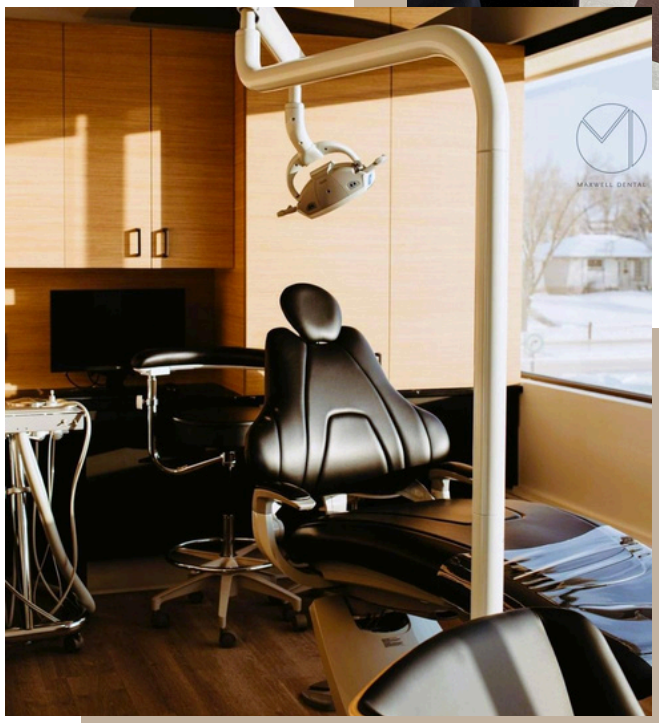
The impact that additional services will have on your existing practice shouldn't be ignored as this will increase your bottom line.

Designing the upgrades and services to better support your staff and patients will attract the patients looking to enhance their lifestyle.



Before





After

Maxwell Dental - Calgary

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In this example, the doctor was looking to create a specialized cosmetic area that required an evaluation of the current space functions and aesthetics to carve out a luxurious, private space for consulting and completing procedures for a discerning audience.

Clinic Check-In:

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Could you modify your space to deliver additional services?

Are you holding back based on your perceived constraints?

What simple change are you prepared to make to have a good impact on your numbers?



Transformation 3

Improve your Workflow and Traffic Management

Having your space support your optimal work or patient flow is essential to deliver on your bottom line. The amount of patients you're able to see in a single day is driving your bottom line numbers.



Addressing availability or proximity of your equipment, resources and supplies also dictates the efficiency of your services. With better flow you can improve upon patient wait times and streamline your enter and exit procedures.

The improvements to your work flow will render a multitude of benefits including a better patient experience, a more enjoyable staff execution and allow you to refine and make more efficient your processes thus impacting your bottom line.

Before





After NW Endodontics - Calgary

D

Wanting to maximize on the space available? This clinics reception area was modified to incorporate the transformation to achieve a better entering and exiting protocol for staff and patients.

Clinic Check-In:

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Would better work flow allow you to see more patients?

Do you already know where your bottleneck is?

Crunch the numbers to see what an impact one additional patient per day could have.



Transformation 4

Reconfiguration and Space Planning

While the reconfiguration and renovation can be the most dramatic from a visual point of view, it can also be the most surprising to your practice and your bottom line.

Far too often we see underutilized spaces, inefficient layouts and a lack of storage or needed requirements that hinder the success of a practice.

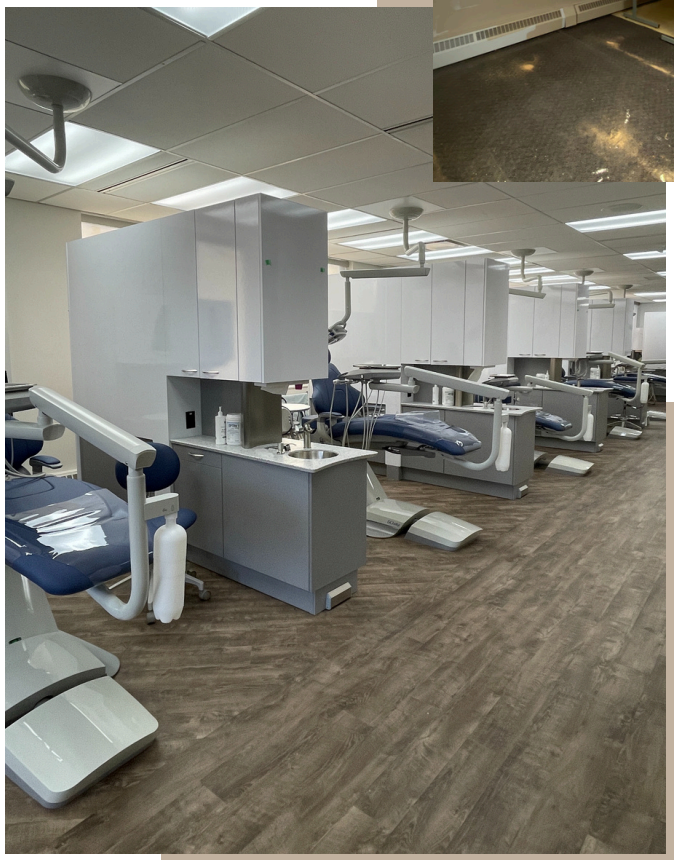
By identifying the challenges that are impeding your dreams, goals or targets a more effective solution can be found. You need to break down the obstacles in order to achieve new success in a transformed space.

These alterations don't have to be difficult to implement, cost significant money or close your clinic for extended periods. However, the results of these investments will have a greater impact on your people, patients and definitely your profit and loss statement.



Before





After Columbia College - Calgary

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Inspiring the next generation was the driving force for this updated space plan and reconfiguration. Evaluation of all processes and how the environment could best support learning was essential.

Clinic Check-In:

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Does your current layout cost you time?

What have you been tolerating that needs to stop? Are you open to new ideas?



Transformation 5

Practice Value Increase

Fetching top dollar for your practice is necessary to not only fuel your retirement or next adventure but also reward you for the dedication and effort you have poured into your practice.

There are many perceived values and benefits to completing a refresh before going to market.

An update shows your patients that you care about your clinic, you care about their experience and you want them to remain as patients following the sale.

A clinic update sends the message to a potential buyer that you have always placed a high value in updating not only your equipment, but also supporting your staff and maintaining a desirable space.



Darren Shanahan from Avail Dental was quoted to have said "we've seen a return as high as $1 million to $2 million on a renovation that was done in terms of increasing the value of that clinic."

Before





After

Bridlewood Dental - Calgary

Identifying a shorter-term goal of retiring was motivation to re-evaluate the clinic, efficiencies and processes that could be improved to enhance the numbers and negotiate a better practice value.

Clinic Check-In:

Are you maximizing the value of your practice now so that you will get a premium price?

What are you waiting for?

RODI

You're concerned about your patients and you're equally concerned about your clinic's bottom line. You need cost effective, time-sensitive ways to make changes that make significant differences.

That's what Decca Design is here for.

We want your clinic to thrive. Let's talk about how your clinic can make simple alterations that can increase your bottom line and happiness factor or as we call it RODI$_{\circ}$ – Return on your design investment.

SCHEDULE YOUR ***FREE***
30-MINUTE
DESIGN CONSULTATION
TO FIND OUT THE HIDDEN
POTENTIAL IN YOUR
CLINIC

BOOK NOW!





For 25 years, Decca Design Inc. has helped 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 to ensure a return on their design investment.

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