**Practice Audit**

**Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Location\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Check off each of the following as ‘Excellent’ or ‘Needs Work’ as those are the only two possibilities for the way the practice looks, feels, sounds, runs, profits and grows. If any part of any section below is checked as ‘Needs Work,’ then please clarify in the space provided in each section.

**The Facility**

Magazines orderly □Excellent □Needs Work

Windows clean □Excellent □Needs Work

Floor/Carpet clean □Excellent □Needs Work

Dusted shelves/desk □Excellent □Needs Work

Wall paint in good shape □Excellent □Needs Work

Smell □Excellent □Needs Work

Temperature □Excellent □Needs Work

Equipment working properly □Excellent □Needs Work

**Marketing**

Active Marketing Externally □Excellent □Needs Work

Active Internet Marketing □Excellent □Needs Work

Active Internal Marketing □Excellent □Needs Work

**Numbers**

NPV on target □Excellent □Needs Work

PV on target □Excellent □Needs Work

MV on target □Excellent □Needs Work

WC Signups on target □Excellent □Needs Work

Revenue on target □Excellent □Needs Work

**Customer Experience**

Patient are seen in proper order □Excellent □Needs Work

Smooth flow of patients □Excellent □Needs Work

**Protocols**

New Patient Entrance Script □Excellent □Needs Work

Wellness Club (membership) Script □Excellent □Needs Work

New Patient Exit Script □Excellent □Needs Work

**PLAN TO MAKE IT EXCELLENT** (Anything not marked as excellent should have a plan of action to make it excellent entered below)