# FIRST IMPRESSIONS MATTER: New Patient Turn-Offs Checklist

This checklist will help you quickly evaluate whether your practice is creating the kind of first impression that attracts new patients—or unintentionally turns them away.
**Review each statement and check the box if it's true for your practice.**

## WEBSITE HEALTH

◯ The website looks great on mobile devices and is easy to navigate.

◯ The website has been updated within the last 6–12 months.

◯ The website loads in under 3 seconds.

◯ Patients can always find accurate and up-to-date information on the website.

## BRAND CONSISTENCY

◯ The logo, color palette, and fonts are consistent across all platforms.

◯ The style and tone of my messaging are consistent across all platforms.

◯ Contact information is accurate and consistent across all platforms.

## VISUALS

◯ All photos are professional-looking and reflect my target audience.

◯ Provider and support staff photos are current and inviting.

◯ Office and waiting room photos look warm and welcoming.

## PATIENT COMMUNICATION

◯ Calls are answered promptly and courteously.

◯ My voicemail greeting is clear, professional, and updated.

◯ All messages are answered within 1 business day.

## ONLINE PRESENCE

◯ Social media accounts are actively monitored.

◯ The Google Business profile is monitored and kept up to date.

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**Each checked item is worth 2 points.**
**Add up your total out of 30 and see how your practice measures up!**

**26–30 points:** **Excellent.** Patients are getting a great first impression, and it shows.

**20–25 points:** **Strong, but there's room to grow.** You're on the right track. Keep going.

**14–19 points:** **You need some tweaks.** Cleaning up the basics will go a long way in building trust.

**0–13 points:** **RED FLAG ALERT!** First impressions might be costing you patients.

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