

# So You Want to be a Small Business Owner...

Do you know what you need?  
Do you have what it takes?

Amy Walsh, MD, doctor direct

Participate in polling questions and submit your questions to <https://aafp4.cnf.io/>



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# Learning Objectives

By the end of this educational activity, participants should be better able to:

- Identify the primary steps necessary to open a private DPC practice.
- Identify the resources where you can find answers to common questions that arise when you are planning your DPC practice.
- Gain an understanding of the skills necessary to be successful in your DPC.



*HERE WE GO*

*What you need.*



# Let's get your ~~party~~ **PLAN** started!

- Practice NAME
- Tax Structure (p)LLC, PC or S Corp
- Articles of organization
- State DOR ID #
- Medical Board Registration

All this is done at STATE level.




**PLAN** starts  
at the state  
level.

Secretary of State  
Elaine F. Marshall

Home I Want To... Divisions Topics Online Services

## Launching a North Carolina Business



Launching a business involves research, planning, organizing, and making decisions. Below are links to key areas of business creation as you move forward on your journey.

<h3>Choose a Business Structure</h3> <p>Many factors from management structure to tax codes need to be considered when forming a business entity.</p> <p><a href="#">Get Started →</a></p>	<h3>Choose a Name</h3> <p>Part of the process of starting a business is choosing a name for your business entity.</p> <p><a href="#">Get Started →</a></p>	<h3>Register Your Business</h3> <p>Who is required to register when forming a North Carolina business entity?</p> <p><a href="#">Get Started →</a></p>
<h3>What's Next?</h3> <p>Here are a few items which will need some thought when creating a company.</p> <p><a href="#">Get Started →</a></p>	<h3>Maintaining Registration</h3> <p>Each entity has statutory requirements in order to keep the company current and active on the records of the Secretary of State's Office.</p> <p><a href="#">Get Started →</a></p>	

# Federal EIN

Employer Identification Number  
aka Tax ID #

Apply via the IRS





Can't do anything without an EIN.

The screenshot shows the IRS website's navigation and content for applying for an EIN online. At the top, the IRS logo is on the left, and a search bar and links for 'Charities & Nonprofits' and 'Tax Pros' are on the right. Below this is a main navigation bar with categories: File, Pay, Refunds, Credits & Deductions, and Forms & Instructions. The breadcrumb trail reads: Home > File > Businesses and Self-Employed > Small Business and Self-Employed > Employer ID Numbers > Apply for an Employer Identification Number EIN Online. The main heading is 'Apply for an Employer Identification Number (EIN) Online'. On the right side, there are language options for English and Español. A left-hand navigation menu lists various categories, with 'Employer ID Numbers' selected. A central box displays the 'Hours of Operation' as Monday to Friday, 7 a.m. to 10 p.m. Eastern Standard Time. The page is divided into three steps: Step 1: Determine Your Eligibility, Step 2: Understand the Online Application, and Step 3: Submit Your Application. Each step includes a list of requirements. A blue button labeled 'Apply Online Now' is positioned at the bottom of the steps. On the right side, there is a 'Related Topics' section with links to 'State and Federal Online Business Registration', 'Online EIN Frequently Asked Questions', 'Employer ID Numbers', 'System Requirements', 'Privacy Act Statement and Paperwork Reduction Act Notice', and 'Businesses with Employees'. At the bottom right, the 'DPC Summit' logo is visible, consisting of three colored squares (D in teal, P in orange, C in grey) above the word 'Summit'.

IRS

Search

Help | News | Language | Charities & Nonprofits | Tax Pros

File | Pay | Refunds | Credits & Deductions | Forms & Instructions

Home > File > Businesses and Self-Employed > Small Business and Self-Employed > Employer ID Numbers > Apply for an Employer Identification Number EIN Online

## Apply for an Employer Identification Number (EIN) Online

English | Español

**Individuals**

**International Taxpayers**

**Businesses and Self-Employed**

- Small Business and Self-Employed
- Employer ID Numbers**
- Business Taxes
- Reporting Information Returns
- Self-Employed
- Starting a Business
- Operating a Business
- Closing a Business
- Industries/Professions
- Small Business Events
- Online Learning
- Large Business
- Corporations

**Hours of Operation**  
Monday to Friday, 7 a.m. to 10 p.m. Eastern Standard Time.

### Step 1: Determine Your Eligibility

- You may apply for an EIN online if your principal business is located in the United States or U.S. Territories.
- The person applying online must have a valid Taxpayer Identification Number (SSN, ITIN, EIN).
- You are limited to one EIN per [responsible party](#) per day.
  - The “responsible party” is the person who ultimately owns or controls the entity or who exercises ultimate effective control over the entity. Unless the applicant is a government entity, the responsible party must be an individual (i.e., a natural person), not an entity.

