GETTING STARTED IN PRACTICE IS THRILLING, BUT IT IS ALSO A daunting endeavor. It’s a lot easier if you have an organized plan. The purpose of this checklist is to guide your thinking as a new practitioner and streamline the process of launching your practice.

**General preparation**
- 1. Decide where you want to live. You should practice within 30 minutes of there.
- 2. Apply for licensure.
- 3. Decide if you want to be a solo practitioner, associate, independent contractor, or partner.
- 5. Visualize and affirm what you want. Write goals, or create a mind map, vision board, or scrapbook.
- 6. Continue to develop your skills, deepening your understanding and application of the science, art, and philosophy of chiropractic.

**Solo practitioner**
- 1. Compose your mission statement and unique value proposition.
- 2. Compile your financial data and budget to start up.
- 3. Decide the type of office you want: professional building, storefront, home with an office, or condo.
- 4. Select your mentors and professional advisors: practice management coach, lawyer, accountant, banker, insurance agent, financial planner, and compliance consultant.
- 5. Calculate your target practice parameters: expenses, fees, and volume of new patients.
- 6. Choose your location and check on possible issues with zoning, parking, and neighbors.
- 7. Draft a business plan and arrange for financing if necessary.
- 8. Choose an appropriate corporate structure, with your advisors’ help.
- 9. Sign the lease or close on property for your practice if purchasing.
- 10. Choose and order your equipment: tables, office furniture, computers and software, diagnostic and treatment tools, and disposables.
- 11. Organize the build-out, keeping reception and business up front, new patients in the back, and daily patient care in the middle.
- 12. Build office, get permits and inspections as needed (contractor should arrange).
- 14. Obtain signage, stationery, cards, appointment cards, office forms, and educational materials.
- 15. Plan office opening for a month or two after you actually open to gain momentum.
- 16. Apply for an NPI number (nppes.cms.hhs.gov/NPPES/Welcom e.do) and to panels and credentials you want, including workers’ compensation and major carriers.
- 17. Develop a marketing plan and develop strategic alliances in your community.
- 18. Start a Facebook fan page, Twitter account, and other social media as appropriate.
- 19. Set up office procedures: job descriptions of assistants, office policies, and fee policies.
- 20. Hire and train staff.
- 21. Plan statistical analysis to track your progress: days worked, new patients, office visits, services rendered, collections, and accounts receivable.
- 22. Establish billing and collections procedures.
- 23. Activate marketing plan.
- 24. Develop ongoing quality control and refinement systems, correcting as you go.

A new practitioner checklist
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