



Sample Location Scoring Template Design Documentation

Prepared by Colorado Chinese Medicine University

Purpose

This Sample Location Scoring Template is designed to help acupuncture graduates evaluate the feasibility of opening a Traditional Chinese Medicine (TCM) clinic in different ZIP Code areas across Colorado. The template provides a structured and data-driven approach to scoring each location based on key demographic, socioeconomic, and practitioner distribution factors.

The methodology reflects a balance between market potential, healthcare demand, and competitive saturation, allowing for evidence-based decision-making when selecting clinic locations.

Scoring Model Overview

Each ZIP Code is evaluated based on eight core dimensions. Each dimension contributes a weighted score to a final composite score (score_v7), which represents the relative attractiveness of the ZIP Code for clinic establishment.

Eligibility: Only ZIP Codes with a total population of 10,000 or more are included in the scoring process to ensure sufficient population base.

Scoring Dimensions and Logic

#	Category	Field Name	Scoring Method	Weight
1	Population Density (per sq mile)	population_density → score_population_density	Banded scoring (see table below)	10%
2	Female Population	total_female_population → score_total_female_population	Standardized (Min-Max), ZIPs under 5,000 females	10%

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			get 0	
3	Bachelor's Degree Rate	percent_bachelors_degree → score_percent_bachelors_degree	Min-Max normalization	15%
4	Absolute Educated Population	population_count × percent_bachelors_degree → education_absolute_count → score_education_absolute_count	Min-Max normalization	10%
5	Median Household Income	median_household_income → score_median_household_income	Income band scoring (see table below)	25%
6	Poverty Rate (Inverse)	percent_population_in_poverty → score_percent_population_in_poverty	1 - normalized poverty rate	10%
7	White Population Ratio	percent_white → score_percent_white	Min-Max normalization × 0.5	5%
8	Acupuncturist Density (per 10k residents)	acupuncturist_density_per_10k → score_acupuncturist_density	Banded scoring (inverse: lower = higher score)	15%

Banded Scoring Rules

Population Density → score_population_density

< 500: 0

500 – 999: 2

1,000 – 1,999: 4

2,000 – 3,999: 6

4,000 – 7,999: 8

≥ 8,000: 10

Median Household Income → score_median_household_income

< 70,000: 0

70,000 – 79,999: 8.33

80,000 – 89,999: 11.67

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90,000 – 99,999: 15
100,000 – 109,999: 16.67
110,000 – 119,999: 18.33
120,000 – 129,999: 20
130,000 – 139,999: 21.67
140,000 – 149,999: 23.33
≥ 150,000: 25



Acupuncturist Density (per 10,000 residents) →

score_acupuncturist_density

< 1.0: 15
1.0 – 1.99: 14
2.0 – 2.99: 12
3.0 – 4.99: 10
5.0 – 7.99: 6
8.0 – 10.0: 2
> 10.0: 0

Final Score Calculation

The final score score_v7 is calculated using the weighted sum of each component:

$$\begin{aligned} \text{score_v7} = & \\ & 0.10 \times \text{score_population_density} + \\ & 0.10 \times \text{score_total_female_population} + \\ & 0.15 \times \text{score_percent_bachelors_degree} + \\ & 0.10 \times \text{score_education_absolute_count} + \\ & \text{score_median_household_income (already scaled to 25\%)} + \\ & 0.10 \times \text{score_percent_population_in_poverty} + \\ & \text{score_percent_white (scaled to 5\%)} + \\ & 0.15 \times \text{score_acupuncturist_density} \end{aligned}$$

Applications

This scoring model serves as a decision-support tool for:

- Prioritizing clinic location candidates
- Visualizing regional strengths and gaps
- Supporting presentations or funding proposals
- Building heatmaps or dashboards for strategic planning

It can be further expanded by incorporating:

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- Rent and lease rates
- Business zoning data
- Public transportation access
- Cultural alignment and insurance plan penetration

