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.
Federal EIN
Employer Identification Number
aka Tax ID #

Apply via the IRS
Can’t do anything without an EIN.
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.
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
• SERVICES PROVIDED
  can you? will you? how?
  • CLIA waived testing
    Yes, you need a certificate.
    Request from CMS, file w state.
Additional Services

• Phlebotomy & labs

• Rx dispensing
  State Board of Pharmacy

• Vaccines
  CDC website
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.
Poll: If you are doing CLIA waived tests in your DPC office do you need a CLIA certificate?
MOVING ON

What it takes.
CA$H

get used to talking about it.

realistic expectations.
What was your total set up costs before you opened your DPC doors?

- Under $10,000
- $10,000 - $50,000
- $50,000 - $100,000
- $100,000 - $150,000
- $150,000 - $250,000
- $250,000+
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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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
- 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**]

Don’t forget to evaluate this session!

**Contact Information**

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