

# **Business Plan**

**For**

**Cook Chiropractic Center**

**2029 County Highway I, #2  
Chippewa Falls, WI 54729**

**Lona J. Cook**

## Table of Contents

Vision Statement .....	3
Executive Summary .....	3
General Company Description .....	3
Type of Firm and Legal Structure .....	3
Location (city, state, street) .....	3
Office Description .....	4
Office Purchase/Rental .....	4
Doctors/associates/employees .....	4
Practice Mission .....	4
Product/Service Plan .....	5
Marketing Plan .....	6
Circle of Practice .....	6
Competition .....	6
Population Demographics .....	6
Management Plan .....	11
Owner/Manager .....	11
Key Employees .....	11
Practice Advisors .....	12
Operating Plan .....	12
Office Operations .....	12
Fee Schedules and Financial Policies .....	13
Office Facilities .....	14
Technology Plan .....	14
Resume .....	15
Appendices attached	

## **Vision Statement**

Imagine a TEAM of motivated people who fully enjoy working together to serve their community and watch it grow. They create a loving environment for community members to grow and develop and truly grasp what it is to be healthy. These team members show up with a smile and enjoy working hard because others truly value their service. In turn the team values the community members who make a commitment to their own health and their families' health. As this business grows, each team member feels sense of pride and knows they are making a positive difference in the world and this continues to inspire them every day.

Because of these values, employees of Cook Chiropractic are effective, motivated workers who feel dedicated to their roles at Cook Chiropractic and ultimately responsible for sharing their gifts with their community and surrounding world. They all work together to accomplish goals big and small. Together, the team makes Cook Chiropractic a wellness leaders in the region.

## **Executive Summary**

This business plan is designed to guide Cook Chiropractic as a future successful chiropractic business and Dr. Lona J. Cook as future successful small business owner and manager. Cook Chiropractic will be established in the growing city of Chippewa Falls, WI. The expected date of full operations and grand opening will be January 15, 2010. The clinic will be located at 2029 County Highway I, #2 in Chippewa Falls, Wisconsin's busy industrial area and very near to St. Joseph's hospital and other healthcare professional clinics (such as Group Health Cooperative).

Cook Chiropractic will offer the highest quality of care and patient education to meet our goal of educating the community on the power of the body and allowing true expression of health from within. It is our mission to educate and adjust our community toward maximum expression of health through chiropractic care.

Upon much consideration and planning, Cook Chiropractic is asking for 25,000 from the Regional Business Fund-micro loan for startup equipment and facilities costs and 40,000 from Northwestern Bank for working capital costs for the first 6 months. Dr. Lona J. Cook will be contributing 20,000 of her own savings to the startup facilities and costs. In total 85,000 will be necessary to successfully start up and run the clinic based on the financial plan put together at this point.

The business plan that follows outlines Cook Chiropractic's goals, the operations plan, marketing strategy, and financial strategy of Cook Chiropractic under the operation of Lona J. Cook D.C. The plan is subject to revision when deemed appropriate and necessary.

## **General Company Description**

### **Type of Firm and Legal Structure**

Cook Chiropractic will be set up as a sole proprietorship and will be owned and under the management of Lona J. Cook D.C.

### **Location (city, state, street)**

Cook Chiropractic will be located in the business retail condominiums at 2029 County Highway I #2, Chippewa Falls, WI 54729 near Chippewa Falls' busy industrial park and centered on a high volume traffic intersection of Hwy I

and HWY 178. This location offers easy accessibility for the residents of Chippewa Falls, Eau Claire, Cadott and smaller surrounding areas. The location and lease is under current negotiations. Currently negotiations include a part of the buildout for the 1,000 square footage office and staggered rent: 800/mo for year one, 900/mo for year two, and 1000/mo for the remainder of the 5 year lease. However, these numbers are still in negotiation.

