

# Opening Your Specialty Clinic

*Masterclass Edition*

HOSTED BY:

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# Discussion Topics

- **Is this Webinar for You?**
- **About Me & My Specialty Clinic**
- **Financially Getting Started**
- **Breaking into the Industry**
- **Your Type of Specialty Clinic**
- **Your Worth to Practice Owners**
- **Tips to be Successful**
- **Opening Your Specialty Clinic:  
Mentoring & Coaching**





# Is This Webinar For You?

**Before we get started, I want to address who this webinar will most benefit. So, if you:**

- **Are looking to start a Specialty Clinic in the next year**
- **Want to earn 6 or 7 figures with your Clinic by collecting from multiple sources of income**
- **Aren't sure where to begin or what type of clinic to open**
- **Have a pre-existing Specialty Clinic that is not growing or have a business plan that has failed**
- **Want freedom of finances and time**

**Then Let's Get Started!**



"You don't have  
to be great to  
**START,**  
But you have to  
**START**  
to be great."



# About Me & My Specialty Clinic

**My name is Bertha Osorio-Campbell and I am a Nurse Practitioner that opened my Specialty Clinic in 2015 to help people in South Florida achieve their best possible health using a holistic approach. I provide one-on-one consultations, in-depth analysis, advanced testing, and personalized health coaching with a focus on preventative and natural remedies to achieve optimum wellbeing. I have specialties in functional and integrative medicine, anti-aging, hormone replacement, and medical aesthetics which include cosmetic procedures such as Botox, fillers, fat transfers, PRP skin resurfacing, micro-needling, and laser treatments. I strive to empower Nurse Practitioners like myself who want to start their own specialty clinic.**



May 2015

Specialty Clinic Began



March 2020

New Aesthetics Services



March 2020

Facility Grand Opening





**“A BIG BUSINESS**

**STARTS SMALL.”**

**– RICHARD BRANSON**





# Financially Getting Started

- Website & Secure E-mail Account
- Computer & Printer
- Marketing & Print Material
- Office Space & Internet Access
- Clinical Forms & Contracts
- Electronic Health/Medical Record
- Cash Billing Invoice Service
- Laboratory Testing & Diagnostics
- Vehicle Costs
- Staffing & Collaborative Physician
- Business Licensing & Permit Fees
- General Liability insurance
- EIN & Practice NPI Number





**“ ALL OUR DREAMS  
CAN COME TRUE, IF  
WE HAVE THE  
COURAGE TO  
PURSUE THEM. ”**

**WALT DISNEY**



# Breaking into the Industry

- **Functional Medicine Services:**
  - **Personalized Medicine, Health Coaching, Blood Analysis, Tests, Lab Consultations, Supplement Consultations, IV Vitamin Nutrition, Peptide Therapy, Joint Injections, Hormone Replacement, Medical Weight Loss**
- **Aesthetic Services:**
  - **Kybella Treatment, Blemish Removal (Skin Tag, Wart, Leg Vein), Laser Hair Removal & Maintenance, Hair Restoration & Maintenance, Neuromodulators (Botox) & Dermal Fillers, PDO Threads, Microneedling (HA and PRP), Chemical Peels, Fractional Lasers**
- **Contracts & Subcontracts**
- **Preceptorship**
- **Skin Care Products and Supplements**
- **Memberships & Referral Programs**
- **Workshops, Webinars, etc.**





**"WE MUST BE WILLING  
TO LET GO OF THE LIFE  
WE PLANNED SO AS TO  
HAVE THE LIFE THAT  
IS WAITING FOR US."**

**JOSEPH CAMPBELL**



# Your Type of Specialty Clinic

- **Telemedicine**
- **Office-Based**
- **House Calls**
- **On-site Clinic for Organizations**
- **Facility-Based**
- **Independent Contracting**
- **Women's Health**
- **Functional Medicine**
- **Medical Aesthetics**





