Steps

Mid-March 2015

* Determine starting a private practice and location
  + Ask manufacturer to run demographics to assess number of patients and where to locate office
* Begin business plan
* Assess manufacturer presence in competitors
* Investigate financing options
  + Conventional loan vs. SBA loan
  + Manufacturer loan- avoid if possible
* General idea of budget needed for loan amount
  + Greatest contributing factors are location, equipment, and operating costs
* Obtain audiology equipment quotes
* Establish opening date
* Consider events to promote the practice prior to opening

April 2015

* Meet with a Small Business Development Center
  + Business plan, startup costs, financial projections, government regulations
* Quotes for building-out potential offices spaces
* Quotes of options for sound booths and installation
* Create estimated budget
* View commercial real estate properties in desired area
* Insurance quotes including professional liability
* Meet with a marketing group for ideas and quotes for services
* Apply for state licensure and professional memberships
* Determine types of start-up marketing materials needed and obtain a quote
  + logo, business card, introduction card/brochure, website
* Received pricing from manufacturers

May 2015

* Establish business entity
* Explore office management programs: compare options through demos
* Determine clinic location and execute the lease or purchase agreement
* Design clinic floor plan
* Meet with bank regarding loan
* Meet with equipment rep regarding specifications, questions, potential discounts, installation and training
* Professional head shot photograph
* Choose logo design and proceed with design of marketing materials
* Obtain business and professional liability insurance
* Get a telephone number and forward it to your cell after publicizing

June

* Have promotional items available
* Develop pricing for services and products- if this is ready the practice management system may be able to import
* Create protocols and clinic paperwork forms
* Apply for Type I and II NPIs
* Start any insurance credentialing

July

* Close loan
* Open bank accounts
* Start construction
* Choose finishes
* Order equipment
* Order furniture
* Order exterior signs for building
* Develop website
* Determine if phone book advertising worth the ROI in area
* Meet with radio station regarding advertising and demographics
* Investigate any school related advertising opportunities due to time of year

August

* Submit credit applications to manufacturers
* Promote opening of clinic at local events
* Meet with IT or choose and order computers, printer, etc.
* Choose email system for staff
* Purchase electronics: TV, speakers
* Select a business telephone system
* Interview and hire office staff
* Advertise opening soon
* Apply for state sales tax license

September

* Delivery of furniture, computers
* Order audiology supplies
* Purchase office supplies
* Install internet and telephone
* Install audiology equipment
* Open doors
* Publish press release

After Opening:

* Plan Grand Opening event
* Discuss advertising resources available through manufacturer partners