### **Office Description**

The office layout is extremely important to support a warm, inviting, "family" atmosphere in the office and give practice members a positive experience at each visit. Since our mission is to serve and educate our entire community, an open adjusting room allows our patients to interact with each other as they flow thru the waiting room and into our adjusting area. Since the chiropractic techniques used do not involve gowning our patients, the practice members will be trained to check in at the front desk, receive a warm greeting with a smile, and take a seat in the reception area. The reception area will be organized and relaxing with chiropractic literature and other health educational tools, fresh flowers, lights music, and relaxing ambiance. The patients may help themselves to fresh tea, or coffee, and water while waiting to be adjusted. The "open" or larger adjusting area has two technique tables with a small divider in-between gives the effect of privacy and allows for a steady and controlled flow of patients during our prime adjustment times. This room will also offer selected educational tools and inviting décor. Off of the main room, we will have three smaller rooms, one for Dr. Lona's office, another for a report/exam room, and a third initially to be used for any additional modalities. Eventually a massage therapist(s) may be added to work out of this space. The report/exam room will be equipped with a spine, posters, and another technique table for new patients and returning patients who may need more privacy at certain times. After the adjustment, the patient will walk back to the reception area and receive a reminder for their next appointment and any moneys that need to be exchanged. The patient will also be told of any inside promotions for their family or health lectures that we are offering that week upon their checkout at our office. Practice members will also be encouraged to bring in any family member or invite friends to our health talks.

### **Office Purchase/Rental**

Cook Chiropractic will be leased for a graduated rate: initially 800/month up to 1000/month with a lease of 5 years. We are currently under negotiations for the first 3 months rent-free as we build out the practice. (See attached floor plan).

### **Doctors/associates/employees**

Initially, Cook Chiropractic will employ Dr. Lona J. Cook D.C and one chiropractic assistant. When warranted, after the initial startup, another chiropractic assistant/office manager may also be hired. Further hiring (front desk staff, professional representatives, massage therapists, and associates) may be necessary after Cook Chiropractic is fully established and continues to grow.

Dr. Cook will both be fulfilling roles as treating doctor (history, exams, report of findings, and treatments) and also doing all financials with practice members and office management. The front desk-chiropractic assistant will be conducting patient greeting, scheduling, answering phones, and payment collections. He/she will also be expected to do some lighthouse keeping around the office and possibly conduct some portions of patient intake procedures as training is completed. In the future with other additions to the clinic, shifting of responsibilities may be necessary.

### **Practice Mission**

*"To educate and adjust our entire community toward maximum expression of health through regular chiropractic care."*

### **Product/Service Plan**

Cook Chiropractic offers a unique approach to healthcare, focusing on the big picture—maintaining the integrity of the nervous system through chiropractic care in order to help prevent disease and maximally express life. At Cook Chiropractic, we believe that chiropractic care is one piece of the puzzle to facilitate a healthy body and a healthy family. Many practice members will come initially looking for pain and symptom relief; though we expect those results; we also expect much more. Through education, we anticipate our practice members will make a commitment to our goal of healthier families through maintaining the integrity of their spines and eliminating vertebral subluxations with regular chiropractic adjustments. During the initial visits, each patient will receive an extensive education on the powers of the body naturally and the benefits of a healthy nervous system. Information from the patient intake forms, the doctor's counseling on what chiropractic is during the initial exam and history, report of findings, and the new patient spinal health lectures will help to educate the practice members on why chiropractic care is so important.

Not only will this information enable the patient to make better choices in maintaining their own health but it will also allow them to understand the benefits of having their whole family under chiropractic care. Patient education will also aid our referral program, as it is our goal for all family members to be checked for vertebral subluxations. Our vision is to educate the community on the power of a healthy nervous system.

Cook Chiropractic strives to be a leader in family health in our community. We will focus on all ages and all families. Because subluxations of the spine affect everyone, infants and children are as important as all other ages in our practice and we make it a point to educate all families on the benefits of care for children. By treating younger ages, we can eliminate any subluxations present and contribute to the prevention of further consequences/disorders that may have resulted otherwise. This also will allow the child to express its full health potential as early as possible.

Lona J. Cook D. C. has 2 years of clinical experience in adjusting infants, toddlers, and children. Lona J. Cook has taken extra techniques in pediatric adjusting and is certified in Thompson pediatric adjusting. Currently, she is working on her pediatric diplomat to become a chiropractic expert in the pediatrics field. Cook Chiropractic recognizes the importance of removing subluxations in a comfortable manner. With this said, Lona J. Cook have taken extra hours and courses in many techniques to develop a very light touch enabling the most comfortable, effective adjustments for patients of all ages and sizes.