### Step 2: Understand the Online Application

- You must complete this application in one session, as you will not be able to save and return at a later time.
- Your session will expire after 15 minutes of inactivity, and you will need to start over.

### Step 3: Submit Your Application

- After all validations are done you will get your EIN immediately upon completion. You can then download, save, and print your EIN confirmation notice.

[Apply Online Now](#)

### Related Topics

- [State and Federal Online Business Registration](#)
- [Online EIN Frequently Asked Questions](#)
- [Employer ID Numbers](#)
- [System Requirements](#)
- [Privacy Act Statement and Paperwork Reduction Act Notice](#)
- [Businesses with Employees](#)

DPC Summit



# Where does one get an EIN?

- a) Target or Wal-Mart. They both carry them, Aisle 4.
- b) Ask Bethany with the AAFP. She knows everything.
- c) IRS, complete an application.
- d) Just make one up.

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## ***Live Content Slide***

*When playing as a slideshow, this slide will display live content*

**Poll: Where does one get an EIN?**

*Your ~~party~~ **PLAN** is still rockin'*

- PRACTICE OPERATIONS

Lease or buy office space?

How much space? For how long?

Size of exam rooms, waiting area, lab?

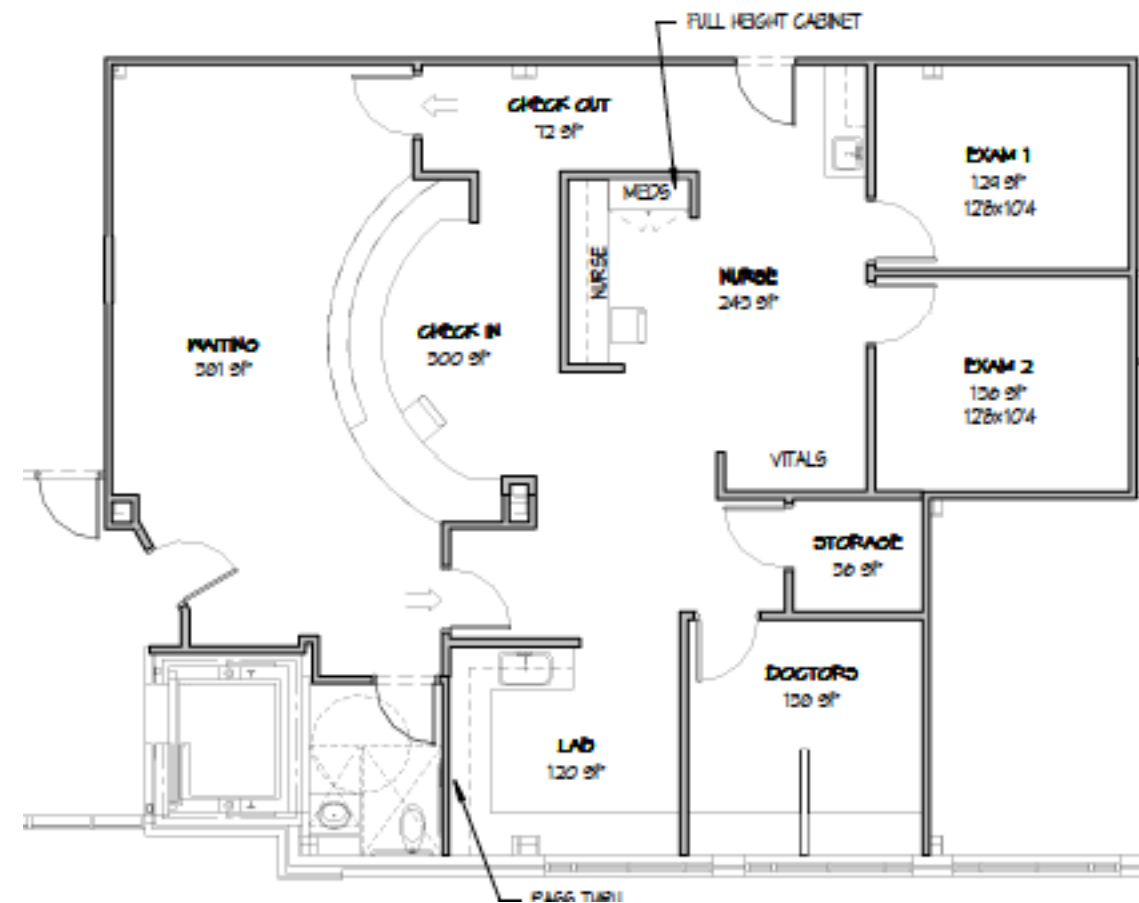
Equipment needed?

