

# The Power of Design

Crafting Spaces that Stand Apart and Drive Future Growth

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functionality, comfort, overall perception of your practice

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Fostering Patient Loyalty and attracting New Patients



# First Impression

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## Before the Remodel

- original design: dark and cluttered
- no focal point
- frame presentation shows volume, lacks navigation
- display light distracts instead of enhancing
- In 2013 this office was 20 years old

## Goal

Design that Stands the Test of Time



## After the Remodel

- Sales Volume increased by 35% in the first month
- Sustained 20 % Increase
- Cost recouped in 18 months; expected was 3-5 years
- Today this office is 12 years old



# Why Design Matters

*A person forms an impression of a space  
in just 7 to 10 seconds!*

**Design, lighting, layout,** and overall **atmosphere**  
play a key role in whether a patient feels  
welcomed and comfortable, or not.

*"67% of patients say that the design of a healthcare office affects  
their decision to stay or leave."*

- Center for Health Design



# First Impression

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before



after



# Experience per Square Foot

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## Engage with patients in a new way

- guide the experience
- competitive market including online businesses
- exposed areas provide insight and create trust

## Making a patient's visit memorable

Transparency ---> Understanding ---> Appreciation ---> Trust

**your value**











# Understanding Optometry Office Needs

*Dual Functionality:*

*How both medical and retail spaces must co-exist seamlessly*

- Design Balance: comfortable medical setting with an inviting retail space
- Privacy vs Accessibility
- Flow and Function: Supporting layout without over-crowding
- Medical Identity: cohesive design throughout the space



















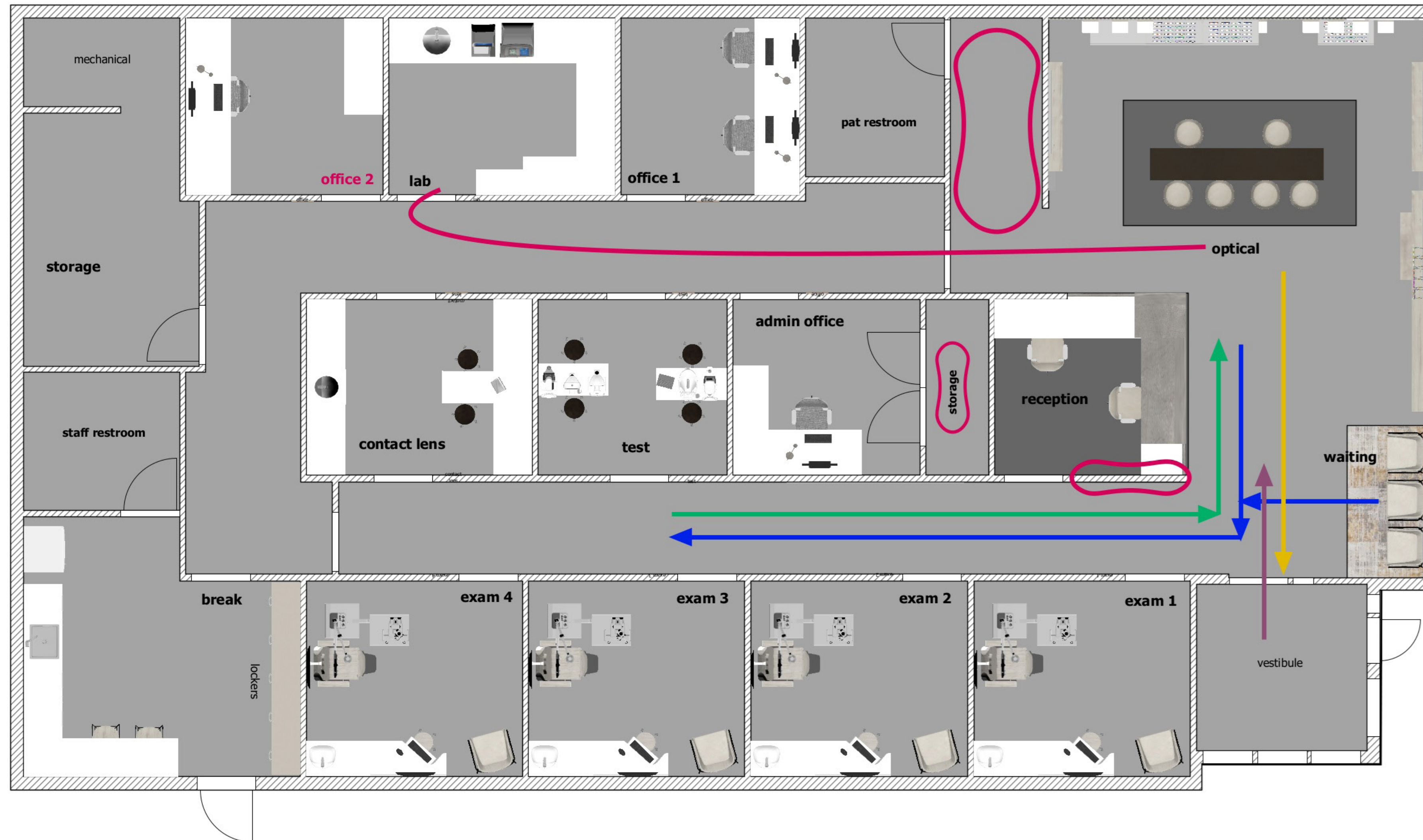
# Elements of Design That Drive Impact

*A good design should enhance the functionality of the space, not hinder it!*

Essentials for a Successfull Office Design:

- Layout: Effective and Natural Patient and Staff Flow
- Colours: Design Cohesion over Trendy Choices
- Lighting: Ambient, Accent and Task Lighting

# Space Plan



- arriving/ checking in
- entering testing & exam
- post testing & exam
- checking out/ leaving



# Space Plan



- Easy Orientation
- Avoid Congestion Points
- Funnel Traffic
- Wide Hallways
- Intuitive Flow
- Future Growth Possibilities
- Ergonomic

# Colours

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## Design Cohesion over Trendy Choices

- Your Design should tell a Story:  
a space that feels connected, unified, and reflective of your values
- Trend Colors are often short-lived
- Tiffany Blue Stands the Test of Time

Creating a design that is authentic and aligned with your practice's values. Supporting the experience you want to provide for your patients.