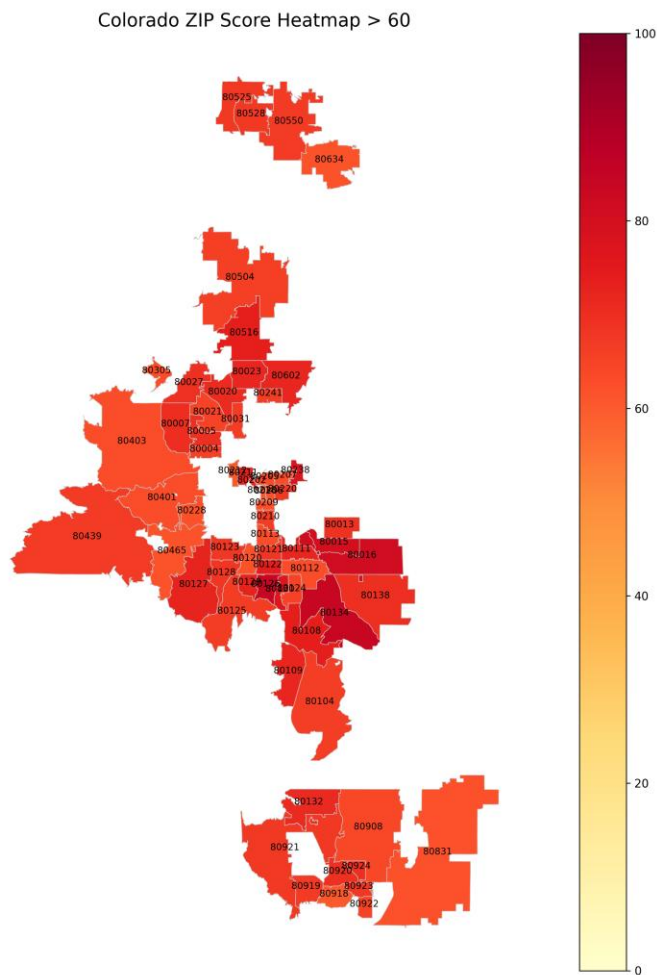


Appendix: Key Heatmap Visualizations Based on Scoring Results

To assist with visual interpretation of the sample location scoring results, the following five heatmaps are included as part of this guidance document:

- **A. High-Potential ZIP Codes (Total Score > 60)**

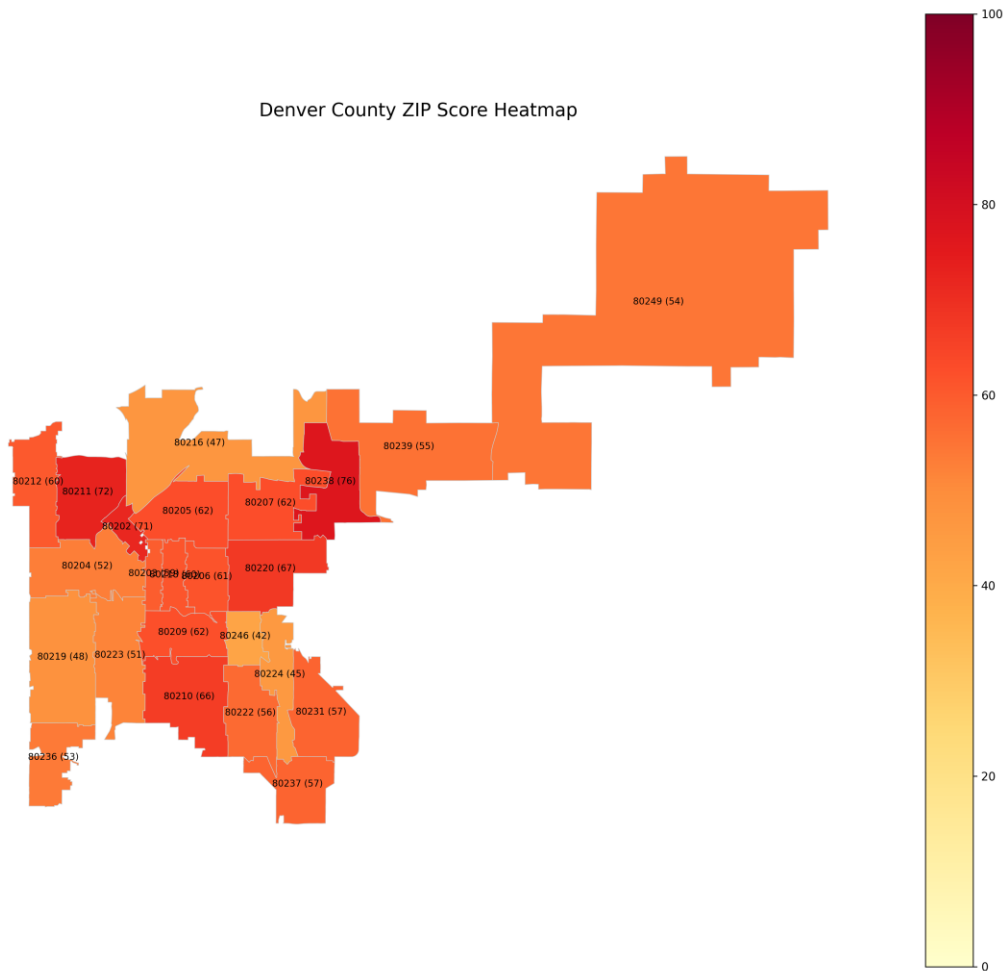
This statewide heatmap displays ZIP Codes that achieved a total composite score above 60. These areas reflect strong combinations of favorable demographics, household income, education levels, and low acupuncturist saturation—ideal candidates for TCM clinic placement.