Floor plans?



ADVICE : ask other DPC docs.

# Ideas...



*Don't let your ~~party~~ **PLAN** is fizzle out*

- **INSURANCE:**

malpractice

business owners/renters

unemployment & workers comp

- Resources: medical board, ins carrier or bank

- **STAFF: EmployEEs or 1099s ?**

Contract w job description, terms

Calculate payroll & taxes



# PLAN PLAN PLAN

- SERVICES PROVIDED

can you? will you? how?

- CLIA waived testing

Yes, you need a certificate.

Yes, you need a certificate.

Request from CMS, file w state.

The screenshot shows the CMS.gov website with the following content:

- Header:** CMS.gov logo, navigation links (Home, About CMS, Newsroom, Archive, Share, Help, Print), and a search bar.
- Navigation Menu:** Medicare, Medicaid/CHIP, Medicare-Medicaid Coordination, Private Insurance, Innovation Center, Regulations & Guidance, Research, Statistics, Data & Systems, Outreach & Education.
- Breadcrumbs:** Home > Regulations and Guidance > Clinical Laboratory Improvement Amendments (CLIA) > How to Apply for a CLIA Certificate, Including International Laboratories.
- Left Sidebar:** A list of links including 'Clinical Laboratory Improvement Amendments (CLIA)', 'How to Apply for a CLIA Certificate, Including International Laboratories', 'State Agency & Regional Office CLIA Contacts', 'Accreditation Organizations/Exempt States', 'Categorization of Tests', 'Certification Boards for Laboratory Directors of High Complexity Testing', 'CLIA Brochures', 'CLIA Regulations and Federal Register Documents', 'CLIA Related Hearing Decisions and Compliance Topics', 'CLIA Statistical Tables/Graphs', 'CME Courses for Laboratory Directors of Moderate Complexity Laboratories', 'Cytology Proficiency Testing', 'Individualized Quality Control Plan (IQCP)', 'Interpretive Guidelines for Laboratories', 'Laboratory Demographics Lookup', 'Laboratory Registry', 'Proficiency Testing Programs', and 'Program Descriptions/Projects'.
- Main Content:**
  - Title:** How to Apply for a CLIA Certificate, Including International Laboratories
  - Section:** APPLICATION FOR A CLIA CERTIFICATE: FORM CMS-116
  - Text:** The Centers for Medicare & Medicaid Services (CMS) has made available the Clinical Laboratory Improvement Amendments of 1988 (CLIA) Application for Certification Form, CMS-116. This form should be completed and mailed to the address of the local State Agency for the state in which your laboratory resides. Refer to the State Agency & Regional Office CLIA Contacts page located on the left navigation bar to obtain the appropriate state agency address. The CMS-116 form and its instructions are found as a download in the Related Link inside CMS section below and contain the following information:
    - The CLIA application form, CMS-116;
    - Instructions for completing the CMS-116;
    - Guidelines for counting tests for CLIA; and
    - Tests commonly performed and their corresponding laboratory specialties/subspecialties.
  - NOTE FOR INTERNATIONAL LABORATORIES:** The CLIA certification process for international laboratories is outlined in the download below (i.e., International Laboratory CLIA Certification Process). If your laboratory is outside of the United States, or is not one of the territories of the United States and is seeking CLIA certification, before completing a CMS-116, you should contact CLIA-IOIntake@cms.hhs.gov
  - Text:** CLIA requires all entities that perform even one test, including waived test on ... "materials derived from the human body for the purpose of providing information for the diagnosis, prevention or treatment of any disease or impairment of, or the assessment of the health of, human beings" to meet certain Federal requirements. If an entity performs tests for these purposes, it is considered under CLIA to be a laboratory and must register with the CLIA program.
  - Text:** The CLIA application collects information about a laboratory's operation, which is necessary to determine the type of certificate to be issued and the fees to be assessed.
  - NOTE:** If you have any questions regarding the completion of the CMS-116 form, contact the appropriate State Agency. You should also contact this State Agency for additional forms that may be necessary to complete the registration process or for any additional questions. For example, the state of California has additional licensure requirements that must be met as a prerequisite to CLIA certification and thus California applicants should contact their local State Agency at (213) 620-6160. Be sure to make contact with your State Agency to ensure that you have all the necessary information that is required for the application.
  - NOTE FOR WASHINGTON STATE APPLICANTS:** You should not complete the CMS-116 form but should contact the Washington State Agency at (253) 395-6746 for guidance.
  - NOTE:** Laboratory directors performing nonwaived testing (including PPM) must meet specific education, training and experience under subpart M of the CLIA requirements. Proof of these requirements for the laboratory director must be provided and submitted with the application. Information to be submitted with the application include:



