

## SEQUENCE OF EVENTS FOR DOING A START UP HOSPITAL

### 1) ARE YOU READY?

This may be the single most important question you must think about. Some of us think we want to own but in reality, simply want to have a better job. Ownership is not easy but it sure does have its rewards. Not only do you make more money yearly on average, but you also will have an asset that can be sold in the future if you wish. PLUS, you get to make all the final decisions, everything is the way YOU WANT IT!

### 2) FINANCIAL

- a) What can you afford and how to start the process
- b) Lease vs renovation vs new construction
- c) How to get the loan you need and want
- d) what your options are

### 3) WORK ALONE VS THE TEAM APPROACH

- a) General consultant
- b) Attorney
- c) CPA
- d) Architect
- e) Contractor
- f) Real Estate agent

### 4) POSSIBLE LOCATIONS DECISION

- a) What makes a great location and what to watch out for
- b) Signage- what is allowed and what isn't
- c) Parking situation
  - is there enough for staff and clients,
  - how close can the parked car be to the entrance- important for elderly

### 5) DETERMINE WHICH LEGAL ENTITY YOU WILL CHOOSE ( and do it)

- a) Sole Proprietor
- b) LLC
- c) PLLC
- d) S- Corp
- e) C- Corp
- f) Partnership

### 6) NEGOTIATION FOR PROPERTY

- a) will you do this yourself or have your consultant handle this
  - In general, better business outcomes are often the result of decisions that are not emotional ones, but rather logical ones.
- b) Many important decisions go into this negotiation
  - 1) length of lease term

- 2) amount of owner improvements (\$ amount per sq ft)
- 3) amount of time till rental payments start(permits can take much longer than expected)
- 4) what will you offer to counter their proposal

7) ATTORNEY NEEDS TO REVIEW LEASE OR PURCHASE AGREEMENT  
(Majority of leases will be in the landlord favor and it is imperative that you have an attorney review the document prior to signing)

8) NAME FOR BUSINESS /AND /OR ENTITY –LOGO

- a) what goes into a successful Logo
- b) are there things that should be avoided

9) OPEN A BANK CHECKING ACCOUNT

- a) best to use a bank that is convenient to the practice
- b) you will need your employee identification number, tax number and proper identification

10 APPLY FOR A CREDIT CARD

( if you get one that has miles given as rewards for money spent, you can easily accumulate free trips for either the owner or for the staff)

11) START THE PERMIT PROCESS

\* CANNOT STRESS THAT THIS PROCESS CAN SLOW DOWN A PROJECT \*

The sooner you can begin this process the better as it seems to be the number one reason that practices open later than expected. This process varies not only from state to state, but often county to county or even city to city.

Best to have help from

- 1) your consultant, 2) your contractor, 3) your real estate agent and your banker

(Many time small town connections can really help speed this process through the beaurocracy.)

12) PUT OUT MULTIPLE CONSTRUCTION BIDS ON THE PROJECT

POSSIBLE SUB BIDS –PHONE CABLE, IT SERVICES, FIRE AND SECURITY CABLES,

( It is best to have at least 2 or 3 different construction bids- competition is helpful in keeping down estimates)

- a) Usually best to use a firm that has previously built at least one or more veterinary facilities
- b) Try to look at the references and talk with the owners (doctors) regarding their personal experiences, as best as they remember

### 13) SOCIAL MEDIA

This is something we usually outsource initially..

### 14) ACCOUNTING

- a) FIND A CPA (suggestion is to find a CPA firm that has worked with veterinary facilities)
- b) FIND A BOOK KEEPER- Usually doesn't require a full time position
- c) DECIDE ON SOFTWARE (QUICK BOOKS PRO VS QUICKEN)
  - possibly due to preference of your CPA firm or what your Bookkeeper is most comfortable with

### 15) EQUIPMENT LIST

#### COMPUTER SOFTWARE AND HARDWARE

Lots of software companies out there promising the world  
I would suggest talking with hospital owners and staff that use the different systems

#### MEDICAL EQUIPMENT LIST

Make a list of what equipment is desired and  
Compare to a list of what the facility can afford to purchase

#### MEDICAL PRODUCTS NEEDED

List of all the products that the doctor and staff want to have on hand in the facility

#### PHONE SYSTEM

- New vs refurbished
- lease vs rent vs purchase ( Compare warranties in different plans)
- Number of locations
- Normal corded vs wireless
- VOI

### 16) COMPANIES OR EXPERTISE REQUIRED

#### a) IT (COMPUTER WORK)

Even though many of the software companies are now providing the hardware too, at some point you will need the services of a good - IT - company.

#### b) RADIOLOGY

Digital

#### c) PAYROLL SERVICE

Need to compare companies that offer strictly this service vs companies that also offer HR services or leasing staff.

#### d) PRINTER

New practices need lots of forms designed and printed up[

Great to establish a relationship with a local printer

Also possible to find lots of companies on line for this

Items needing printing

- business cards

- stationary

- prescription pads

- hospital brochures

- variety of hospital forms

#### WASTE REMOVAL

- solid waste company

#### CLEANING

- Hire a company vs have the staff do it

#### OSHA AND SHARPS/TOXIC WASTE

- need to designate an OSHA individual to handle this important area

- lots of companies available to do sharps –pickups

#### 17) PRICE LISTS

- can do by comparison with other local practices

- can decide what each service is worth doing to the staff and owner and establish the price guidelines from that

#### 18) ADVERTISING DECISIONS

In general, veterinary practices in the past did not advertise. However, many practices have bucked this practice and gone ahead with advertising and have found many benefits from it.

#### 19) STAFF DECISIONS

MISSION STATEMENT

HOSPITAL MANUEL

OSHA PLAN

STAFF TRAINING

STAFF BENEFITS