

Advanced Chiropractic of South FL
Healthy Weight Solutions
Business Plan

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*"Teaching you to move
well, eat well, think
well, and feel well."*

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Executive Summary

Mission

Advanced Chiropractic of South FL/Healthy Weight Solutions provides chiropractic care, physical therapy, and a healthy approach to nutrition and weight loss. We will model our Delray Beach location business strategy after our Greenacres location (established in 2004). Although this location is new, many of our current clientele travel from Boynton Beach, Delray Beach, and Boca Raton. They will now be able to obtain services closer to their residence.

Our business development approach consists of aligning ourselves with other healthcare providers in the area. Many of whom have additional locations themselves in south Palm Beach County, particularly Delray Beach and Boca Raton. After spending the last five years scouting a second location, we feel 104 SW 11th Ave. will be a successful key to our expansion. We've elected to open a Delray Beach satellite office to strategically grow our business. The services we provide (chiropractic care, physical therapy, nutritional counseling, etc.) require patients to visit us several times to achieve effective treatment goals. The Delray Beach location allows us to retain the benefits of our existing space in Greenacres (billing department, marketing department, medical record keeping, etc.), while making it easier for our patients who live in Delray, Boca, and Boynton to schedule follow up appointments closer to their home.

Helping those injured in auto accidents are a central part of our business. The new location allows us to collaborate and build on our relationships with more local Delray/Boca primary care doctors, orthopedic doctors, and personal injury attorneys assisting those suffering auto accident injuries.

For the last fifteen years we've treated countless pediatric patients from a few weeks old all the way to the Medicare population over the age of sixty-five. We look forward to continuing this tradition offering improved health treatments for patients of all ages in the city of Delray.

Objectives

The objectives for the first years of satellite office operation include:

- To create a secondary chiropractic and physical therapy practice location providing care for patients throughout the Delray Beach and Boca Raton region.
- To replicate the high-quality services successfully utilized for years at our Greenacres location and reach a whole new population of patients.
- To serve the community of Delray Beach with many outreach programs offered throughout the seasons. We focus on helping those suffering from pain and/or obesity to have access to holistic prescription-free solutions.



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- To offer our patients who already commute from Boca Raton, Delray Beach, and East Boynton another location to retain our services.

Keys to Success

- Replication of our fully serviced comprehensive physical therapy and chiropractic facility in Greenacres location.
- Focus on patient acquisition through outreach and social networking.
- Educating patients on a variety of topics including the importance of injury and fall prevention, back safety in the workplace, exercise programs, backpack safety, text neck prevention, and healthy eating habits within elementary, middle, and high schools.

Hiring Staff and Office Development

- We will staff this office with Delray locals who are bilingual i.e. Spanish, Creole, Portuguese, and/or French.
- All staff will be involved with community outreach to expand practice growth.
- The office system will operate similarly to our flagship location in Greenacres in layout and design.
- Insurance billing, coding, generation of medical records, and storage will occur at our flagship location in Greenacres.

Marketing and Sales

- Aggressively market and create a presence in the community by giving complimentary lectures to high schools, police departments, churches, community centers, the chamber of commerce, and by participating as a vender at fairs and farmer's markets.
- Continue to expand the network of our many medical and legal providers.
- Continue to publish articles in trade journals and lecture at professional organizations.
- Expand our social media presence.

Services

- Fully equipped handicap accessible physical therapy and facility.
- School, sport, and employee physical exams.
- Gait, balance, and movement disorder equipment for senior patients and those recovering from surgery.
- Both free weight and machine assisted weight bearing exercises to strengthen the pelvic core and upper and lower extremities.
- Worker's compensation specific physical therapy incorporating return to work rehabilitation.



