



FIELD GUIDE / 2026 EDITION

Twelve Questions Before the Build-Out Locks Your Clinic.

Ask them before you sign with a dental office or clinic design studio. A studio worth hiring answers all twelve in one email. The wrong one goes quiet when you ask whose equipment shaped the layout.

START HERE

Every failure was visible before you signed

Dental and medical clinic projects rarely fail on the portfolio. Every studio has a calm operator and a glowing front desk. They fail on the five things below, and every one of them could have been spotted in the first email, if anyone had asked.

WHAT THE SALES CALL PROMISED	WHAT YOU FIND OUT AFTER YOU SIGN
01 "Send us the design and we render it"	You have a leased space, not a design. Nobody on the team owns the concept, so the renders wait for decisions no one is making.
02 "Nice images for the business plan"	The bank asks how many operatories fit, how patients move and why the practice suits the area. The images show a mood, not a practice.
03 "The dealer did a free layout"	The layout is built around one brand of chairs and cabinetry. Patient flow, sterilization and the rooms you need come second.
04 "The landlord will understand the plans"	The landlord, the contractor and the building owner each read a different drawing, and each finds a different problem with the build-out.
05 "We'll photograph the clinic when it opens"	Patients look for a new practice online months before the first appointment. There is nothing to photograph, and the website launches with stock images.

You are not choosing a portfolio. You are choosing who decides the design.

The twelve questions on the next two pages test exactly that. Each one maps to one of the failures above, and each has an answer you can check.



Maverick Frame clinic design renders: a dental waiting room and an operator.

THE TEST, PART ONE

Questions 1 to 6: design and layout

Send these as they are. You are not looking for enthusiasm; you are looking for names, files and working days. Vague answers are an answer too.

ASK THIS	A GOOD ANSWER SOUNDS LIKE	WALK AWAY IF
1. I have a space and a budget, not a design. Who develops the concept?	"We do": layout, operatories, materials and a first look at the clinic, reviewed with you before any final render.	"Send us your designer's drawings."
2. How do you plan the patient flow and the operatories?	Chairs, sterilization, X-ray and the front desk placed on your square footage as a 3D floor plan you can walk through.	"We place the rooms where they look good."
3. Whose equipment is in the layout?	Independent by default, or the chairs and cabinetry you have chosen, from the dealer's specs.	Only one brand, and no reason why.
4. Can you design the waiting room and the consultation room too?	The reception, waiting and consultation spaces designed with the treatment rooms, inside the same model.	"Patients only see the chair."
5. What will you need from my architect, and what do you not do?	A clear split: we design and visualize, your architect and engineers issue construction, plumbing and permit drawings.	"We do everything", including stamped drawings.
6. How many design rounds before the final renders?	A number, what counts as one round, and when changes start to cost extra.	"Unlimited" or no number.

Questions 1 and 3 decide most projects

If nobody owns the concept, every render waits for a decision. If the layout belongs to one dealer, you are buying their equipment before you have chosen it. Get both answers in writing.



Maverick Frame clinic design renders: a dental treatment room and a patient lounge.

THE TEST, PART TWO

Questions 7 to 12: money, opening, team

ASK THIS	A GOOD ANSWER SOUNDS LIKE	WALK AWAY IF
7. Which views go into the business plan and the loan application?	The reception, an operatory and the floor plan: the views that make the plan believable to a lender.	"Whatever looks best."
8. What do the landlord and the contractor get?	Floor plan, storefront and finish views from the same model, clear enough for the contractor to price the build-out.	Pretty images with no plan behind them.
9. Can we start marketing before the clinic is built?	Website images, social formats, the opening announcement and a short fly-through, made from the design model.	"Wait for the photoshoot."
10. When would I see the first layout and the first render, counted from a complete brief?	A number of working days for each, and what "complete" means.	"As soon as possible" or no number.
11. What happens when the design changes after approval?	The model is updated, not rebuilt, and you know the price of a change before it is made.	"We start the scene again."
12. Who exactly will work on my clinic, and is any part passed on?	Named roles on the studio's own team, or an honest "yes, the animation" with the reason.	"Our network", a pause, or silence.

