

How to Choose a Designer

The process of selecting a designer is like the process of selecting an eye surgeon. If you make a bad choice you run the risk of suffering perhaps for a lifetime with a poor result. The design of your office affects your reputation, your level of patient care, your efficiency and your income for decades to come.

Would you choose a surgeon based on price alone? Or would you choose based on their experience and track record of successful outcomes? Would you trust your eyesight to the lowest bidder or would you want the most qualified person available to do your surgery?

Choose a designer by the same criteria that you would choose an eye surgeon. Ask a prospective designer questions similar to those you would ask a prospective surgeon.

Question for Eye Surgeon	Question for Designer	Barbara Wright Design Answers
What certification do you hold, if any, from the American Board of Ophthalmology, American Board of Eye Surgery, and/or the Council for Refractive Surgery Quality Assurance? If not all, why?	Have you passed the NCIDQ (National Council for Interior Design Qualifications) exam and are you a Certified Interior Designer? If not, why?	Barbara passed the NCIDQ exam in 1990 and has been a Certified Interior Designer for the past 19 years.
How long have you been performing refractive surgery procedures? <i>(Suggested answer: Not less than three years.)</i>	How long have you been designing eye care facilities? <i>(Suggested answer: Not less than 10 years)</i>	25 years
How many refractive procedures have you performed? <i>(Suggested answer: Not less than 500)</i>	How many eye care facilities have you designed? <i>(Suggested answer: Not less than 500)</i>	618 facilities designed
What percent of your refractive surgery patients receive UCVA of 20/40 or better? <i>(Suggested answer: Approximately 90%¹)</i>	What percent of your clients report practice growth increases of 20% or more? <i>(Suggested answer: Approximately 90%²)</i>	91.5% ³

The Council for Refractive Surgery Quality Assurance (CRSQA) is a nonprofit consumer/patient organization that assists individuals considering refractive surgery. The questions and suggested answers for eye surgeons above are from the CRSQA article “50 Tough Questions for Your Lasik Doctor.”

The National Council for Interior Design Qualification serves to identify to the public those interior designers who have met the minimum standards for professional practice by passing the NCIDQ Examination. The core purpose of NCIDQ is to protect the health, life safety and welfare of the public by establishing standards of competence in the practice of interior design. Once they pass the NCIDQ Certified Interior Designers must meeting continuing education requirements in order to keep their certification current.

¹ According to the CRSQA Quality Standards Advisory Committee (QSAC), about 90% is the norm. If the doctor gives a significantly higher number, they suggest asking for proof.

² It's reasonable to expect a similar level of performance from a design professional.

³ According to a Barbara Wright Design Customer Satisfaction Survey.