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- Fully equipped DME medical equipment, provider of lumbar sacral orthosis, custom foot orthotics, cervical decompression traction equipment, and exercise tubing and bands for at home rehabilitation.
- Treating car accident injuries, work accidents injuries, sport injuries, and slip and fall injuries, and providing impairment ratings when applicable.
- Nutritional counseling and weight loss counseling including coping strategies, exercise/lifestyle modifications, specified diet plans for a multitude of health conditions.
- Laser lipolysis therapy
- Cold laser therapy
- Hydro massage and soft tissue therapy (provided by a licensed massage therapist).
- Shoulder, upper arm, knee, hip, foot and ankle extremity rehabilitation
- Kinesio taping
- Seminar workshops for a variety of topics
- Guided imagery workshops

Patients sometimes ask if chiropractic care is safe. The truth is it's incredibly safe. Is there a risk? Just like any other sort of health care procedure, there's always a risk. But according to the American Chiropractic Association, the risk for chiropractic treatment is only about 1 in over 5 million. Keep in mind that generally only bad events or experiences make the news, but millions of others enjoy care every day with zero negative effects and incredible benefits to the body. Safety is our overriding concern and it shows when you look at the high satisfaction of our patients.

Accessibility

We will adopt several strategies that produced success for Advanced Chiropractic of South FL in Greenacres. In addition to having the second location closer to many of my patients, expanded weekday hours and weekend hours will be implemented to accommodate and serve our patients. Out close proximity to Downtown Delray Beach will allow us to promote more to the visitors and tourists who are in need of physical therapy and/or in need to chiropractic care (from engaging in the multitude of outdoor activities South Florida has to offer). This 2500 square foot office will also be fully ADA compliant with accessible ramps and equipment.

Environment, Appearance, Etiquette and Overall Patient Experience:

The building will have a bright and cheerful exterior appearance on par with the beautiful designs and aesthetics Downtown Delray buildings are known for. There will be informative signs that will help prospective patients find this oasis of healing. We are modifying the waiting room and the treating room to accommodate people who are in significant pain. The physical therapy and treatment room will be open style stimulating a communal healing atmosphere.



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Management Summary

Advanced Chiropractic will initially have three employees: a bilingual receptionist, a medical assistant, and a board certified chiropractor. We will also hire two to three interns from a local high school or career college (Atlantic High School, Palm Beach State College, Cambridge College of Healthcare & Technology, etc.) who would like to have office clinical experience. For years we've been strong proponents of offering internships to those interested in starting their careers in the health care field. We anticipate the practice being open forty hours a week with weekend hours to accommodate patients that cannot come in during the week. As is the case in the flagship location in Greenacres, customer service and community outreach will be the foundation to grow our Delray Beach chiropractic and physical therapy office.

Delray Beach is an epicenter for drug rehabilitation. We can help many of those suffering from the challenges of substance abuse and issues with addiction find a natural drug free method. Our clinic is uniquely situated to help those who don't have access to travel to Atlantic Avenue east of Swinton. I've had the privilege to speak with State Attorney David Aronberg on several occasions regarding his sober home task force and their mission to clean up rampant drug use and associated unscrupulous rehab centers around Delray Beach. I am happy to do everything in my power to improve the city of Delray and help many of its residents to live a drug free and healthy lifestyle.

We've always been proud to be involved with local law enforcement near our office. We will continue this tradition in Delray reaching out to offer complimentary lunch & learn seminars and other nonprofit endeavors. Furthermore we find genuine benefit applying and sitting on local boards and committees as an opportunity to participate in our local government.

Sales Forecast (based on years 1, 2, and 3 of flagship location)

	Year 1	Year 2	Year 3
Patient Care	\$151,000	\$226,000	\$274,000
Estimated Growth Percentage		33%	18%

Expenses (fixed costs with very little variance over successive years based on flagship location)

	Year 1	Year 2	Year 3
Mortgage	\$23,400	\$23,400	\$23,400
Electric	\$2,400	\$2,400	\$2,400
Taxes	\$6,901	\$7,551	\$8,201
Water	\$720	\$720	\$720
Security	\$504	\$504	\$504
Landscape	\$960	\$960	\$960
Office Supplies	\$900	\$900	\$900
Medical Supplies	\$660	\$660	\$660
Information Technology*	\$200	\$0	\$0
Insurance	\$5,500	\$5,500	\$5,500
Salary**	\$19,200	\$19,200	\$19,200
Marketing Lunches	\$2,400	\$2,400	\$2,400
Total	\$63,745	\$64,195	\$64,845

*Information Technology infrastructure including billing software, documentation software, medical record cloud storage are already established. No additional costs are needed.

***Doctor may not take a salary and student intern is a non paying employee*