



**DR. MAIYSHA**

• **LIVE** SESSIONS

# Start Your Business

DR. MAIYSHA



WEEK 1:

# Starting a Telemedicine Practice



## #1 Shaping a Strategy

- Define your strategy and goals.
- Define your business model.
- Rethink your strategy.
- Be completely local.

## #2 Build a Team

- Define your team according to your strategy.
- Cross-train your staff and be clear about their accountabilities.
- Take into consideration non-clinical staff.

## #3 Technology (for video visits, records and scheduling)

- Consider your budget.
- Pick a platform easy to use.
- Make sure you integrate payments.

## #4 Marketing

Don't jump in and think later. You could lose a lot of money and time in tactics that will lead you nowhere. A proper strategy in which you have defined your goals, your ideal client/patient, and the necessary research will give you the data you need, and you'll be able to answer some questions like: What problems does your ideal client have? Which are you solve them? Where can you find them online?

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WEEK 2:  
**Starting a  
Cash Based  
Medical Practice**



# #1 - Types of Cash Based Practices

In order to figure out which type is best for you, think about who do you want to serve, their spending capabilities, and which payments method is best for you.



## #1 Direct Primary Care (DPC)

Based on a monthly fee. Affordable, aimed for low to moderate income patients.

## #2 Concierge

Based on an annual fee. Higher priced, aimed for people with higher income.

## #3 Direct Pay Fee per Service

No memberships. Payments made by visit, as patients come and go.

## MEMBERSHIP VS. DIRECT FEE

- **Membership:** Recurrent fixed income, but if the fee is low, it needs time to build up.
- **Direct Fee:** More specific pricing depending on the services provided. But it's highly dependent on patient volume.

## #2 - Inside the Pricing Models: Pure Cash vs. Hybrid

If you are starting from scratch, most people would recommend a pure cash model. Of course, a pure cash model takes more work in the marketing aspect to build and ramp up. However, you won't have to deal with insurance policies and small letter.



## PURE CASH MODEL:

No dealings with insurance companies. Memberships or one-time payments go directly to you.

## HYBRID MODELS:

### **Hybrid Insurance and Membership Model:**

For practitioners that started out with an insurance model and are transitioning to pure cash model (or memberships).



### **Hybrid Fee for Service and Membership Model:**

Practitioners who have a membership (DPC or Concierge) for i.e. chronic disease patients; but also accept patients that come and pay for a one-time service as they come and go.



### **Hybrid Package Model and Membership Model:**

Doctors manage memberships and packages set up for different conditions which involve several sessions/services



### **Hybrid Fee for Service and Package Model:**

Doctors accept one-time payments as well as packages including selected services.  
/ number of sessions.



# #3 - Choosing the Services you Want to Provide

Always consider who do you want to work with, and who do you want to serve.

Before you choose, keep in mind:

- Honor your expenses.
- Honor your expertise and change accordingly.
- Consider you physical space.



**#1 Direct Primary Care (DPC):** Consultative services, care coordination, chronic care, and comprehensive care management.

**#2 Integrative:** "Alternative" and complementary treatments, such as acupuncture and hypnosis.

**#3 Coaching:** Supporting learners/client in achieving specific personal or professional goals through training.

**#4 Lifestyle:** Lifestyle modification, including diet and physical activity. i.e. Nutrition.

**#5 Products:** Providing physical or virtual products. It's important to take in consideration certifications and legal aspects.

### **THINKING ABOUT MULTIPLE SERVICES?**

You don't have to start with everything! One step at a time. What is the most workable or the most reachable for you? **START WITH THAT**

Expand as you get more clients, more space... Expand as you feel more comfortable.

# #4 - Getting Your Own Space: Healthcare Premises

Premises matter for any business, but in particular, this is a prime factor for a cashed based medical practice.



## **#1 Keep in Mind the Equipment You'll Need:**

Think about what is it that you need to start. DPC, integrative, coaching or wellness may only need 1000 sq ft. Other specialties like fertility or anesthesiology do need bigger spaces.

## **#2 Start as Small as Possible:**

Start workable so that you don't put yourself into an enormous amount of debt. You'll be able to redirect that money into what it's really needed, such as marketing.

## **#3 Consider Sharing the Space:**

With the purpose of saving money, you can sublease a space from another physician. Also, it's possible to co-sign with another health practitioner.

## **#4 Make it Yours:**

You can choose something that's boutique, cute, nice, savvy, modern... anything that speaks your style. It just doesn't have to be huge.

Ready to Get Started? "**Schedule a Free Strategy Call w/Dr. Maiysha**"  
[www.DrMaiysha.com/MeetMe](http://www.DrMaiysha.com/MeetMe)



## Dr. Maiysha

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