

SAMPLE ONLY

Decision Model  
Choosing a Practice

**GOAL: Eliminate my child's vision system deficiency symptoms and achieve full potential in school.**

| FACTORS (that have the most effect on goal attainment and relevancy to patient/family)                                                                                             | Weighting Percentage (%) | Practice 1 |            | Practice 2 |           | Practice 3 |           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|------------|------------|------------|-----------|------------|-----------|
|                                                                                                                                                                                    |                          | Score      | Points     | Score      | Points    | Score      | Points    |
| <i>Doctor Qualifications, Credentials &amp; other Qualities (Other qualities: patient care belief, affinity for children, communication skills, other professional attributes)</i> | 50                       | 100        | 50         | 90         | 45        | 70         | 35        |
| <i>Professionalism and Qualifications of Staff</i>                                                                                                                                 | 15                       | 100        | 15         | 90         | 13.5      | 75         | 11        |
| <i>Quality of Equipment &amp; Facilities</i>                                                                                                                                       | 10                       | 100        | 10         | 90         | 9         | 80         | 8         |
| <i>Convenience (proximity) to Practice Location/ Hours of Operation</i>                                                                                                            | 5                        | 100        | 5          | 50         | 2.5       | 80         | 4         |
| <i>Cost (lowest cost = highest score)<br/>(Practice 2 Fees higher than Practice 3 Fees by 30 %)</i>                                                                                | 20                       | 100        | 20         | 70         | 14        | 100        | 20        |
| <b>TOTAL</b>                                                                                                                                                                       |                          |            | <b>100</b> |            | <b>84</b> |            | <b>78</b> |