

SPRING CONFERENCE
PREVIEW

THE GEORGIA CHIROPRACTOR

SPRING 2016



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TAKE TIME TO PLAN WHEN

Designing Practice

By Carly Sharec

Going into business for yourself can be an exciting time, but there's also a lot to think about, not the least of which is exactly what you want from your practice space.

"You really need to understand the process you physically need to go through to open an office," said Carolyn Boldt with CrossFields, a custom chiropractic office design and architecture firm. Boldt is the company's vice president and director of design. "You really, really need to be clear with what you want from a facility standpoint."

This has been especially true for GCA member Dr. Lacie Guy, who is in the process of building a new practice space in Valdosta.

"We've outgrown our current office," Guy said. "When I started working with CrossFields, I had no intention of building at that time. But ... I ended up purchasing land, and that's how we ended up building from scratch."

Whether you begin by renting your space or building from scratch, Boldt suggests that beginning chiropractors use the following steps when planning their future office space:

- **List out exactly what it is you'll need in the space.** This includes everything from your receptionist's desk to how you choose to practice - will you have an open adjusting space? Will you need a separate consultation room? How many people will you need sitting behind the front desk? Knowing exactly how much space you'll need before renting will save some heartache later, Boldt advised.
- **Work with a real estate broker.** "They're going to know the market," Boldt said. "They're going to know the things that may not be listed."



GCA member Dr. Lacie Guy, center, reviews practice plans with Scott and Carolyn Boldt of CrossFields.

- **Come up with your aesthetic vision.** "We believe chiropractic offices are definitely health care space, but there's a little bit of retail and there's a little bit of hospitality going on as well," Boldt said. Something as simple as paint color and perhaps a bit of inexpensive artwork can transform a space into a comfortable environment for your patients. Boldt also suggests for chiropractors to buy stylish, residential furniture and to have replacement furniture budgeted every two to three years.

Though Guy has been in practice for six years, she has found working with CrossFields to be an invaluable experience.

"I just can't fathom how much money and time it would save a new practitioner to be able to go out into the community and have a clear vision of what they need and want from their space," Guy said.

need advice?

Do you need advice about starting a new practice? Submit questions to csharec@gachiro.org, and your answer may appear in the next edition.

You can find CrossFields online at chiropracticeofficedesign.com