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| ENT Practice Start-up Needs | | |
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| Startup Checklist | | |

# Getting Started

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|  | 1. Conduct a personal evaluation to determine why you want to start an ENT Practice. | |
|  | 1. Create a Practice Business Plan specifying your practice’s solutions, processes, and target patient demographic: | |
|  |  | * 1. What do we do? |
|  |  | * 1. How do we do it? |
|  |  | * 1. Who do we serve? |
|  | 1. Conduct a SWOT analysis to identify your strengths, weaknesses, opportunities, and threats. | |
|  | 1. Assess how much capital you have available to invest. | |

# Planning for Your ENT Practice’s Business Plan

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|  | 1. Construct a practice overview that includes basic business details and identifies your practice’s management team. |
|  | 1. Write a Business Description section describing your services and what problems they solve. |
|  | 1. 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. |
|  | 1. Describe an Operating Plan for the business, such as operating hours, location, number of employees, key vendors, or seasonal adjustments your business might need to adjust to. |
|  | 1. Create a marketing plan that includes “Go To Market” strategies, pricing plans and insurances accepted, and how the practice will obtain patients to grow in volume. |
|  | 1. Build a Financial Plan that shows a break-even analysis, projected profit and loss, and projected cash flows. |
|  | 1. Write an Executive Summary which gives a general overview of the above completed sections. |

# Setting Up to Practice

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|  | 1. Find a feasible location for you that can provide you with the ideal space needed to conduct business. To optimize an ENT physician’s practice workflow, a minimum of 2 exam rooms with sinks in each room would be required; each room ought to be a minimum of 10 foot by 10 foot. | |
|  | 1. Set up a physician office room (if applicable). There should be a minimum of a desk and chair and a computer station. Other possible furniture items in the physician office: lamps, bookshelves, sofa, more chairs. | |
|  | 1. Identify any staffing needs. Establish recruitment, training, and HR processes. A fully booked/efficient ENT will need 2 medical assistant and 1 front desk receptionist. | |
|  | 1. Set up patient waiting room. Comfortable waiting room seating – sofas or chairs (8 to 12 seating spaces per ENT). | |
|  | 1. Establish risk mitigation and financial management systems:    * + Business Insurance Policies: General Liability, Professional Liability/Malpractice, Workman’s Comp, Property, Cyber, D&O      + Revenue Cycle Management      + Patient AR & Payer AR      + Payer Credentialing      + Merchant Services      + Revenue Cycle Analytics      + Delinquent Payment Collections Agency      + Bookkeeping & AP      + Accounting & Taxes | |
|  | 1. Identify and obtain supplies: | |
|  |  | * 1. Technology network engineering & IT infrastructure:      + EMR/PM system (e.g. EClinicalWorks, Allscripts, etc.)      + Server (onsite or offsite/cloud-based)      + Printers & Fax system (rent or buy) – must integrate with EMR/PM system      + Computer workstations for:        - physician,        - medical assistants (one clinical station and one patient check-out station), and        - front desk receptionists for checking-in patients      + Phone system      + Internet service      + Website and practice email set-up |
|  |  | * 1. Large ticket clinical items/capital equipment:      + 1 Flexible laryngoscope ~$8K      + 1 Rigid laryngoscope ~$4K      + 1 Otoscope ~$350      + 1 ENT surgical microscope ~$7K      + 1 High-definition scoping camera/tv monitor system ~$3K      + 1 ENT Cart per room ~$2K      + 1 ENT Chair per room ~$4K      + 1 Oxygen tank for emergencies ~$200      + 1 Crash cart for emergencies ~$400      + 1 Emergency intubation kit ~$200 |
|  |  | * 1. Clinical supplies:      + Peritonsillar drainage set      + Nasal speculum      + Ear speculum      + Bayonet      + Suture scissors      + Pickups      + Ear suctions (size 3 and 5)      + Nasal suctions (size 7)      + 1 pack of nasal instruments (true cut for debridement)      + Graspers for nose |
|  |  | * 1. General office supplies, seating furniture, and filing furniture |
|  |  | * 1. Mailing/Postage material |
|  | 1. Ensure your technology systems are secure to prevent patient data breaches and maintain HIPAA compliance. | |
|  | 1. Install a security system, if applicable. | |
|  | 1. Identify and partner with the right suppliers/vendors. | |

# Marketing Your ENT Practice

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|  | 1. Develop and refine a brand identity for your practice and its services. | |
|  | 1. Create and fine-tune your practice’s Elevator Pitch by conversation and feedback. | |
|  | 1. Medical and General Community outreach & patient referral source networking. | |
|  | 1. Begin distributing or displaying your marketing materials: | |
|  |  | * 1. web-based promotions, |
|  |  | * 1. social media, |
|  |  | * 1. direct mail, |
|  |  | * 1. business cards, |
|  |  | * 1. in-person lunches, |
|  |  | * 1. brochures |
|  | 1. Establish an email marketing account and initiate digital marketing through blogs, emails, or SEO strategies to drive traffic to your website. | |
|  | 1. Let the local or regional press know you are opening and when. | |
|  | 1. Utilize Guerrilla Marketing tactics to generate traffic. | |
|  | 1. Organize an opening event. Create a relationship that might allow cross-promotions. | |