EYE  
CAN  
Y  
PTICAL  
SEE & BE SEEN

LINDBERG

TOMFORD EYEWEAR

TOMFORD EYEWEAR

TOMFORD EYEWEAR

EYE  
CAN  
Y  
PTICAL  
SEE & BE SEEN





CAROLINA  
Eye Doctors

OptiLight  
A Bright Solution  
For Dry Eyes

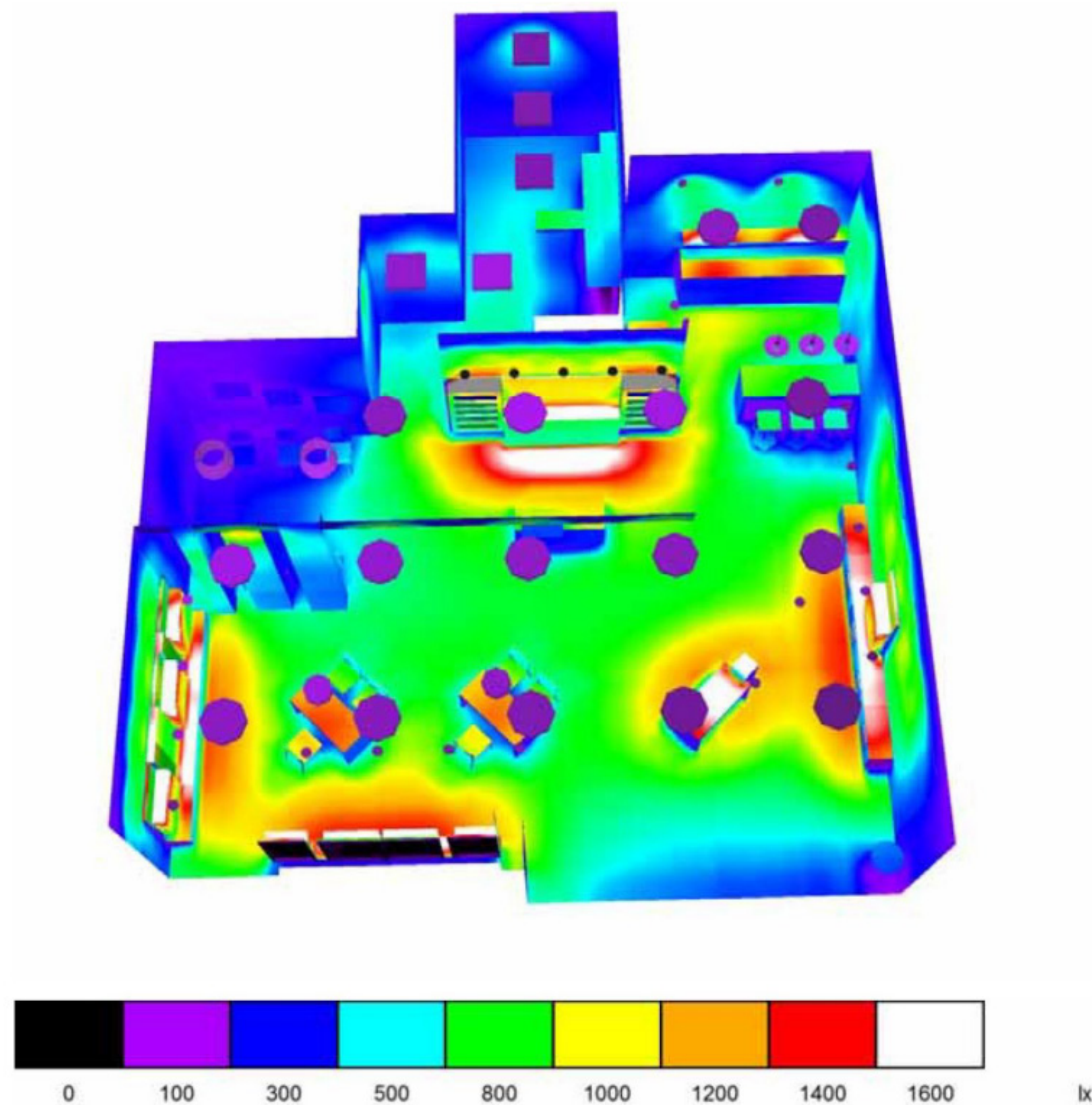






# Lighting

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- Lighting affects mood and functionality
- Ambient, Accent and Task Light
- Colour Recognition
- Product Light



# Lighting

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display light with minimal effect



equal lighting quality for the display



# Relationship between Design and Growth

*"Design is not just what it looks like and feels like.  
Design is how it works."*

- Steve Jobs

- Design that promotes emotional connections, comfort, and trust
- Creating spaces that patients want to return to and recommend
- Design and Function: Supporting future growth possibilities

***Fostering Patient Loyalty and attracting New Patients***



*THANK YOU*

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