However before we adjust practice members, we need them to understand why they should choose care at our clinic. Thus using the advanced technology available to practice, Cook Chiropractic will use state-of-the-art computer technology to evaluate each patient's nervous system. The Insight Subluxation Station was developed by NASA and uses temperature differentials over each spinal level to indicate inflammation present from nerve damage. This computer can also perceive muscle tension and indicate what spinal levels may have damage present resulting in muscle spasm or muscle fatigue. This tool is another education device that allows our patients to understand the importance of the nervous system on the whole body. It also helps them to understand the connection between their spinal vertebrae and the spinal nerves at each level. This device also is a great tool to monitor patient's progress as they continue with their treatment plans.

As patients learn about their nervous system and the importance of spinal health; it is also imperative they utilize the clinic as a primary source for health information on a variety of topics. Nutrition, exercise, sleeping habits, stress reduction, all are areas that Dr. Lona J. Cook feels are important to help counsel our community on. Weekly health lectures will be done in office to offer information on a variety of health related issues in order to further serve our patients.

The fees set by Cook Chiropractic will be comparable to those in the local area. Patients will be responsible for all out of pocket expenses and a zero dollar balance will be required at our office. Cook Chiropractic will be a preferred provider for all major insurance companies in the Eau Claire/Chippewa Valley area. If the patient does not have

chiropractic coverage or has a poor coverage plan, affordable cash plans will be made available to the patient and their entire family. Payments will be accepted using cash, check, and credit. Payments will be made before or at the time of treatment.

The hours of operation for Cook Chiropractic will be as follows:

~~Monday: 7 am to 12pm and 3 to 6~~

~~Tuesday: 8 am to 12 pm and 3 to 7 pm~~

~~Wed: 7 am to 12pm and 3 to 6 pm~~

~~Thurs: 1pm to 6 pm~~

~~Friday: 7 am to 11am~~

it was 8-12 2-6 M-F

## Marketing Plan

### Circle of Practice

The city of Chippewa Falls, WI has a population around 13,000 and a surrounding area of 63,000 in Chippewa County and is a growing industrial area. According to West Central Wisconsin Regional Planning commission both Eau Claire and Chippewa counties are growing at rates of 8% and 14% respectively. Eau Claire county, just south of Chippewa Falls, is also growing, with a current population of 98,000. This area offers the benefits of both rural Wisconsin life and also urban elements of a growing and developing metro.

### Competition

There are currently 14 chiropractors in Chippewa county and 35 in Eau Claire county. However, our location is set in the midst of a busy industrial area that serves many people as they commute to and from work. In this location, there is only one small, newly opened chiropractic office operating. Also other chiropractic offices located in these counties focus mainly on symptom relief and pain management in their care plans. Unfortunately for the patients, this does not allow for practice members to experience the benefits of reconstructive and maintenance or "wellness" care for themselves and their families. However, for Cook Chiropractic, this community is a perfect location to offer a different brand of chiropractic—chiropractic in which education on the body and an emphasis on the importance of a healthy spine and nervous system for your entire life. Our office will not only be set apart by its ambiance and excellent service, but we will get our practice members well and keep them well. Our vision for Cook Chiropractic is to be the leader in true healthcare in our community; we will make a positive difference for our practice members and strive to create a healthier and happier community.

### Population Demographics

Population Ratio (Chiropractor: "ideal patients"): (Eau Claire: 1:1,404 and Chippewa Falls 1:2,195)

There are 98,000 people living in Eau Claire county and another 63,000 in Chippewa county for a total of 161,000 people living within our area. Based on age, living arrangements, income and family status about 50% of that population is considered "ideal" perspective patients according to chiropractic demographic information. Both counties can be easily served by an office located in Chippewa Falls due to our central location in southern Chippewa county. Also based on employment and entertainment, much of Chippewa county's rural population

commutes to Chippewa Falls on a regular basis. The location also is a great location for employee's of Chippewa's industrial park businesses. Our nearness to so many large business's will be a targeted market for our clinic. We also will be working to get into these businesses and allow them to create opportunities for chiropractic care for their employees.

Because of the rather large area we are drawing from, marketing not only in the county seats of Chippewa Falls and Eau Claire cities but other smaller areas such as Altoona, Augusta, Cadott, and smaller townships will also be targeted.

**Income:**

Median household income of Eau Claire county, WI is \$ 49,574.

Median household income of Chippewa county, WI is \$ 40,911.

