

Business Area	Concentration	Example Items	Checked
Exterior	Commute Neighborhood Development Parking Lot Accessibility Landscape Building	distance, time, traffic, construction, signage roads, businesses, schools, housing, amenities planned modifications to the neighborhood debris, accessibility, maneuverability, parking spots roadways, walkway, disability access, transportation lawn, plant life, yard care paint, roof, windows, siding, lease agreement limits	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Interior	Repairs Cleanliness Staff Members Waiting Room Treatment Room Bathroom	water lines, circuitry, carpet, walls, equipment dust, vacuum, carpet cleaning, garbage, tidy areas hygiene, appearance, work performance, attitude reading materials, noises, smells, toys, wait times reading materials, noises, smells, wait times, smells, toilet paper, towels, garbage, wipe surfaces	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Treatment	Provider Primary Services Secondary Services Products Development	hygiene, appearance, rapport building, attitude qualification, procedures, treatment plans workshops, special room, warm & cold packs supplements, fitness gear, therapy equipment continuing education, research, self-study	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Post-Treatment	Appointments Payment Options Valid Charges Bad Debts	available times, reminder cards, patient overflow cash, check, debit card, credit card, payment plans amounts, coverage, payment requests penalties, letters, phone calls, collections	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Connection	Marketing Efforts Remembrance Referrals	direct mailers, classes, luncheons, campaigns update notes, names, life events, important details thank you cards, incentives, events	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Management	Internal Controls Feedback Solutions	quality control measures, training, cross-training surveys, direct communication, secret shopper group meetings, brainstorming sessions	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>