**WHAT YOU DO  
TODAY CAN  
IMPROVE ALL  
YOUR  
TOMORROWS.**

**RALPH MARSTON**





# Tips to be Successful

- **Research**
  - **Projective Financial Costs, Market Competition, Target Clients, Locations, Necessary Requirements, and Tax Information**
- **Questions to Answer**
  - **What are the characteristics of your ideal client?**
  - **What is your Unique Value Proposition?**
  - **What is the personality of your Specialty Clinic?**
  - **What communication styles will you offer for your practice?**
- **Develop A Plan**
  - **Executive Summary, Company Description, Services and Products, Marketing Plan, Operational Plan, Management and Organization, Startup Expenses, and Financial Plan**
- **Register**
  - **Find the appropriate structure for your Specialty Clinic, such as LLC, S-Corp, or Inc.**
  - **You must register your Specialty Clinic with your state, IRS, and NPPES.**





In order to succeed, your desire for

**SUCCESS**

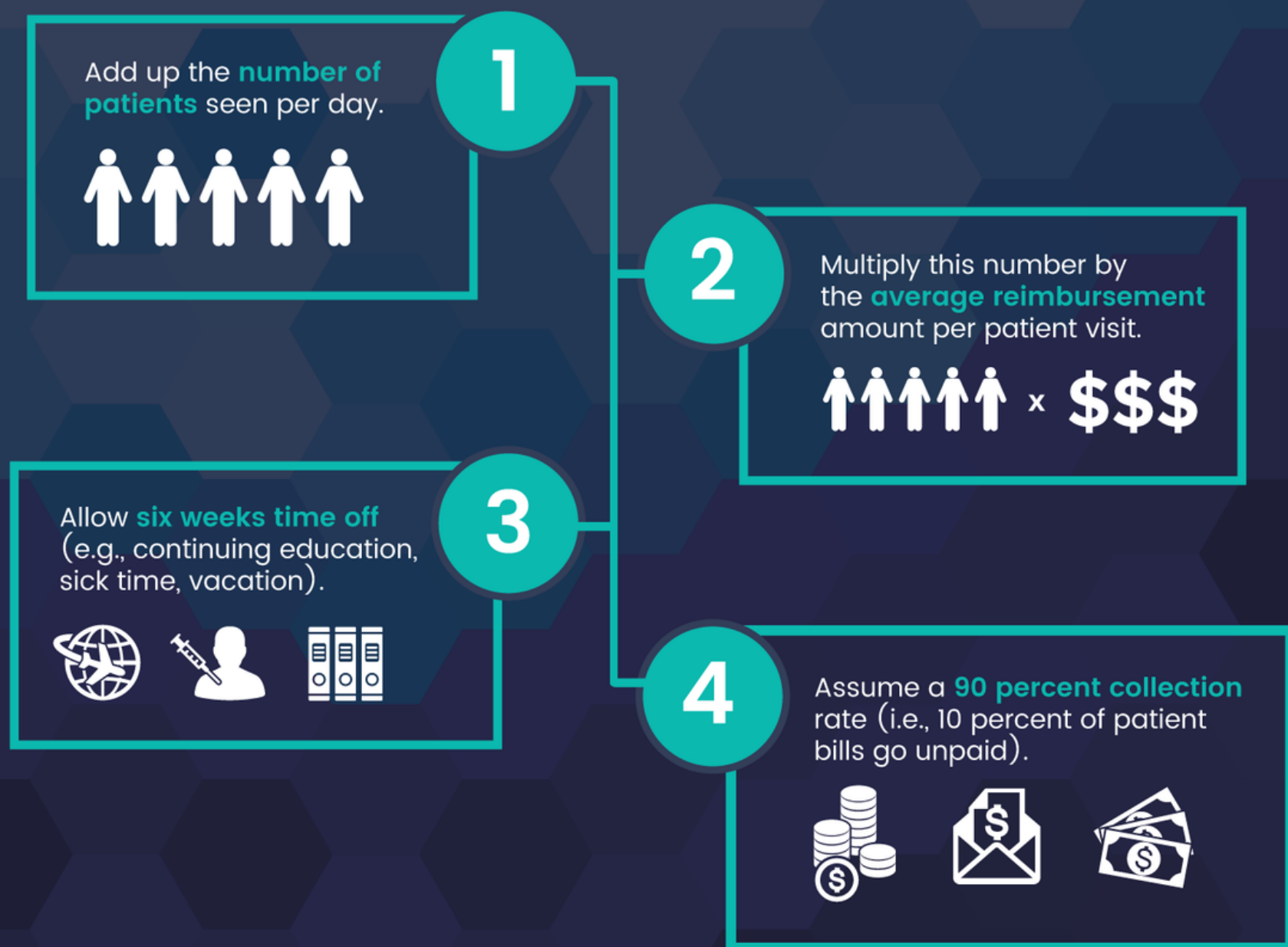
should be greater than your fear of

**FAILURE**

Bill Cosby



# How to Determine How Much Revenue a Clinician Generates



Formula courtesy of Dr. Carolyn Buppert from her book, *"Nurse Practitioner's Business Practice and Legal Guide, Fifth Edition," Chapter 10.*

## Your Worth to Practice Owners

Dr. Buppert's formula states that the number of patients seen per day multiplied by the amount earned on average per patient determines how much revenue you generate. For example, if you see an average of 24 patients per day and are reimbursed an average of \$70 per patient, you would bring in \$1,680 per day. And, assuming a 90 percent collection rate and six weeks of time off, you would bring in \$347,760 per year.



**How much longer  
will you let your  
fears prevent you  
from generating  
your true worth???**



# Opening Your Specialty Clinic: Mentoring & Coaching

- **Mentors and Coaches, both business and personal, are needed when opening your Specialty Clinic. They can help you avoid common mistakes and correctly start your clinic.**
- **With the Institute of Optimal Healing & Aesthetics, you can get the benefits of 1-on-1 consulting and coaching, as well as mentoring from a fellow nurse practitioner that is focused on helping you reach your personal and business goals. I have resources and tools that can help you start, operate, and grow your Specialty Practice.**





