

# Business 101

Starting From Scratch  
A Basic Business Plan

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# Overview

- Clinical

*Can I?*

- Regulatory

*Will they let me?*

- Financial

*Can I afford it?*

- Facility

*Where?*

- Staff and Logistics

*With whom?*

- Equipment

*With what?*

# How will I get there?

- Do it myself
  - Expand my current practice
  - De Novo
- Collaborate with other physicians
- Join a practice already doing office-based care
- Consultants to advice or actively manage

# Can I?

- Can I safely treat patients in my office?
- Who will I treat?
- What procedures will I offer?



# Can I?

Treat your current practice as an office practice

- Access management
- Patient selection
- Equipment and materials
- Management of complications
- Sedation/anesthesia



# Will they let me?

- State requirements
- Accreditation
- Radiation safety
- Local zoning
- Malpractice
- ASC vs. OIS
  - DON



# Can I afford it?

*How much will it cost/how will I pay for it?*

- Lease or rent
  - Physical plant
  - Imaging equipment
  - Monitors
- Consign
  - Disposable endovascular equipment
- Buy
  - All the extras; stretchers, gauze pads IV equipment meds etc etc.



# Financial

- **How will you get paid?**
  - Facility vs Non-facility fees
  - Look at your existing practice
  - Be realistic
    - An OIS is a great place to care for your patients, not a way to attract them.
  - Give yourself room to grow slowly



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"Skip all that medical mumbo jumbo and just give it to me straight, Doc. What's the ICD-10 code for this?"



# Where?

- Expand your office or move?
- Share space?
- Proximity to a hospital
- Accreditation requirements
- Local and state regs
- Work with an experienced commercial contractor



# Where?

## What you need

- “self contained”
- Procedure room
- Pre and post op area
- Nursing work area
- Waiting room
- Storage
- Clean/dirty utility area



# Who?

- Staff are the lifeblood of your facility
- Network: They are out there already
- Identify a director(s)
- Don't understaff
  - Appropriate skill level
  - Appropriate number
- Most can be per diem or part time



# Who do you need?

- Nursing (CVICU or Cath Recovery)

Head nurse: schedule, protocols, QA, equipment, education, ensure pre op testing etc.

- Rad techs

Head RT: schedule, inventory, interface with industry, radiation safety

- Scrub tech (could be RT)

- Anesthesia

- Other office staff

Booking and clerical

Revenue cycle management; Billing and coding etc

Office nursing

Vascular lab

Office manager

# With What?

- Find industry partners
- Imaging
  - Most companies have financing
  - Have partnerships with other suppliers: table, injector, ultrasound etc.



# With What?

- Endovascular equipment
  - Work with established people....relationships matter...
  - Equipment lists
  - Consignment
  - Inventory management
  - Make sure you have what you need...emergencies etc.



# General

- Visit other facilities
- Pick good industry partners
- Pick good staff and empower them

# Join OEIS!!



**"I'm not satisfied until every vein is forced up against my skin. Look how vascular I am. If there's one thing women love it's a vascular man."**