# Additional Services

- Phlebotomy & labs
- Rx dispensing  
State Board of Pharmacy
- Vaccines  
CDC website



D P C  
Summit

June 28-30, 2019

#dpcsummit





If you are doing CLIA waived tests in your DPC office do you need a CLIA certificate?

- a) Yes, yes you do.
- b) Nope. Those tests are waived.
- c) I don't know.

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***Live Content Slide***

*When playing as a slideshow, this slide will display live content*

**Poll: If you are doing CLIA waived tests in your DPC office do you need a CLIA certificate?**

*MOVING ON*

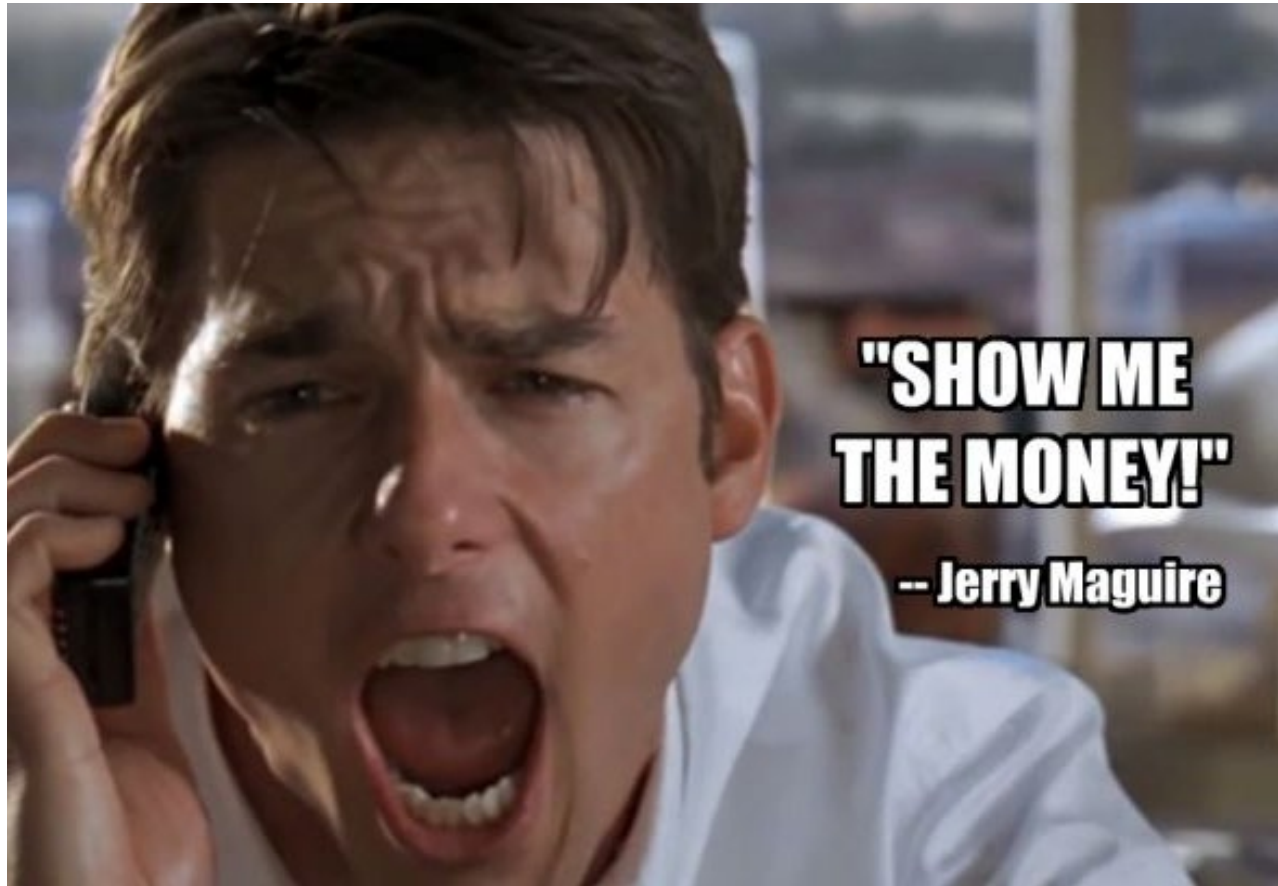
*What it takes.*



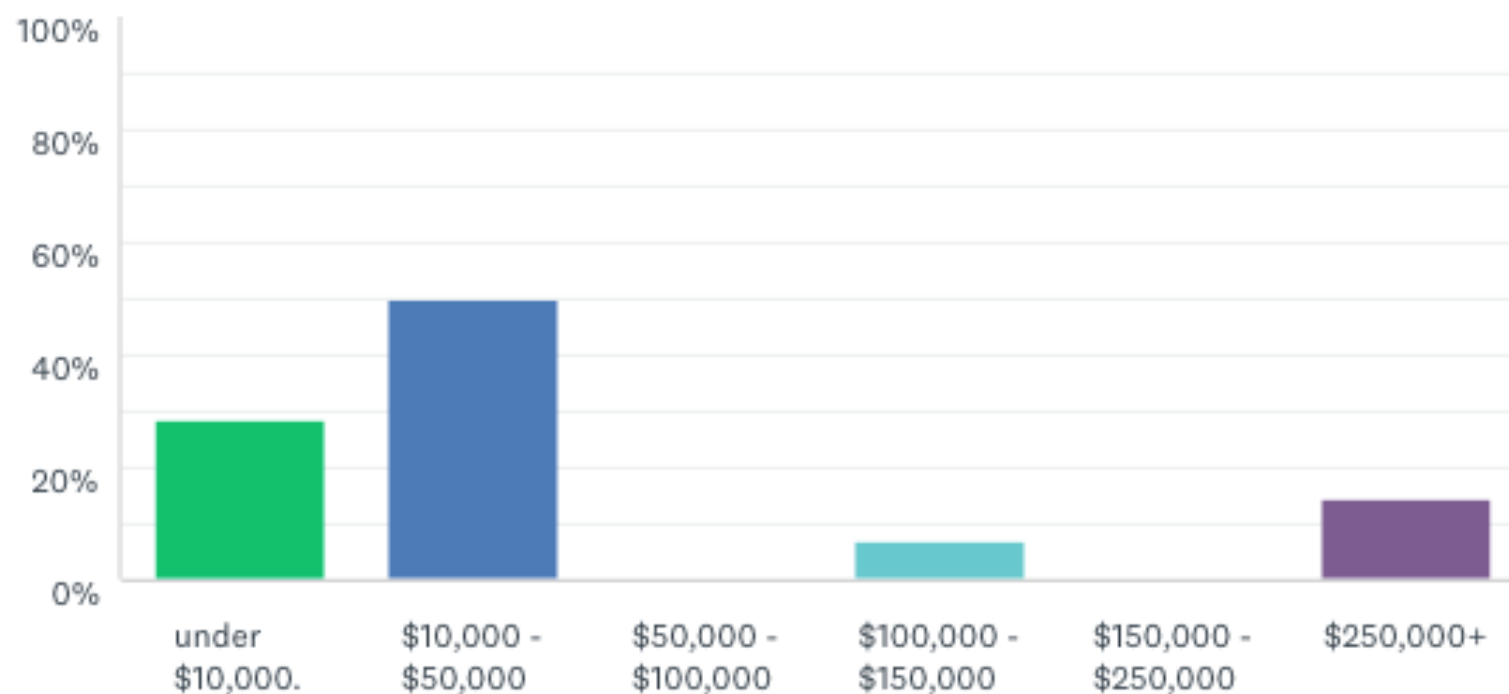
