

L. Appendices

Appendix B: Business Plan Outline & SWOT

This sample template is geared at starting a medical practice. This is for guidance only.

Executive Summary

- Brief summary of plan that includes:
- Who you are - business name, contact information, start date
- What you will be offering,
- your target audience,
- your management team,
- financial and marketing summary and
- projected milestones

Company Analysis

- Business name, contact information, start date
- History (if applicable)
- Outline the type of practice and services you will be operating
- Ownership, governance and operating structure
- Value Proposition/Your mission statement
- Your objectives
- Long Term operational goals/milestones
- Assumptions and risks
- Partnerships or alliances with other healthcare providers

3. Marketing Plan

- Product: what medical services will you be offering
- Target market: size and growth
- Analysis of competition: amount and type of medical offices in the community
- Advertising /promotional plan

4. Operations Plan

- Organizational structure
- Regular Short-term (daily, weekly, monthly, quarterly) plan
- Technology Plan (equipment, software needs)
- Billing and medical record storage plan

5. Financial Plan

- Projected income statements
- Projected cash flow analysis
- Projected balance sheets

6. Summary

7. Appendix

Include supporting documents such as:

- Management structure
- Financial plans
- Operational processes
- Detailed assumptions underlying the plan

References

- <https://www.investopedia.com/terms/b/business-plan.asp>
- <https://www.bplans.com/family-medicine-clinic-business-plan/>
- <https://articles.bplans.com/how-to-write-a-business-plan-for-an-outpatient-medical-practice/>
- <https://www.growthink.com/businessplan/help-center/medical-practice-business-plan>

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SWOT Analysis in Healthcare Example

A SWOT analysis in healthcare allows a medical practice to explore internal strengths and weaknesses as well as external opportunities and threats.

<p>Internal Strengths (S)</p> <p>Excellent location Good brand name (patients' satisfaction) Ability to offer same day /next day appointments Low staff turnover</p>	<p>Internal Weakness (W)</p> <p>Billing is not optimal Physician conflicts with weekend/ after care scheduling Unclear office procedures Lack of comprehensive group governance policy/contracts Difference in governance goals</p>
<p>External Opportunities (O)</p> <p>Diagnostic labs are close to the clinic Pharmacist is close to the clinic Successful referral program with specialists Strong security for patient information/ patient confidentiality</p>	<p>External Threats (T)</p> <p>Diagnostic labs results take long to get Unable to find more physicians to join practice</p>

[More information on SWOT analysis in healthcare](#)