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 clinical service 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 is 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 with respect to 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 target date is met. The interior considers thresholds, milestones, and your vision for your dream practice.

When considering your own health care 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 (Cosmetics, Classes and Spa)
• 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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Our teams specialize in financing, design, and outfitting your new facility. We have over 650 sales, service, and equipment specialists who comprise your reliable network of trusted advisors, and are poised to assist as you make the best investments to generate revenue and deliver optimum outcomes. To schedule a complimentary in-office consultation, visit:

To fill out an online worksheet, visit: www.henryschein.com/obgyn | www.henryschein.com/requestinfo

**Timing is Everything!**

Here are a few timeline thresholds & milestones:

| NEW CONSTRUCTION: 8-12 WEEKS | PERMITTING: 4 WEEKS |
| MODULAR CONSTRUCTION: 4-6 WEEKS | ORDER EQUIPMENT: COMPLETE 60 DAYS PRIOR TO OPEN |
| LAB SERVICES CLIA STATUS — 9 WEEKS | HIRING: COMPLETE 2 WEEKS PRIOR TO LAUNCH |
| ORDER SUPPLIES: 4-5 WEEKS PRIOR TO LAUNCH |

*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 Your Project**

What is your target open date?

- [ ] Primary Practice
- [ ] Part of an IDN or Woman’s Health Clinic
- [ ] Satellite practice to an existing group
- [ ] A surgical practice
- [ ] Single specialty practice? How many GYNs

What if any other specialties are practicing in this facility?

- [ ] Specialty ___________
- [ ] How many?

**What type of Woman’s Health do you practice?**

- [ ] General Gynecology
- [ ] Obstetrics
- [ ] Infertility
- [ ] Family Planning
- [ ] Urogynecology
- [ ] Gynecology Oncology

What is the square footage of this project?

- [ ] This location is ___________
- [ ] Purchased
- [ ] Leased
- [ ] Rented
- [ ] New Build Out

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

- [ ] Exam Room ______
- [ ] Procedure Room ______
- [ ] Bone Density
- [ ] OR

Will you require financing?  □ Y □ N

Will you require design assistance?  □ Y □ N

**Describe Your Practice**

Please share the number of days per week that you

- [ ] Consult ___________
- [ ] Performed Surgery ___________

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

- [ ] Nurse: How many? ______
- [ ] Nurse Practitioner: How many? ______
- [ ] Clinical Nurse Specialist: ______
- [ ] Physician Assistant: How many? ______
- [ ] Doula

Will you have a practice manager?  □ Y □ N

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

- [ ] Obstetric: ______
- [ ] Prenatal Care/Testing
- [ ] Pregnancy Testing
- [ ] Fetal Monitoring
- [ ] Deliveries
- [ ] Cesarean Section

**Considerations for Revenue Generating Services:**

- [ ] Books
- [ ] Maternity Wear
- [ ] Prenatal Vitamins

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

- [ ] Bone Densitometry
- [ ] Day Spa Services
- [ ] Microneedling
- [ ] Laser Hair Removal
- [ ] Peels
- [ ] Facials

- [ ] Cosmetic Procedures
- [ ] Abdominoplasty
- [ ] Liposuction
- [ ] Breast Augmentation

**Wellness Related Services**

- [ ] Nutrition & Weight loss programs
- [ ] Pregnancy Exercises
- [ ] Parenting Planning

**Consultation Quarterly Fee’s**

- [ ] Bone
- [ ] Holistic Medicine
- [ ] Aging Issues for Mental & Physical Health
- [ ] Telemedicine

- [ ] Prescription Drugs and Refills