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| MEDICAL OFFICE STARTUP  CHECKLIST |

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| 1. GETTING STARTED – MISSION STATEMENT & VISION | |  |  |
|  | Determine why you want to start a business. | | |
|  | Create a plan: What do we do? How do we do it? Who do we serve? | | |
|  | Determine viability: Is there a market for your service? | | |
|  | Determine a location that can best service your market. | | |
|  | Assess how much capital you have available to invest and how much you need to raise. | | |
|  | Who are your key partnerships? | | |
|  | Discuss your plans with family members to ensure they are behind you. | | |

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| 1. BUSINESS OBJECTIVES. | |  |  |
|  | Define the customer “problem” and how your business can provide a solution in a unique way. | | |
|  | What specific goods and services will you be offering your clientele? (e.g. pediatrics, general practice, orthodontics, etc.) | | |
|  | Determine viability: Is there a market for your service? Is it over/under-saturated? | | |
|  | Industry analysis: What are the key success factors, size, growth rate and trends of the industry? | | |
|  | What is your growth strategy? | | |
|  | How will you keep up and adapt to changing markets? | | |
|  | Define your market: Who is your ideal customer? What is your market size? How easy is it to acquire the customer? | | |
|  | Create an operational plan: general operations, protocol, business location, facilities and equipment needed. | | |
|  | Determine your company structure, management team and staffing. | | |
|  | Create a financial plan: Identify costs and forecasted sales. When can you break even and turn a profit? | | |

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| 1. SETTING UP YOUR BUSINESS | |  |  |
|  | Business name availability: Perform a corporate name search to make sure your name is still available. | | |
|  | Register your business domain. | | |
|  | Apply for business licenses and permits and tax payer’s ID. | | |
|  | Decide on a legal structure or business structure and incorporate: Corporation, LLC or Sole Proprietorship. | | |
|  | Set up software platforms and CRM tracking system. | | |
|  | Set up an accounting and record keeping system: hire an accountant, select an accounting system and a fiscal year. | | |
|  | Acquire necessary insurance policies for your business: (liability, workers comp, malpractice, health insurance, etc) | | |
|  | Open a business bank account and business credit card. | | |
|  | Applications for loan | | |
|  | Purchase of medical equipment and furniture | | |
|  | Recruitment of staff and employees | | |
|  | Begin networking with pre-marketing materials such as business cards, brochures, or public relations. | | |

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| 1. START UP EXPEDITURE: BUDGET | |  |  |
|  | Estimate how long it will take for your business to turn a profit. | | |
|  | Itemize your living expenses for the first year, at least, and assess where this will come from. | | |
|  | Itemize how much start-up capital is required to launch the business and project how long before profitability. | | |
|  | If outside investment is required beyond the founders’ savings, determine:   * the amount of the loan * how the funds will be used * requested repayment of the loans (number of months/years to repay) * collateral offered | | |

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| 1. PLANNING FOR YOUR MEDICAL OFFICE START UP | |  |  |
|  | Write an **Executive Summary** after the other sections of the Business Plan are completed below. | | |
|  | Complete a **Company Overview** that includes basic information and a summary of the management team. | | |
|  | Write a **Business Description** section describing your products and services and what problems they solve. | | |
|  | Prepare a **Market Analysis** section that describes the total market and your target market, specific segment needs, competitive offerings available, and any trends that will affect the analysis. | | |
|  | Describe an **Operating Plan** for the business, such as operating hours, number of employees, key vendors and any adjustments your business might need to adapt to. | | |
|  | Create a **Marketing and Sales Plan** that includes a “Go To Market” or launch plan, pricing, how your business will generate leads, close new business and retain existing clientele. | | |
|  | Build a **Financial Plan** that shows a break-even analysis, projected profit and loss, and projected cash flows. | | |

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| 1. SETTING UP TO OPERATE | |  |  |
|  | Location: Find a feasible space for you to maximize your reach to your targeted audience. | | |
|  | Identify any staffing needs. | | |
|  | Recruit, interview, hire, and train employees (if applicable). | | |
|  | Identify and set up any needed technology: **POS**, Email, Phones, **CRM**, Billing and Payment systems | | |
|  | Ensure your technology systems are secure with your information or customer information. | | |
|  | Depending on the business type, identify and partner with the right suppliers/vendors. | | |
|  | Set up your pricing structure. | | |

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| 1. MARKETING AND LAUNCHING YOUR BUSINESS | |  |  |
|  | Develop and refine a brand for your company and its products or services. | | |
|  | Begin distributing or displaying your marketing materials: web-based advertising, social media, direct mail, business cards, trade shows, brochures. | | |
|  | Enter into business partnerships with health management organizations, government agencies and health insurance companies. | | |
|  | Advertise your medical clinic in community-based newspapers, local TV and local radio stations | | |
|  | Online, initiate digital marketing through blogs, emails, or SEO strategies to drive traffic to your web site. | | |
|  | Sponsor community health programs, attend expos, etc. | | |
|  | Organize an opening event at a local business. Create a relationship that might allow cross-promotions. | | |

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| 1. SUSTAINING YOUR BUSINESS | |  |  |
|  | Keep track of what strategies work and which ones flopped to fine tune your marketing tactics. | | |
|  | Ask for referrals and testimonials to build credibility. | | |
|  | Maintain and nurture your repeat business. Remember, it costs 80% less to maintain a current relationship, than to go out and vie for a new one. | | |