# CASH

*get used to talking  
about it.*

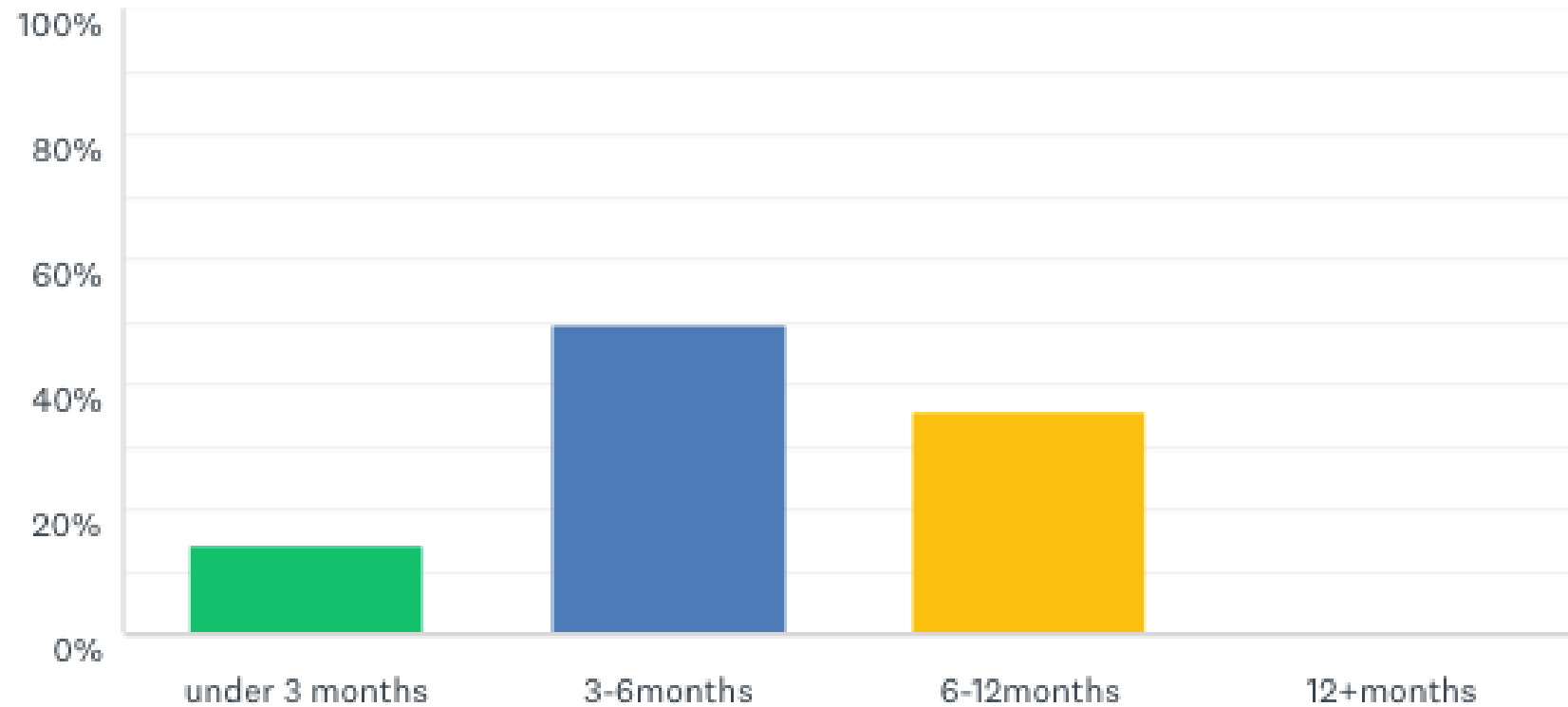
*realistic expectations.*



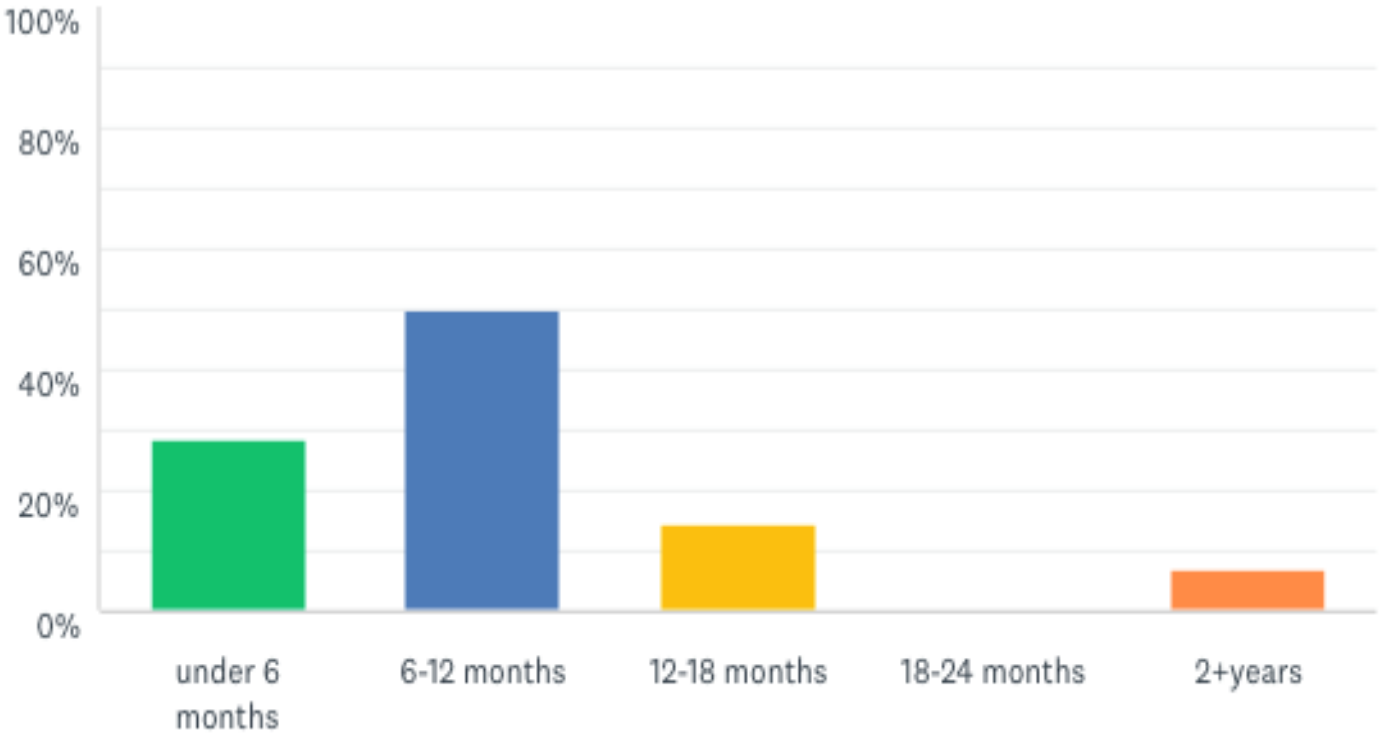
## What was your total set up costs before you opened your DPC doors?



