

HEALTHCARE START-UP ISSUES

The following is an **abbreviated** list of items for consideration when contemplating opening a new practice. This list is not complete, and should be considered to be only a general guide. Actual needs will be dictated by specific markets, programming, and strategic goals of the principal(s) involved.

PLANNING

1. Select a qualified consultant to develop:
 - a. Business Description and Goals
 - b. Market Assessment
 - c. Financial Feasibility Study: Assumptions, Proforma Financial Statements and Capital Requirements
 - d. Operational and Marketing Strategies

FACILITIES

1. Select Office Site/Negotiate Lease
2. Design Office Layout/Tenant Improvement Needed/Desired
3. Design Office Signs (Interior/Exterior)
4. Design Employee Workstations
5. Investigate Structural Alterations/Regulatory Issues/Infection Control Issues
6. Address HIPAA (Privacy Regulation) Facility Design Issues
7. Design Patient Flow (Incl. Privacy) Issues
8. Lay Out Exam Rooms/Procedure Room/Public Areas/Staff Areas
9. Select Phone Systems: Design And Layout
10. Plan EHR & EMR system | Billing, Accounts Receivable & Practice Management Information Systems
11. Select Information System Hardware and telecommunications equipment
12. Procure Office And Clinical Equipment
13. Select Supply Vendor And Order Initial Inventory

PRACTICE MANAGEMENT

1. Select Legal Counsel And CPA
2. Develop Legal Structure
3. Create Corporate Documents
4. File Fictitious Business Name
5. Establish Tax ID Number

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6. Obtain Business License
7. Obtain Business Liability, Malpractice, And Worker's Compensation Insurance
8. EHR: Selection and Implementation of an Electronic Health Records system (PM and EMR)
9. Prepare for Health Plan(s) Participation Including Medicare/Medicaid to meet all Relevant Requirements Established in Federal/State Guidelines and Demonstrate Compliance (*Physical Plant, Equipment, Supplies, Written Clinical and Administrative Policies/Procedures, Forms, Staff Qualifications, Traceable Systems, Chart Note Review, OSHA, Etc.*)
10. Negotiate Payor Contracts
11. Identify Clinical Services/Develop Special Program/Services
12. Write Clinical and Operations Policies, Procedures And Protocols
 - a. Office Systems and Information Flows
 - b. Appointment Scheduling
 - c. Patient Registration
 - d. Check-in/Reception
 - e. Medical Records
 - f. Nursing/Back Office
 - g. Check-out Reception
 - h. Referrals/Follow-Up Care
 - i. Pharmacy
 - j. Supplies (Clinical/Non-Clinical)
13. Conduct a HIPAA Risk Assessment for Privacy, Security and Breach Notification rules
14. Establish Practice Management Benchmarks And Indicators By Which To Judge Success
15. Develop A Medicare Fraud And Abuse Compliance Program And Evidence Of Implementation
16. Conduct Ongoing Operational Reviews And Strategic Planning

Financial Planning

1. Establish And Implement An Operating Budget
2. Set Up Billing And Collection Protocols/Policies
3. Open Bank Accounts
4. Establish Working Capital Line of Credit
5. Establish Credit Card Processing Capability
6. Determine Outsourcing Needs/Establish Contracts (e.g. Billing, Payroll)
7. Establish And Implement Proper Purchasing Policies And Procedures
8. Establish Accounting And Reporting Systems For Effective Cash Management
9. Develop Financial Management Policies And Procedures
10. Establish Proper Internal Control Measures

Human Resources

1. Develop Personnel Policies And Initial Staffing Plan
2. Establish Proper Orientation And Training Programs
3. Establish Internal Safety Program
4. Set up Payroll And Quarterly Tax Reporting Systems
5. Post Federal/State Mandated Employee Postings
6. Develop Position Descriptions
7. Develop A Compensation And Benefits Plan
8. Recruit Employees

Marketing and Referral Development

1. Develop Collateral Material
2. Establish *And Implement* A Marketing/Referral Development Plan
3. Develop A Public Relations Program
4. Plan and Develop an Online presence program