\*Age Demographics: according to West Central Wisconsin Regional planning commission 2008

Population age breakdown	Eau Claire County	Chippewa County
Under 5	6,000	3,700
5-9	5,800	4,100
10-14	6,100	4,100
15-19	8,900	4,100
20-14	12,400	3,900
25-34	12,100	8,000
35-44	11,500	7,700
55-59	6,200	9,900
60-64	5,400	4,500
65-74	6,300	3,600
75-84	4,200	4,700
85+	2,300	1,500

**\*Education:**

For population 25 years and older

High school graduate or higher: 30.4%

Bachelor's degree or higher: 20.1%

Graduate or Professional Degree: 8.8%

**\*Economic Characteristics:**

In labor force: 70.4%

**Schools within Eau Claire County and Chippewa County**

**Chippewa:**

Chippewa Falls Senior High School and Middle school and 6 public elementary schools

McDonell Catholic High school

Notre Dame Middle School

St. Charles and St. Peter Elementary Schools

**Eau Claire:**

13 public elementary schools, 3 public middle schools, Memorial High School and North High School

3 charter schools

Regis catholic high school and middle school

St. James and St. Mary elementary schools

**Major Employers**

Chippewa:

TTM Advanced Circuits  
St. Joseph's Hospital  
Mason Companies  
Wal Mart  
Silicon Graphics  
Bloomer Memorial Medical Center  
Cray Research  
Kel Container  
Fleet Guard  
Wissota Health Care  
Spectrum  
Pliant Corporations  
Eau Claire Press Company  
Presto  
Farm and Fleet  
Gordy's  
Marquart Motors

Eau Claire:

Menards  
Hutchinson Technology  
Luther Hospital  
Sacred Heart Hospital  
Midelfort Clinic  
United Healthcare  
Charlton  
Walmart  
Royal Credit union  
Brotoloc  
Nestle USA  
Pan O Gold  
Northern States Power

Households

Owner occupied housing: 66% for Eau Claire and 75% in Chippewa

**Marketing and Promotion Strategy**

Short Term Goals:

1. Introduce Lona J. Cook to the communities of Eau Claire and Chippewa Falls. This will start 3 months ahead of opening date. A pre-opening survey conducted in Eau Claire, Altoona, and Chippewa Falls neighborhoods as the initial contact with consumers. With door to door introductions and an initial handful of questions on the community. Lona J. Cook plans to reach 2,000 community members and obtain permission and addresses to mail "Grand Opening" flyers to them. With Lona Cook introducing herself to 250 households every week; 1000 households will be reached each month. This promotion should produce over 150 referrals within the first month of practice as past businesses have shown.
2. Starting four weeks before opening, daily introductions to local businesses in our community will be done by both Lona J. Cook and her chiropractic assistant. Business cards and invitations to Cook Chiropractic's grand opening will be handed out.

3. Two weeks before grand opening, invitations will be mailed to all addresses and households collected during pre-opening survey. An invitation along with a coupon for reduced price of initial exam and consultation will be offered to those families. (As discussed above)
4. Dr. Lona J. Cook will join local Chippewa Falls Chamber of Commerce and place an advertisement of grand opening in the newsletter and attend scheduled meetings to network with local business leaders.
5. Dr. Lona J. Cook will utilize the local newspaper, The Chippewa Herald, for broadcasting our opening, and any major events to the community in print. The newspaper will also be approached to do a weekly health column in which Dr. Lona Cook writes an short article to be put in the paper.
6. Lona J. Cook will schedule 2 spinal screens to be conducted at local events during the 2 weeks prior to the Grand Opening. The screens will offer a free consultation and reduced exam rate for perspective practice members. (10 patients from these)
7. Dr. Lona J. Cook will be conducting 3 health talks prior to opening, at Curves for women, local health clubs, and schools. These talks will focus on create a healthier community and offer a discount for those in attendance at the talks. (10 patients from these).
8. Dr. Lona J. Cook will host 2 "Healthy By CHOICE, Not CHANCE" lectures in our new office the week before the grand opening. Promotion of these talks will be done by handing out flyers around local businesses. Perspective practice members will be recommended to bring a loved one along as well.
9. Dr. Lona J. Cook will also arrange a healthy book club with a local book store such as Borders books in the Oakwood mall area. Promote a book, discuss with the doctor. Meet with the book club once a month. The month before opening will be the first month.
10. Dr. Lona J. Cook will create a professional group-BNI to meet once a month with other new medical professionals in the area to create a referral base for other areas of health care.
11. Dr. Lona J. Cook will meet with Dr. Richard Sweeny DDS, Dr. Ippel and Dr. Gehring prior to opening doors to discuss trusted refer relationships between each respected doctor.
12. Dr. Lona J. Cook will place business cards and information on our opening clinic at Cook's Traditional Tree farm to get our clinic's name out and advertise our grand opening to those who are customer's for Chirstmas trees over the months of November and December.

