

Business 101

A Business Plan

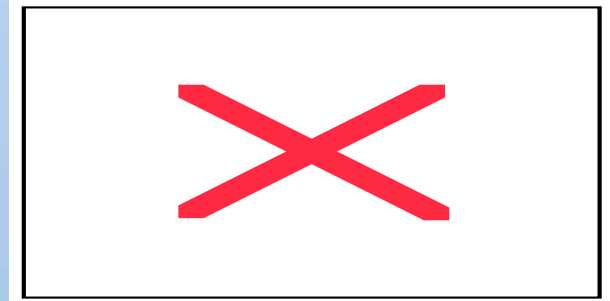
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Overview

- Clinical
- Regulatory
- Staff and logistics
- Facility
- Equipment
- Financial

General Strategies

- Visit other centers
- Identify industry partners
- Join OEIS!!!



Financial

- Be conservative
- Look at your current practice
 - Non-facility fees
- Does not take huge financial outlay
 - Lease equipment
 - Consign disposables
 - Per diem staff
 - Real estate can always be used

Clinical

- Practices as if you were in an OIS
 - Access management
 - Sedation/anesthesia
 - Equipment
 - Plan for efficient care
 - Pre procedure imaging
 - Treatment plan

Regulatory

- Health care attorney
- Varies by state
 - Accreditation
 - Office vs ASC
 - Facility (local and state regulation)
 - Radiation

Staff

- The key to success!!!!
- Pick an administrator
- Radiology Tech
 - Interface with industry on equipment
 - Handle radiation monitoring
 - Organize lab
- Nursing
 - Critical care or cath lab background
 - Organize charts, forms and paperwork
 - Monitoring
 - Code cart and safety equipment
 - Meds, IV etc. (Narcotics)
 - Pre and post procedure equipment

Facility

- Works best if integrated with your office
- Don't skimp on space
- Accreditation
- Local regulation
- Partner with a contractor that does medical construction

Equipment

- Durable equipment can be leased
- Disposables can be consigned
- Pick good industry partners
 - They have done this
 - Set up and organize
 - Materials management
 - Don't bargain shop
 - Be sure you have what you need

Conclusion

- Looks daunting, but is very doable
- Pick good partners
 - Staff
 - Industry
- Build relationships
- ***Join OEIS!!!!***