

SOP

Dermatology

FACILITY PLANNING & PRACTICE START-UP



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Where do I start?

When considering your own healthcare practice, there are countless details to consider during the planning phase to ensure a thriving and profitable facility:

- Your Professional Vision
- Budget and Financing
- Timelines and Thresholds
- Building and Construction
- Location
- Ancillary Services (Spa, Aesthetics, and Point of Sale)
- Inventory Management
- Case Studies
- Demographic Studies

The most challenging tend to fall in three buckets



Underwriting

- Private Investors
- Bank Loan or Line of Credit
- Grants and Endowments



Construction

- Designing and Workflow
- New Construction
- Building a purchased structure
- Retrofitting a leased property
- Expanding your current Space



Coordination

- Equipment
- Furnishing
- Cost Analysis
- Purchasing Supplies
- Accreditation
- Licensing
- Liability
- Coding
- Staffing
- Attracting Patients

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Prioritize Tasks

- Legal Counsel
- Financial Planning
- Business Plan
- Location
- Secure Financing
- Credentialing
- Insurance
- Office Workflow Tools & Software
- Purchasing

Location, Location, Location

As a rule, securing financing and payer reimbursement contracts are tied to your practice address. A demographic study is a helpful instrument to selecting a prime location.

Neatness counts

Don't underestimate the importance of a functional business plan. Not only do investors scrutinize this document, this is effectively your professional blueprint and a compass for your practice for the foreseeable future. Plan contingencies for protocols such as: staffing, securing referral networks, ongoing regulatory compliance, and of course, your service clinical portfolio.

The early bird gets the worm

Agencies and governances (e.g. OSHA, State commissions and local inspectors, hospital privileges) tend to operate on their own timelines. Proactively obtaining legal guidance and a business manager who are familiar with your demography and type of practice will accelerate the submission of correspondence.

Start as you plan to go

Invest in scalable software and systems that will ease practice management as respects EMR and other organizational tasks and business processes.

On your mark, get set, go!

This brochure was devised to help you create a realistic timeline, ensuring your opening date target is met. The interior considers thresholds, milestones, and your vision for your dream practice.



AAD's Member Buying Program

Exclusive AAD Member Benefits

The AAD is pleased to announce a cost-savings supply program negotiated **exclusively** for its members, and **available only through Henry Schein Medical.**



Practice Solutions:

- Easy Ordering via AAD Member Web Site
- OSHA Certification
- Revenue Generation Ideas
- Inventory Management Best Practices
- Computers and IT Support
- Reporting and Web Tools
- Equipment Repair
- Practice SetUp Assistance
- Financial and Leasing Services
- Building Design and Layout Assistance
- Pathology and Mohs Consulting Services
- Office Furniture

Savings for You:

- Sprint and AT&T—Up to 24% off
- Sherwin Williams—10% discount
- FedEx—45% Discount
- Allied & Atlas Van Lines
- Avis & Enterprise Auto Rental **and much more.**

- The program will lower your costs on popular dermatology products and reduce operating expenses
- AAD members will benefit from:
 - Lower costs, with savings averaging 25%
 - Expanded product selection med-surg, equipment and pharmaceuticals
 - Custom contracts for dermatology practice
 - Added resources...the AAD gets a percentage back based on total member purchases generated through the program
 - Reporting and analysis tools
 - Industry-leading service levels
 - Ordering tools and training

Getting started is Easy and Enrollment is free!

1. Reach out to your Henry Schein Account Representative for a complimentary cost analysis
2. Enroll in the Member Buying Program
3. Schedule online ordering web training

For more information, contact your Henry Schein Sales Consultant or e-mail: aad@henryschein.com.
visit: www.henryschein.com/aad

TIMING IS EVERYTHING!

HERE ARE A FEW TIMELINE* THRESHOLDS & MILESTONES



*These guidelines are a reference only, actual timelines will vary based on local/state rules and payors.