**IN LIFE AND IN BUSINESS  
IF YOU WANT TO GO FAST  
GO ALONE  
IF YOU WANT TO GO FAR  
GO TOGETHER**

**BILL GATES**

## Virtual Workshop with Special Industry Experts & Free Giveaways!



Colin Betty  
Bookkeeper



Tahkia Fulton-Harden  
Small Business  
Specialist



Carlotta Thompson  
Tax Strategist



Tamika McClendon  
Small Business  
Consultant



Tammy Mullings  
Virtual Assistant

Hosted By:  
Bertha  
Osorio-  
Campbell

## Functional Medicine & Aesthetics Workshop:

How To Start  
Your Own  
Private Practice



Register on Eventbrite:  
[NPSpecialtyPractice.eventbrite.com](https://NPSpecialtyPractice.eventbrite.com)

Over \$4,000 Value, for ONLY

# \$499

**BOOK NOW**



- **Free 15-minute Consult with Host**
- **Behind-the-Scenes Private Tour of Clinic**
- **E-book and Presentation Slides**
- **Recording of Workshop and Speakers**
- **Tax Strategies**
- **Business Planner**
- **Consent Forms**
- **Vendors and Resources**
- **Protocols for IV Hydration**
- **Employee Handbook**
- **Cost Breakdown and Supplies**



**Click the link below  
& book your seat before  
the offer ends !!!**

**Limited time deal**

~~**\$4000**~~

**\$499 only**

**Book My Seat**



# Functional Medicine & Aesthetics Masterclass

- **For ONLY \$499**, get your step-by-step guide to open your own specialty practice, with industry-leading experts!
- Advanced Practice Nurses are taking over, and we are in **HIGH DEMAND!**
- Instead of working for someone else, **NOW** is the time to start your own!
- I knew that when I began my journey as a Nurse Practitioner that the end result would be owning my own Functional Medicine and Aesthetics Practice. I also knew I was not going to wait long to make that dream come true. Does my story in any way resonate with yours?
- Have you been thinking of starting your functional medicine and aesthetics practice but just don't know where to start?
- Well, look no further, because this specialty workshop is **FOR YOU!**
- I have learned a lot in my five years of having a specialty business, and I want to show you step by step how to start your very own Functional Medicine and Aesthetics Practice. **This is your chance!**







@optimalhealing4u

# Contact Me

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