#### Long Term Goals:

1. Educate the community on the power of the human body and the benefits of a healthy nervous system through chiropractic care. Through monthly health talks at various community locations, spinal screens at various community events, and partners in health-lectures at our clinic, The Future of Chiropractic will change the paradigm of health care in our community.
2. Be the most well-known and effective natural health care center in the greater community of west central Wisconsin.
3. Build a thriving practice and expand our staff and services as needed. Strive to be financially sound and debt free within 5 years of practice.
4. Expand the practice and hire associate doctors as needed.
5. Hire a massage therapist (possibly 2) and an acupuncturist if space allows once doors are open to help with the rent overhead and bring like-minded practitioners under one roof.
6. Have the reputation of THEE clinic to see for health and wellness and care for all family members in our community and region.
7. Eventually have the business running so smoothly that an associate doctor/s can run more of the practice without Dr. Lona J. Cook present.

#### Marketing Strategy

As discussed above, Cook Chiropractic will emphasize both external and internal marketing in order to grow the practice and continuing serving the greater community of Eau Claire and Chippewa Falls in years to come. Initially, Dr. Lona J. Cook will be actively out in the community, heavily doing external marketing (methods described above, utilizing schools and large businesses to help reach the community). Ultimately, as the practice grows internal

referrals will become our main strategy of creating new patients and growing the practice. Indirect referrals will come as people spread their positive words on how excellent our service and treatment are for all practice members at Cook Chiropractic. Direct referrals will come from our in house patient talks and our actions out in the community, from different organizations (chamber of commerce, school involvement, church affiliation, and community events participated in).

Activity	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Year Total
Grand Opening	500												300
Patient Appreciation day			100			100			100			100	400
Health Talks' (outside)	No Fee	No Fee	No Fee										
Internal Talks (w/ Refreshments)	50	50	50	50	50	50	50	50	50	50	50	50	300
Spinal Screens	100		100		100		100		100		100		600
Book Club	30	30	30	30	30	30	30	30	30	30	30	30	120
Montly Promotions	50	50	50	50	50	50	50	50	50	50	50	50	600

Monthly Promotions: Some decorations and flyers will be needed plus above advertising costs. In total we will need about \$4,000 to advertise for the year.

January: Resolution for health (bring in someone as your partner in health )

February: Valen-spine (Does your loved one need a chiropractor)

March: Kids month

April: Spring into Health

May: Mother's Day specials

June: Father's day specials

July: Celebrate our independence from Sickness

Aug: Back to school (kids day etc)

Sept: Feeling Fresh For Fall

Oct: Halloween special (31 days for 31 new patients etc)

Nov: Food drive special for the month for thanksgiving

Dec: Sponsor a family and do a donation again

\*\*Also every month we will have a book club meeting as discussed above and several outside/business health lectures. We also will encourage practice members to bring their families and friends in for any of our lectures offered at our clinic.

**Marketplace**

Currently, there is an increasing demand for chiropractic care for all ages as chiropractic is becoming more main stream in the health care arena. As many Americans become more aware of their responsibility for their own health and seeking a proactive healthy lifestyle, chiropractic is fulfilling that role as the health care and wellness

specialists for many families in their communities. Through thorough patient education, Cook Chiropractic is determined to positively impact and help their community and serve as many people as possible on the benefits of living a wellness lifestyle with the help of chiropractic care. Cook Chiropractic is a partner with the community to help its members truly live a fulfilling, active, and healthful life.