10 - 12

GOOD ANSWERS: HIRE, AND ASK FOR THE LAYOUT
DATE IN WRITING

7 - 9

ASK FOR A PAID CONCEPT VIEW BEFORE
COMMITTING THE FULL SET

0 - 6

WALK AWAY, HOWEVER STRONG THE PORTFOLIO
LOOKS

The question studios dodge most often is number 12

Passing work on is common and not always bad. Hiding it is the problem, because nobody can fix a layout your landlord rejected with a team you are not allowed to talk to. Ask it plainly and listen to how long the answer takes.



Maverick Frame clinic design renders: a medical exam room and an aesthetic treatment room.

SEND IT

One email, three studios, one day

You do not need a call to run the test. Paste the email below, attach what you already have, and send it to the three studios on your shortlist at the same time. Replies arrive within a working day, and the difference between them is usually obvious by the second paragraph.

THE EMAIL TO SEND

01	Subject	Dental office design and visualization for [practice name or address], quote and twelve questions
02	Line 1	We are opening a [dental office / medical clinic / med spa] of about [area] in [city] and need [a concept and layout / renders / an opening package] by [date].
03	Line 2	Attached: the floor plan of the space, photos, the number of operatories or rooms, any equipment quote and references we like.
04	Line 3	Please answer the twelve questions below with names and working days, not ranges.
05	Line 4	Paste questions 1 to 12 from pages 03 and 04.
06	Line 5	We will decide within a week of receiving all three replies.

What good replies have in common

They are short. They answer in working days, say who designs the concept, and ask you one or two questions back about your patients, your budget and your opening date.

What we would answer

Our own numbers are on the next page, in the same format, so you can score us with the same test.



Maverick Frame clinic design renders: a clinic exam room and a med spa treatment room.



WHAT THINGS COST

Market rates and our terms, so you can check any quote

Ranges seen across the market in 2026, freelancer to studio. Use them to sanity-check any quote, including ours.

DELIVERABLE	FREELANCER	STUDIO
Single exterior still	\$100 - 300	\$250 - 600
Single interior still	\$120 - 350	\$300 - 700
Package of 5 - 8 views	\$600 - 1,500	\$1,500 - 4,000
Animation, per minute	\$1,000 - 3,000	\$3,000 - 8,000

Our standard timelines and revision terms. They are what we quote unless a project needs something else, and we say so before work starts.

STAGE OR DELIVERABLE	MAVERICK FRAME STANDARD
First draft of a still	3 to 5 working days from a complete brief
Finished stills, package of 5 - 8	2 to 3 weeks, drafts included
Animation, up to one minute	4 to 6 weeks, storyboard and preview first
Revision rounds included	Two at draft stage, one on the final image
What counts as a round	One consolidated list of comments, sent at once
Rush delivery	Half the time for about 40% more, when the schedule allows

Line up a studio before the deadline is on fire

The most expensive projects we see are not the badly briefed ones. They are the ones briefed in a panic, after the first supplier failed and the launch date did not move. Vet one or two studios while nothing is urgent.

A note on in-house: one artist needs around ten software subscriptions, a workstation and a stack of adjacent skills - modelling, lighting, post-production and client communication. It pays off only when that person is busy every day. Below that, the arithmetic favours outsourcing on its own.

NEXT

Send us the space and the idea

A floor plan, photos of the empty space, a business plan draft or just a few lines about the practice you want to open, in whatever state. We reply with a scope, a price and the questions that decide them, in writing and without a sales call.

The contact form	maverickframe.com/contacts/
Dental office and clinic design	maverickframe.com/solutions/dental-office-design/
Or simply	reply to the email this guide arrived in.

Written by the people who read these briefs

Dim Kuzmenko is a co-founder of Maverick Frame Studio. The figures in this guide come from our own inbox and our own rate card, not from an industry survey.