**THE BASICS TO STARTING YOUR OWN CLINIC**





**Starting your own reliable medical practice may be frightening, but here are some of the most important parts to think about in the process!**

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**Guidelines to Starting Your Own Clinic**

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Insurance       4

Starting a practice requires an ample amount of costs and financial needs, so being able to understand at least some of the most prevalent insurance is key to commence this process.

Land Plotting & Building Costs 7

These costs are the foundation to make the practice even possible, including paying for construction and buying the property. This will be very beneficial if communication with construction managers.

Location        8

This will be very important to attract more people by building the practice near more patients. Knowing about the competition, patient base, and designing is important to gain more clients.

Staff       9

Finding the correct staff may be difficult because of the various spots to fill in to run a successful practice. This includes reliable nurses, physicians, specialties, and more.

Marketing      10

Having a marketing strategy is key, as you need to know about the demographics about the population to be able to advertise your business. This includes the use of social media and other means.

Medical Equipment 11

Finding the correct types of medical supplies is very important for a clinic to be able to treat patients. It is also vital to understand the different machines and technological advancements that may take place.

**Insurances That You Need to Know About:**

Note that there are many more insurances you may use when building your clinic; however this is the basic list of what you would generally use.

Disability Insurance

This insurance allows for workers and employers to be able to be helped after being impacted with non-work related conditions. This includes illnesses, injuries, and pregnancy which causes a defect in the amount of money that the worker earns. To apply, visit <http://www.edd.ca.gov/Disability/SDI_Online.htm> providing an online disability insurance claim. Fill out the form to certify. Medical certification is required from a physician or practitioner to confirm your condition, and communication with the EDD (employment development department) as they will be the people reviewing your application.

Malpractice Insurance

This insurance is very important as it may cause a loss in money or even reputation. This includes a choice between claim made and occurrence made policies; however, occurrence made is more beneficial as it provides coverage even after cancellation. To apply, visit [www.hpso.com](http://www.hpso.com) to be able to apply for an account to be able to be eligible for an insurance certificate. This website also allows for creating insurance certificates and professional help with business involved in private practices.

Commercial Property Insurance

This insurance covers inevitable events of natural disasters, fires, or other forms of destruction to the inventory, the building itself, or any other equipment. When it comes to protection of medical equipment, it is important to customize the protection that will be received by conversing with insurance companies such as nationwide to be able to better ensure the safety of your clinic as a building and its important equipment that you cannot treat anyone without.

Liability Insurance

In the state of Texas, the only way to receive liability insurance is general liability insurance not the workplace liability. The only difference between the two is that workplace liability is for injuries or damages that occur in the workplace and general is for all over the world. This is why this insurance if only available for business owners. Be sure to visit the HPSO website as stated before to be able to achieve the insurance.

License Protection Insurance

This is basically when you're in a lawsuit and you are trying to keep your license to still practice your medicine. A license to be a doctor is the most important part because a medical practitioner cannot do anything without it. This pays off the fees that attorneys and the case entails you to pay, and additionally the protection insurance makes sure that wages are not compromised as well.

Equipment breakdown Insurance

Most high-tech instruments and machines in the clinic would be connected to the electricity in the building; however if there is even a simple power outage, there can be chaos. Having the financial protection to recover these items will truly save money to count for the time and space necessary for the treating the patients. This includes medical records when malfunctions with computers occur, employees accidently damages machines, or any other failure of this sort occurs.

Crime Insurance

Because of the high witness of violence for doctors, it is very important to be able to identify that a crime insurance is something that you should ask for. This is better than that of assault insurance because the crime insurance covers for both the violence and even burglary. Assault is mainly focused on the harm employees. Being able to contact insurance companies is key as for example, Nationwide provides protection for cash from all losses. Even though this insurance is quite frightening, it is very important to think about in terms of having a safe medical facility.

Umbrella Insurance

This insurance is when liability insurance cannot cover enough of the money needed to protect you or the hospital from accidents in the medical facility. Talking to insurance companies will allow for agents to help create your own customized umbrella insurance quote. Nationwide provides for consults when official certificates and documents are presented for verification and employers’ information in regards to experiences in patient care.

Employee Practice Liability Insurance

Even though doctors may be very experienced, there are times that the employees make mistakes in their work and may get into great trouble with lawsuits against the employees and the practice itself. To avoid these issues, it would be beneficial to create a way to complete detailed paperwork over each patient and remain honest with them to ensure no surprises in the care that they are receiving. However, when such incidents happen, be aware of the amount of coverage each insurance company provides. For example, in Nationwide, it the professional liability insurance varies for each profession, so looking into the specifics by talking to these insurance companies will allow for the best results.

**Things to Know About Building Costs and Location Plotting:**

Costs with building the clinic itself is quite detailed and may be confusing to understand. For example, to be able to construct the building, you need to keep in mind of the space you want. Be sure to have maximum 20% more square feet than your plan because it will allow for expansion if in the future you need more space. Additionally, remember that there are many grants that can be given if the facility qualifies. For example if your clinic is near educational institutions and provides health services for children, then you may qualify for the School-Based Health Center Capital program which may grant up to $500,000. Moreover, have a clear idea of the amount of money you need to allot for construction, which varies upon the location of the practice. For example, there is a great difference between having a business in New York City and in Dallas, as you can save $100 per square foot if you build your clinic in Dallas. However, this is constantly changing as time passes by due to the demand of property for business. Plus, know how many stories or floors that will be beneficial for the practice. Having more floors will allow for a decreased amount of money per square foot.