#### Special Consultations.

Every Wednesday night, Dr. Lona Cook will be performing a lecture: "Healthy: its Your Choice." It is required that new patients attend at least once and they are encouraged to bring a loved one to the lecture. The lecture is geared to excite practice member on their new path toward better health. The lecture is used to educate everyone that being healthy is a personal choice. In this clinic we will support our practice members and help create healthier, happier families. Patients are encouraged to share their information with friends and families and that for a limited time discounted rates are available for friends and families to receive a consultation and chiropractic exam.

#### Health Lectures

Currently, Dr. Lona J. Cook has 10 different health lectures (and topics) to educate the community. Local organizations and businesses will be offered to host a health lecture for their workers and families. Also lectures will be conducted in office to keep our practice members and community at the forefront on health related topics. Lectures will include a variety of topics such as chiropractic, ergonomics, stretching, chiro for kids, vaccinations, nutrition, shopping for health, decreasing stress, mental exercises to better your day, and other important issues.

#### Patient Education Materials

Within the office, a supply of fliers and newsletters will be organized in the reception room as well as other like-minded literature (books and magazines). Also, a body fun fact of the week will be updated and displayed in the office. Our mission statement will be clear and bold and welcome those who come to the office as they enter. To Cook Chiropractic it is very important all materials and educational tools in the office contribute to our philosophy of care. Each time the practice members comes in for an adjustment they will be enthusiastically reminded about the power of the human body and the amazing ability everyone's body possesses. The front desk will also be used at times as an educational tool as the CA will remind people about interesting articles/talks present in the office that week. Our clinic will have many avenues of health related information and make it a point to always have new updated topics and studies to educate our community.

## **Management Plan**

### **Owner/Manager**

Dr. Lona J. Cook will be sole owner of Cook Chiropractic. Dr. Lona J. Cook will be licensed in Wisconsin as soon as pending graduation date: November 20, 2009. Dr. Lona J. Cook will then be fully licensed the following month after taking the state jurisprudence test.

### **Key Employees**

Upon opening, Cook Chiropractic will be owned and operated solely by Lona J. Cook. Initially, a family friend will be used to answer phones during business hours as Dr. Lona J. Cook is seeing patients and out marketing when patients are not present in the office. More permanent arrangements will be made after the first month of operations. At this point, the office staff will consist of one assistant who will start at \$10.00 and hour (with part time hours) for a probationary period (about 2 months). A potential salary with a more long-term commitment will be discussed with the employee. Interviews will be conducted until desired person is located. At this point, the employee will begin training and learning office procedures and will begin work when comfortable with office flow. Some of the required procedures will include but are not limited to: greeting patients, scheduling appointments,

answering phone, conducting faxes, collections of payments, calling for insurance verifications, and assisting new patients as they become acquainted with the office and maintenance duties.

**Practice Advisors**

Kathy Mandel J.D. will be assisting in initial set up of legal structure of the business and creation of legal documents for Cook Chiropractic and Dr. Lona J. Cook. Another attorney will be hired prior to opening (in the Eau Claire/ Chippewa area) in order to assist with any legal issues that arise.

An accountant will also be researched and hired prior to opening in order to properly set up the financials of the office and manage taxes.

At this point, a chiropractic coach will not be hired. However, Dr. Lona J. Cook is in the process of deciphering which practice management team we may want to join. Currently, Dr. Lona Cook is working with her internship doctors as well as Heidi Farrell and Chiro Advance Services in order to answer some business questions and gather ideas for opening.

**Operating Plan**

Cook Chiropractic will be set up as a profession service sole proprietorship owned and operated by Lona J. Cook D.C.

Organization Chart and Responsibilities

\*Note initially Lona J. Cook and her assistant will be tandem- covering all of the office duties/front desk procedures/ and marketing. With expected growth and hiring of office staff, employees will be trained to fully take over front desk procedures.

