

2013 “New Look” Office Design Contest



Objective: *Review of Optometry's* “New Look” Office Design Contest recognizes optometric practices that incorporate functionality, optimum use of space and stylistic appeal with up-to-date clinical technology.

Eligibility: Newly built offices and office remodels or expansions completed between January 1, 2011 and June 30, 2013 are eligible to enter the 2013 “New Look” Office Design Contest. Previous entrants can resubmit for consideration, as long as they have not previously won.

Judging: Entries will be judged by a panel of fellow optometrists who have been previously recognized for their expertise in office design.

The contest will be divided into two categories:

- Renovation of Existing Office
- New Office/Expansion

Awards: “Office Design of the Year” will be awarded to the best overall facility, based upon functional design, efficient interior space planning, style and appropriate integration of optometry equipment and technology. There will be a total of four winners—one small practice and one large practice will be selected from each category.

Each winner will receive an engraved office plaque recognizing the practice's achievement, in addition to editorial coverage online and in the December 2013 print edition of *Review of Optometry*.

How to Enter: Send your completed contest entry form and three to four high-resolution images to Editor in Chief Jack Persico. Images should illustrate the contest's four design principles—function, optometric equipment, aesthetics, and ergonomics. They must be no less than 300 dots per inch (dpi) and should be saved as .tif or .jpg files. Files can also be via YouSendIt or Dropbox.

- **Email:** jpersico@jobson.com
- **Mail:** Review of Optometry
New Look Office Design Contest
11 Campus Blvd., Suite 100
Newtown Square, PA 19073

2013 Office Design Contest Entry Form

All entries must be received by September 27, 2013.

PLEASE PRINT OR TYPE

Name and Title: _____

Practice Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Project Completion Date: _____

Website: _____ Email: _____

DESIGN BASICS

Contest Category: Renovation of Existing Office New Office/Expansion

Practice Size: Small (Gross Revenue < \$400,000) Large (Gross Revenue > \$400,000)

Estimated Total Project Cost: _____

Total Net Square Footage of Practice: _____

Entries that do not meet all requirements or are not received by the deadline of September 27, 2013 will be disqualified.

Submission of an entry constitutes consent to use the entrant's name and/or photograph, including posting on the *Review of Optometry* website and/or related print and electronic publications, without compensation unless prohibited. All photos become property of *Review of Optometry* and will not be returned. Only one entry per office will be accepted.

Entries must be composed of original, authentic, unpublished material and must be the sole property of the entrant, not previously submitted in any other contest. *Review of Optometry* is not responsible for lost, late, misdirected, incomplete, or postage-due entries. Submission of your photo gives consent for *Review of Optometry* to place the image in its image bank on a nonexclusive basis for noncommercial use.

Signature: _____ Date: _____

2013 Office Design Contest Entry Form

Questions or Concerns: Please contact Jack Persico, Editor in Chief, at jpersico@jobson.com or (610) 492-1006.

DESIGN OBJECTIVES

Explain how your office design incorporates these concepts and explain any obstacles you overcame. Please submit your responses to each of the following four questions, limiting each response to 150 words.

1. Function: How does your new office/remodel improve efficiency for your staff and effectiveness with your patients?

2. Optometric Equipment: How was currently installed optometric equipment integrated into the overall design of your facility? List pertinent upgrades that were made and/or additional components that will be added in the future.

3. Ergonomics: How has your new office improved the ease of providing eye care? Consider specific design decisions made regarding the layout of your business and clinical work areas (especially the exam rooms and front desk), placement of equipment and computer components, and positioning of doctor(s) and staff.

4. Aesthetics: How does the look of your new office/remodel affect or improve your staff and patient experience? How has your new office design attracted new business and/or expanded your patient base?