1. Visit locations that you may be interested in where there is more potential clients, preferably in places, such as Dallas or other areas where there is a good patient inflow and lower costs per square foot.
2. Talk to a construction manager in the desired area to seek the discounts that you can be offered and discuss plans for delegating space for the clinic.
3. Once, you have discussed with the construction manager, they will be able to help you speak with lawyers for property rights, architects, and other financial advisors.

**Tips About the Location of Your Practice:**

Location is a very important aspect as it allows for an easy access for patients to be able to get treatment easily from. If your practice is near more people, you will essentially have more patients to treat to be able to cut their commute time. If you are considering a specialty, be open to having your practice supposedly near a hospital. This is because you will be able to have more patients being able to ask for advice when visiting the hospital next to my practice, allowing for a mutual understanding with the hospital itself. Moreover, monitoring the demographics is key for this process. A great way to create great relationships with doctors around the area is to be open to specialties different than yours, practicing in the same vicinity. This allows for the growth of the practice among different specialties and their experience. Accessibility, including parking, elevators and the presentability of the clinic on the outside is important to attract people. Lastly, be aware that you should be open to a greater amount of space than planned; this will allow for preparation for future instances of availability of time for patients if space is ran out.

Make sure to know:

* The Location, in regards to commute time from nearby buildings
* Demographics, or the trends of the population to be around a specific specialty
* Interior Structures, or having a professional setting

Visit <https://doctors.practo.com/complete-guide-choosing-clinic-location/> for more information on finding the best place to have a successful private practice.

**What to Know About the Staffing in Your Clinic:**

* The practitioner or physician is the main staff that treat most patients, so having a strong support system as they will be running the facility the most is vital for a successful clinic.
* Health Coaches is a prevalent career in a hospital as well. Because the staff is one of the most important sectors of the clinic, allowing them to work well together is very important. These health coaches will truly allow for a relief of stress when it comes to teamwork and motivation after long days at the clinic.
* The nurses and staff that aid the physicians are basically the backbone of the clinic or any hospital facility for that matter. Having a clear communication and good relationship is important for a successful clinic.
* Specialties are quite vital as well to allow for ore inflow of patients in the clinic. For example if you are specializing in cardiology, centering mainly on heart issues, you should consider having doctors of specialties such as nutritionists, lifestyle coaches, and others to benefit you and the clinic as a total to treat patients of various conditions.
* Billing Departments are important as they will be in contact with the various insurance companies of the patients.
* Receptionists allow for calls to be answered and appointments to schedule in an organized fashion where you, the owner and perhaps the main physician, do not have to be involved to do much.

Visit [www.medline.com](http://www.medline.com) to start staffing employees for your clinic. They will provide you with the support to start talking to care takers in the area.

**How to Approach Marketing for Your Clinic:**

As digital technology is key in this time and age, having a website of some sort to appear on the internet is important. You need to be able to be open to various means of advertising, which means you need to allot money for these endeavors. Social media is very influential as well, such as Facebook, to be able to create a good way of connecting with patients. Moreover, even though media coverage may be risky, it is an idea to truly bring results as media advertisements may be played to the point of great interaction with patients. Having a way to reach patients via email is quite clever as well as it can be clear for patients to be able to remember to come back to the practice for an extended period of time. Being constant with useful links on the website will allow for a good way to pop up on searches on Google and for patients to gain more access to interact with healthcare professionals. This entails for websites to be well distributed. Even though many popular trends now, such as Twitter hashtags, may be out of date in the future when setting up a clinic. However being able to observe the trends of the generation is vital to attract more people. All in all the most efficient way of marketing is through **social media means, websites, and emails** to be able to obtain a successful business.

Additional Steps Include:

Knowing the client base is vital to have a better understanding of how to advertise the business. Instead of investing time into traditional methods of advertising more, it is very important to be active on the internet or on social media to be able to have a better connection with the people even nationwide. Additionally, it is very important to have a great **design** of the clinic and advertisement logos, so allowing the professionals to complete this task will be ideal for a very polished looking design. Lastly, being able to **track success** and experiment on advertising plans is vital for any process with a growth mindset to reach the goals that will eventually allow for greater opportunities.

Visit <https://www.webpt.com/blog/post/5-steps-create-advertising-plan-your-clinic> or <http://fitsmallbusiness.com/medical-practice-marketing/> for more information on marketing and advertising plans for more ideas, or talk to a marketing manager who can help with strategizing plans and marketing policies for a success business.

**Medical Supplies and Equipment You Should Be Aware of:**

A medical facility is nowhere without the necessary supplies to treat patients. Items that you may need for a clinic include the basics, such as stretchers, defibrillators, blood pressure monitors, gauze rolls, and an ample amount more that will allow for a basic clinic.

* **Specialization** is a different matter, so you will have to make sure to talk to your medical supplier company to make sure of the specific instruments you need.
* As there is a lot of supplies to make sure to have, you will need to able to talk to a company that preferably has all or at least most of the desired equipment to receive **discounts** and relieve the obligation to track down each and every item.
* Be in the now about specific **technological advancements** that are occurring or that will be discovered. This will truly benefit the patient care when it comes to better treatment.

Keep in mind of the basics for constructing a business itself, which includes waiting rooms, reception desks, offices for main doctors, laboratories, storage rooms, and sanitation rooms. To be able to **allot money and space** in the construction of the clinic will be difficult. To overcome this, it is best to talk to a company such as [www.medline.com](http://www.medline.com) to be able to know what they have to offer, especially taking into account the specialty, and about discounts.