

# **Business Plan – My Workplace Clinic Inc** **Avenue 4 Healthy Employees**



By Rosalie Valdres

# **Executive Summary**

- **My Workplace Clinic Inc is a primary care clinic - serves area businesses & corporations**
- **Nurse Practitioner owned and operated**
- **Vision – to be the preferred industrial preventive & primary care brand**

# **Proposal**

- **Provide direct healthcare access to employees at their workplace**
- **Provide prevention & early detection of common diseases**
- **Management of acute health illness not requiring emergency care and chronic care management**

## **Benefits & Return of Investment**

- **Increase patient access to an experienced provider in the workplace setting**
- **Reduce absenteeism/presenteeism**
- **Increase employee/employer morale**
- **Time & cost saving to employee & employer**
  - **Study Pepsi Cola – Diabetes & Hypertension management = \$3.78/1.00**
  - **Wellness program = \$1.50/1.00**
  - **Lifestyle program like Yoga, exercise = \$0.50/1.00**



F-TOWN

My workplace Clinic Inc  
Avenue 4 healthy employees

# **Value of onsite clinic aligns with our mission**

- **Improved health**
  - **Vaccination – Flu season**
  - **Medication management =increased compliance**
- **Lowered healthcare expenditures**
  - **Control of avoidable cost**
- **Improved productivity related to reduced absenteeism and presenteeism**
  - **Retention & recruitment of employees**

# **Key personnel & target market**

- **NP or MD with the Medical Assistant aim to offer medical services to businesses with less than 250 employees**
- **Expansion to employee families**
- **Houston projected growth is 9.2% and 25 Fortune 500 companies are based in Houston (ranked as 19<sup>th</sup> strongest company in the world)**

# SWOT Analysis



SWOT ANALYSIS My Workplace Clinic, Inc.	
<b>Strengths</b> <ul style="list-style-type: none"><li>• The only on-site clinic providing prevention and disease management in Houston Texas</li><li>• Easy &amp; Convenient access</li><li>• Reduce cost to both employee &amp; employer</li><li>• Reduce absenteeism/presenteeism</li><li>• Evidenced-based clinical care and outcome</li><li>• Quality of the clinic NP and staff</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Lack of adequate resources</li><li>• Competition with the Occupational Clinic tied to the company</li><li>• Lack of income diversification</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• Provide CDL examinations</li><li>• Improve employee morale</li><li>• Extend services to employee's family</li><li>• Alternative therapy like YOGA</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Unpredictable healthcare environment</li><li>• Slow patient accrual</li><li>• Employee's fear of an employer's awareness of the appointment on-site</li><li>• Increase competition starting up</li><li>• The downturn of the economy</li><li>• Risk of medical malpractice</li></ul>



## Financials

<b>Business Name</b>	<b>My Workplace Clinic Inc</b>
<b>Current Fiscal Year</b>	2019 (July to December)
<b>Contributed Capital</b>	\$30,000.00
<b>Startup Cost</b>	
• Furniture	2500.00
• Permits	2000.00
• Legal LLC formation	360.00
• Rent Deposit (2 months)	1000.00
• Web Consultant Fee/Set up	1000.00
• Initial Office Supplies	1000.00
• Computers, Printer all in One	2200.00
• Internet & Phone Set up	350.00
• Collaboration MD Fee (Free in exchange I will make rounds for him once a week + % of the billing)	
<b>Total Startup</b>	<b>10,410.00</b>

# Cont'd...

<b>Income Statement for "My Workplace Clinic Inc</b>	<b>July 2019 1<sup>st</sup> month</b>
<b>Total Sales</b> <ul style="list-style-type: none"><li>• Total # Patients 300 X \$45=13,500</li><li>• Labs drawn 100x\$10 = 1000.00</li></ul>	14,500.00
<b>Cost of Total Sales</b> <ul style="list-style-type: none"><li>• Lab @\$4/test = 400</li><li>• Staff@\$12/hourX6hrs/day = 1440</li><li>• NP Salary@45% Gross Sales = 6525</li></ul>	(8365.00)
<b>Gross Profit</b>	5935.00
<b>Expenses</b> <ul style="list-style-type: none"><li>• Marketing/Advertising = 1600.00</li><li>• Web set-up/Consulting = 1000.00</li><li>• Insurance (Business/Prof) = 200.00</li><li>• Clinic Rent = 500.00</li><li>• Pre-paid Legal = 30.00</li><li>• Internet/Phone Bundle = 150.00</li><li>• Mobile phone = 100.00</li><li>• Office Furnitures, exam tables = FREE donated by retired MD</li><li>• Electricity &amp; cleaning = included in the rent</li></ul> <b>Total Expenses</b>	(3580.00)
<b>Gross Profit = 2895.00</b>	<b>Net = 2171.25</b>
<b>Tax @ 25% = (723.75)</b>	

# Cont'd...

<b>MWC Inc Break Even Point Income Statement</b>	<b>July 2019</b>
<b>Total Sales/Revenue</b>	22,000.00
<b>Variable Cost = (1250.00)</b>	(1250.00)
<b>NP Salary @ 45%Gross Sales = (9,900.00)</b>	(9,900.00)
<b>Fixed Cost = (2180.00)</b>	(2180.00)
<b>Gross Income 13,330-(4643.00) Tax = 9,997.50</b>	<b>\$ 9,997.50</b>

<b>Year 2019 July to December</b>	
<b>Total Sales (22,000.00 X 6 = 132,000.00)</b>	132,000.00
<ul style="list-style-type: none"> <li>• #patients 300 X 45 + 20 X 65 (new) = 20,000.00</li> <li>• # labs drawn 10 X 10 = 100 = 2000.00</li> </ul>	
<b>Total Sales = 22,000.00</b>	
<b>Fixed Cost 2180 X 6 = 13,080.00</b>	(13,080.00)
<b>Variable Cost 1250 X 6 = 7500.00</b>	(7500.00)
<b>NP Salary @ 45% Gross 9900.00 X 6 = 59,400.00</b>	(59,400.00)
<b>Net Income 132,000.00 – 79,980.00 = \$52,020.00</b>	
Less 25% Tax = 13,005.00	<b>\$ 39,015.00</b>

# Pro Forma

<b>MWC Inc - Projection July 2019 to 2022</b>				
	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
<b>Total Sales</b>	<b>132,000.00</b>	<b>231,000.00</b>	<b>237,930.00</b>	<b>245,067.00</b>
<b>Fixed Cost</b>	<b>2500.00</b>	<b>2500.00</b>	<b>3000.00</b>	<b>3500.00</b>
<b>Variable Cost</b>	<b>2000.00</b>	<b>2300.00</b>	<b>3000.00</b>	<b>3500.00</b>
<b>NP salary</b>	<b>59,400.00</b>	<b>104,112.00</b>	<b>107,068.00</b>	<b>110,280.00</b>
<b>Total net income</b>	<b>39,015.00</b>	<b>54,216.00</b>	<b>79,147.60</b>	<b>90,755.00</b>

# References

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