

# 1 - WOW FACTOR™ :

Successful dental offices carefully lay out their waiting rooms to nail the first impression when patients walk in the door. Wowing patients doesn't require a big investment, just smart thinking. Be creative in thinking of ways to embed in patients' minds a positive association with your office. Use the sheet below, outline your possible wow factors that can be implemented within 30-90 days with lowest possible investment and time.

Name:

Date:

## Waiting Room Ideas:

Entertainment:

- 1.
- 2.
- 3.

Decor:

- 1.
- 2.
- 3.

Comfort:

- 1.
- 2.
- 3.

Patient Education:

- 1.
- 2.
- 3.