- **B. Denver County**

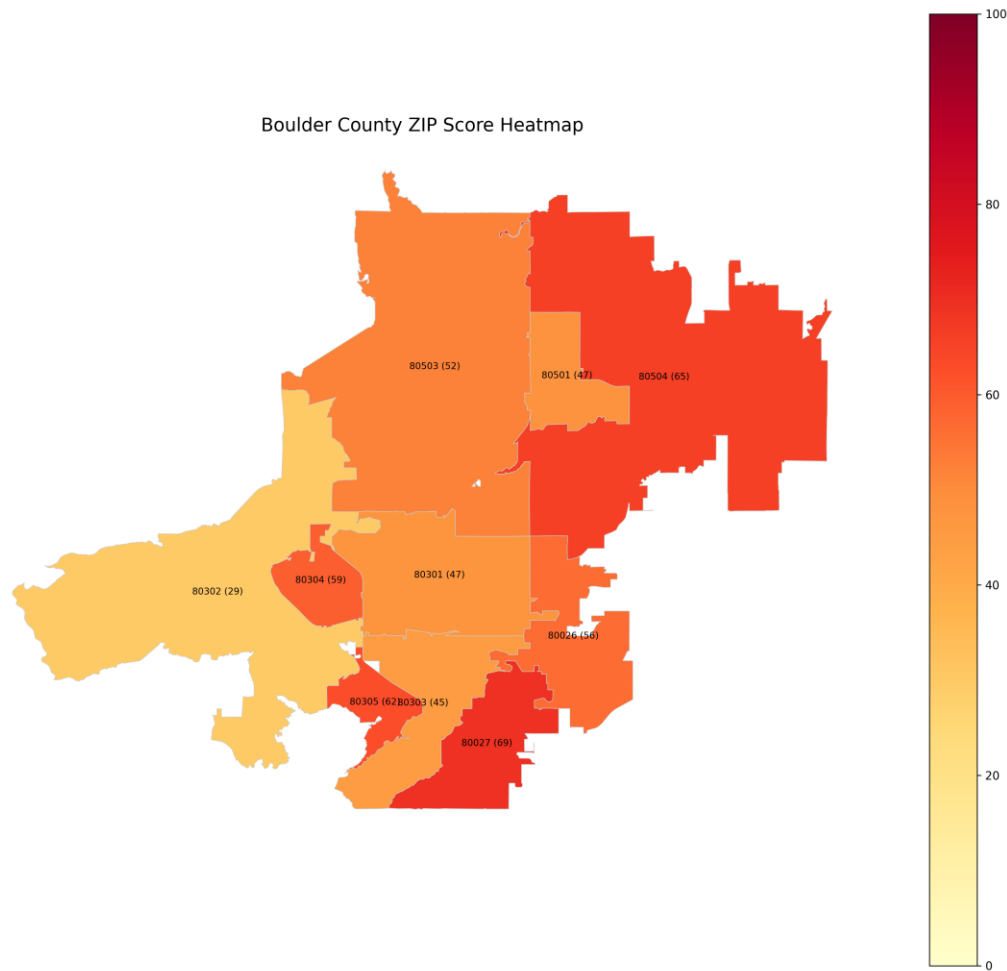
A detailed view of ZIP Code performance within Denver County, Colorado's most populous urban center. This map helps identify intra-city variability in location feasibility.