DESCRIBE YOUR DREAM PRACTICE: SHARE YOUR VISION

PLEASE DESCRIBE THE SCOPE OF PROJECT

What is your target date to open? _____

What type of practice is this? (Please check all that apply):

- Primary practice
- Part of an IDN or a large Derm Group
- Satellite practice to an existing group
- A surgical practice
- An existing practice expansion
- A free-standing Medspa
- A mobile practice
- A single-specialty practice. How many derms? _____

What other specialties are practicing in this facility:

- Plastic Surgeon: How many? _____
- ENT: How many? _____
- Primary Care: How many? _____
- Other: _____ How many? _____

What type of dermatology do you practice? (Please check all that apply):

- General Dermatology
- Cosmetic Surgery
- Therapeutic Dermatological Surgery
- Mohs/Skin Cancer
- Aesthetic Services

What is the square footage of this project? _____

This location is: Purchased Leased Rented New Construction

How many treatment rooms? (Please check all that apply):

- Exam _____ Aesthetic _____
- Procedure _____ OR _____
- Mohs Lab Pathology Lab

Will you require financing? Y N

Will you require design assistance? Y N

PLEASE TELL US ABOUT YOUR PRACTICE

Please share number of days per week that you:

- Consult _____
- Perform Surgery _____

Is there a predominate patient demographic you are treating?

- Aging Skin
- Skin of Color
- Pediatric
- Other _____

What is your payer mix? (Please share % of practice revenue)

- Cash: _____
- Medicare: _____
- Private Insurance: _____

In order of total revenue, please share your top five:

- Therapeutic Surgical Procedures
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____
- Cosmetic Surgical Procedures:
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____

Will you need continuing education for staff? Y N

Will this practice dispense pharmaceuticals? Y N

Are you considering Teledermatology? Y N

Is this practice owned by:

- Physician
- Hospital
- Investment Group

PLEASE TELL US ABOUT YOUR STAFF

Will you have a practice manager? Y N

Please detail your professional staff? (Please check all that apply):

- Nurse: How many? _____
- Nurse Practitioner: How many? _____
- Physician Assistant: How many? _____
- Lab Technician
- Pathologist
- Other _____

CONSIDERATIONS FOR A SKIN CLINIC PRACTICE

What services and treatments are you planning to offer in your practice?

Medical Practice? (Please check all that apply):

- Acne Treatment
- Alopecia | Hair Loss
- Biopsy | Tumor Removal | Cyst
- Cryotherapy/Liquid Nitrogen Therapy
- Hair Transplantation
- Mole Removal
- Pediatric Dermatology
- Psoriasis | Eczema
- Rosacea | Melasma
- Sclerotherapy (Please check all that apply):
 - Sotradecol
 - Polidecanol
- Skin Cancer Screening
- Skin Allergy
 - Patch
 - Scratch
 - Intradermal
- Vitiligo
- Wound Management

CONSIDERATIONS FOR AN AESTHETIC PRACTICE

Will you have an aesthetician on staff? Y N

Will you sell physician-dispensed skincare? Y N

What services will you offer? (Please check all that apply):

- Autologous Fat Grafting:
 - Facial
 - Breast
 - Body
- Botulinum Toxin: Type A Type B
- Cellulite/Ultrasonic Massage
- Chemical Peels- Please check all that apply)
 - Glycolic
 - Salicylic
 - Jessners
 - Blended
 - TCA
 - Phenol
 - Other _____
- Collagen Induction Therapy (Microneedling)
- Dermal Filler
- Dermal Planing
- Laser Services:
 - Hair Removal
 - IPL
 - "SMART" Lipo
 - Skin Resurfacing
 - Skin Tightening
 - Tattoo Revision/Removal
 - Toenail Fungus/Nail Disorders
- Microdermabrasion
- Photodynamic Blue Light Therapy
- Pulsed Light Acne Therapy
- Spa Services
 - Facials
 - Massage Services/Body Treatments
 - Medical Manicures
 - Permanent Makeup
 - Waxing