Owners	Dr. Lona J. Cook
Operations	Dr. Lona J. Cook
External Marketing events	Dr. Lona J. Cook, Chiropractic assistants, promotional representatives
External Health Lectures	Dr. Lona J. Cook
Front Desk Procedures	Dr. Lona J. Cook and assistant
Collections	Dr. Lona J. Cook
Financial/Book Keeping	Dr. Lona J. Cook/ quick books/ CPA

**Office Operations**

Starting out with a new patient entering our office, each perspective patient will undergo high intensity, education procedures their first week. Upon calling they will be assured we will do our best to serve their needs. Intake information will be given over the phone and patients will be offered to print off paperwork online before coming in. For their scheduled new patient appointment, they will enter our office and be received with a smile and first name greeting. All intake paperwork will also start the education process by starting to ask about all areas of health and the function of their nervous system. The front desk assistant will gather insurance information at this point and copies will be made to verify coverage. They will be taken back to the exam room to proceed with day one procedures. The practice member will then be taken through a consultation and then chiropractic exam with a nervous system scan. During the consultation, the patient will be educated on the power of the body and the nervous system and how health is related to a fully functioning nervous system. An explanation of what we are looking for during our exam will be given before conducting the nervous system scans, ROM studies, chiropractic orthopedic tests and palpation. If X-rays are indicated a relationship with the nearby Group Health Clinic/and or St. Joseph's hospital will allow easy access for radiograph studies to be taken. After all of day one procedures, the patient will

then be scheduled (the next day if possible) for an appointment to review our findings during our exam (Day one). The patient will also be asked to attend our new patient introduction lecture with their spouse or close friend during the first week. Upon checking out of the office the first day, they will pay for any services rendered that same day.

Upon returning to our office for "day two" the patient will be shown to the consultation room, Dr. Lona J. Cook will then explain what was found from the exam procedures done on day one and also explain what the best recommendations for care are. All services will be discussed at this time as well as the different options for care. We will discuss what we see as optimum health, which is our goal for all patients, and how to obtain this. However relief care, corrective care, and maintenance care will all be discussed.

Following the recommendations for care, financials will be discussed based on an individual basis and a care plan will be agreed upon that best suits each patient and their financial situation. Insurance coverage will also be discussed at this point. Following this, the practice member will be taken to the adjusting area and will receive their first alignment. That night, a phone call by the doctor will check up on the patient to see how they are responding to their first adjustment.

Depending on the person's schedule, the first week each practice member will attend an inspiring lecture on our amazing body and how chiropractic fits into the health of our body. This is a very important lecture for each member to attend during the first phase of his or her care. Following the first 12 visits, each patient will be re-scanned and their care plans will be modified accordingly.

Ultimately, it is our goal to offer amazing care and a "wow" experience every time our patients enter the door. They should know what to expect, each time and that is: an inviting, loving atmosphere where each person is encouraged to pursue better health thru regular chiropractic care and new information on natural health at each visit. Cook Chiropractic will be a place where families can grow together and most importantly is actively creating a healthy community.

### ***Fee Schedules and Financial Policies***

#### **Office Visits**

98940 CMT (1-2 Regions):	30.00
98941 CMT (3-4 Regions):	40.00
98942 CMT (5 Regions):	45.00
98943 Extraspinal:	25.00

#### **Exams:**

99201 Exam level 1:	40.00
99202 Exam Level 2:	50.00
99203 Exam Level 3:	60.00
99204 Exam Level 4:	70.00
99211: Re exam Level 1:	30.00
99212: Re exam Level 2:	40.00
99213: Re exam Level 3:	50.00
99214: Re exam Level 4:	60.00

Every practice member will be required to maintain a zero dollar balance with Cook Chiropractic. All out of pocket expense must be covered by the individual. If the patient does not have coverage or has poor insurance coverage, affordable cash plans will be available and encouraged. Payments by cash, check, and credit will be accepted.

**Office Facilities**

The office space is still under negotiations. Current plans are for

- 1 open adjusting room
- 2 exam rooms/ consult room
- 1 office area
- 1 reception area
- 1 bathroom

**Technology Plan**

For financial bookkeeping, QuickBooks will be used to keep track of all business expenses and to organize our spending and our income. This will also allow us to have all the information organized for an accountant to do our taxes etc. For our patient files, we plan to start as a paperless clinic; however we are still looking at what programs are best and most cost effective. Heidi Farrell and CAS will be working with Cook Chiropractic to determine which program is best for our starting needs.

**Details of Cash Requirements**

Rent: Assumes rental rate of \$8per sq. foot for 1000 sq. foot office: Rent starting at \$800 a month and then graduating over the 5 year lease up to \$1000 a month.

Salaries: One chiropractic assistant starting initially at \$10 dollars an hour/ 30 hours a week and as they are trained and pay may increase as they progress at the position.

Advertising: See advertising budget above and attached.

See other attached spread sheets for financing needs.