



The Use of Supporting Professionals

Business plans can struggle and/or fail due to lack of proper guidance or good counsel. Meeting with professionals prior to setting up your practice can provide you with the proper information and tools to succeed. Listed below are just some of the professionals and services you may want to contact before starting your own private practice.

Consultants

- Small business specialist or counselor
 - Can help with each step of the business planning process and provide specific information
- Payroll specialists
 - To decide if your payroll is best done by you, or whether to consider outsourcing your payroll
- Insurance contract specialists
 - Will assist you in navigating and contracting with insurance carriers
- Mentor/private practice owner
 - Seek guidance from someone you admire and has been successful in developing a business
- Vendor account representative
 - These are salespeople from rehabilitation supply companies. They are important and keep us abreast of new materials and devices. There are numerous companies that have sales representatives to help you set up the “hard” portion of your business – from capital equipment to therapy supplies. Choose a vendor you are comfortable working with, who will consistently give you fair prices and deliver on time.

Attorney

- Help you decide the best structure for your business to protect you and your business from unwanted litigation and a heavy tax burden.
- Discuss licensing and regulation hurdles, and advise on ways to overcome them
- Review and write contracts to protect you and your business interests
- Advise on strategies to protect intellectual property, trademark and domain names.
- Assist in developing and keeping current employment agreements, partnership contracts, etc.

Bank Loan Officer

- Review business plan and projected budget(s) to help avoid potential financial pitfalls
- Advise on the process involved in obtaining a loan and/or credit
- Analyze financial trends in your sector and provide insight into how they may affect your business
- Assist in setting up the proper financial instruments to better manage your finances (accounts, credit machines, deposit information)

Information Technology (IT) Professional

- Advise on how to set up your computer infrastructure (considering HIPAA compliance)
- Assist in navigating the various electronic medical record platforms, and which will be supported by your infrastructure (web-based/cloud-based)
- Determine what hardware, software, phone, Internet service lines, server-based/cloud-based storage will work best for your practice and budget
- Differentiate between cost of servers and/or redundancy for cloud-based EMR storage



Marketing, Advertising, Branding, Social Media Professional(s)

- How will you inform referral sources, payers, patients and the community of your new venture?
- What type of marketing strategy will you pursue? This requires thoughtful consideration.
- What is the cost to do this? Is this in your budget?
- Depending on the insurance, you may need to be credentialed with Medicare first (e.g. Aetna)
- If you are not familiar with the [social media world](#), consider outsourcing to a social media consultant who will keep your name and services fresh, professional and “top of mind”

Web Designer

- Find out the cost to set up and maintain a website, and how the above services will interface with it

Referral Sources

- Consider including your primary referral base in the planning process and as ongoing participants in a steering company, board position, etc. They may be a great source of information and offer suggestions to enhance your practice.

Learn more

[Understand Your Market](#)

[Estimating Start-Up Costs](#)

[U.S. Small Business Administration: What We Do](#)

[U.S. Small Business Administration: National Resource Guide](#)