- **C. Boulder County**

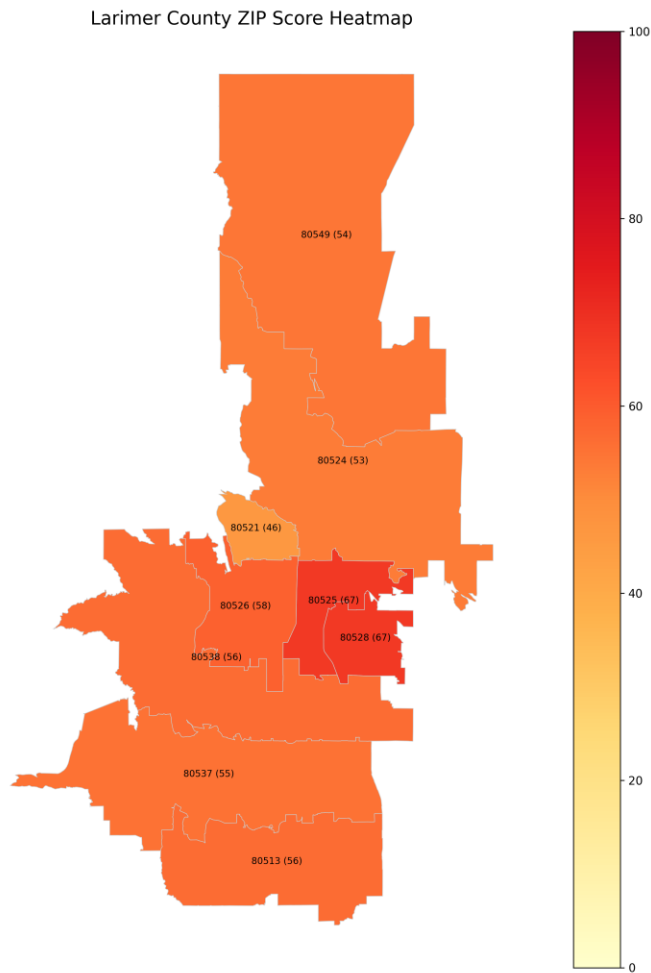
Known for its educated and health-conscious population, Boulder County is mapped to explore localized potential for integrative and preventive medicine offerings.





- **D. Fort Collins (Larimer County)**

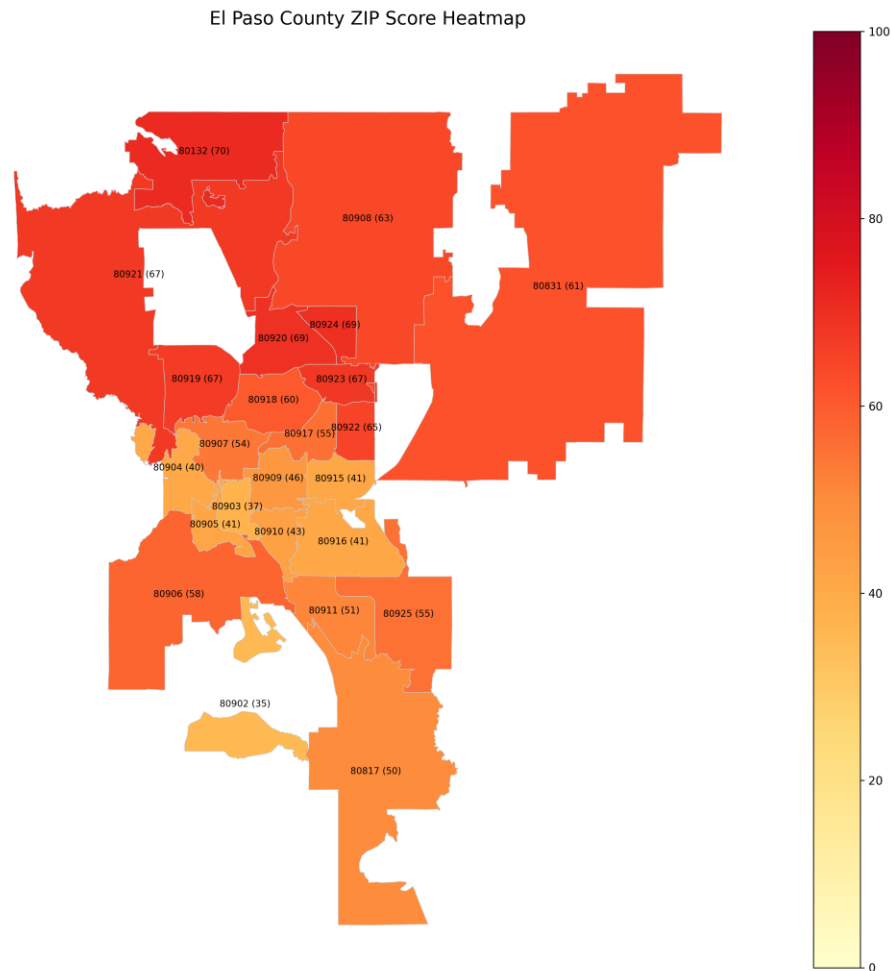
This map focuses on ZIP Codes around Fort Collins, a growing city with significant student and professional populations.





- **E. Colorado Springs (El Paso County)**

A southern urban hub with a diverse population base and expanding residential zones. The map provides insight into underserved versus saturated ZIP Codes in this region.



Note: All maps are generated using the scoring methodology described in this document and are intended for illustrative and reference purposes only.