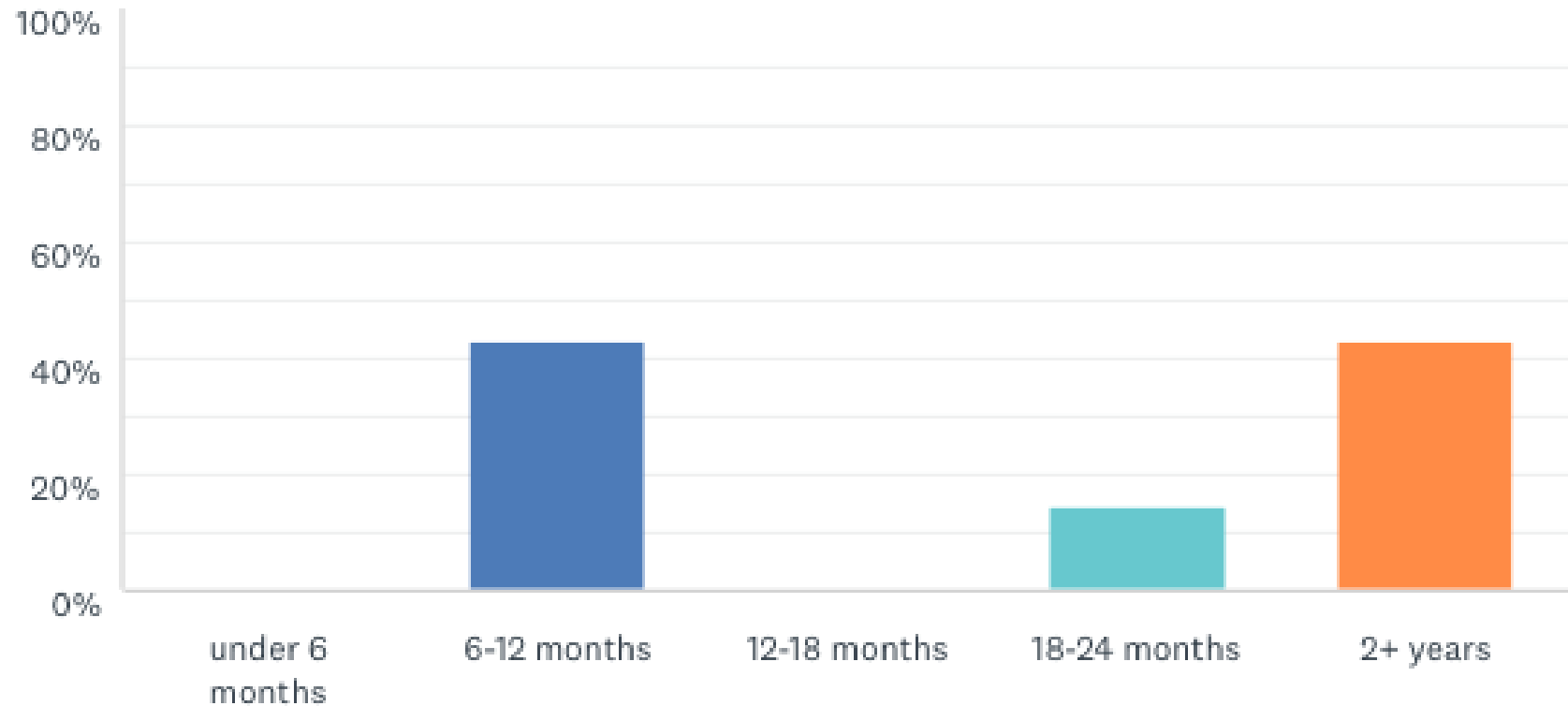
# How long did it take you from initial planning to DPC doors open ?



# How long did it take you to hit "break even?" When you first had a + monthly balance sheet ?



# How long did it take you to hit a full panel (however you define that)





# With a full panel, what would be your expected income?



# *DPC takes some “Intangibles”*

- Hustle
- Hard work
- Energy
- Passion
- Personality





# What do you need & what will it take to open a successful DPC practice?

- a) Plan
- b) ca\$h
- c) passion & hustle
- d) hard work
- e) Wine
- f) All of the above

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### ***Live Content Slide***

*When playing as a slideshow, this slide will display live content*

**Poll: What do you need & what will it take to open a successful DPC practice?**

**If you know what you need  
+  
you have what it takes  
=  
DPC Success**



# Resources to check out

- [DPCAlliance.org](https://DPCAlliance.org)
- [DPCFrontier.com](https://DPCFrontier.com)
- Bagel.md Checklist
- Official Guide to Starting Your Own DIRECT PRIMARY CARE Practice
- AtlasMD start up curriculum
- AAFP DPC Toolkit
- AAFP Proficiency Testing Program



# Questions?

Submit your questions to:  
[aafp4.cnf.io](http://aafp4.cnf.io)

Don't forget to evaluate  
this session!

## Contact Information

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