



# Chiropractic Office FINANCIAL PLAN AND MARKETING STRATEGY

COLE'S CHIROPRACTIC

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1450 East Wells Street  
Madison, WI 53705

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*This plan is balanced and economical, avoiding verbosity by dedicating only as much time as necessary for each section. Competence in Chiropractic Science is displayed and a brief description of the business operations is given, making the proposal focused and streamlined. Emphasized are the expenditures and startup costs, justifying the loan amount requested.*

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- PURPOSE
- CHIROPRACTIC
- LOCATION
- MARKET
- PROMOTION PLAN
- PATIENT MANAGEMENT
- PROGRAM OF CARE
- DURATION OF CARE
- FEE SCHEDULE 1994
- FEE SCHEDULE 1998
- PRE-OPERATING EXPENSES
- MONTHLY OPERATING EXPENSES

## PURPOSE

We are seeking to lease a Continental X-ray Vertical TV Imaging System with a TM-30 R/F generator, approximate value \$70,000, for use in the to be established Cole's Chiropractic Clinic.

The following prospectus will provide information concerning the profession of chiropractic, office description, specific expenditures, practice and marketing plans, and supporting documents. We expect to be open during June 1994 at 1450 East Wells Street, Madison, Wisconsin.



## CHIROPRACTIC

Chiropractic is a profession that has been rapidly developing since its discovery in 1895 by D.D. Palmer. Today, there are approximately 40,000 doctors of chiropractic in the United States. Chiropractors are primary health care providers, licensed in all 50 states, and are participants in most major medical insurances.

Chiropractic is defined as the philosophy, science, and art of things natural, with the objective of locating, analyzing, and correcting the vertebral subluxation complex. The subluxation is the improper positioning of a vertebra from the ideal spinal model which causes interference of a nerve impulse from the brain to the body and back. According to *Gray's Anatomy* we know that the central nervous system controls and regulates the entire body. If we have an interference of a nerve to a particular part of the body, this part has lost the necessary communication to function properly. The rest of the body is also adversely affected since no one part affected can not effect the whole body.

Doctors of chiropractic are the only professionals who are trained to locate, analyze, and correct the vertebral subluxation complex. Chiropractors adjust the vertebral subluxation complex by introducing a specific force in the direction that would thereby restore the biomechanical integrity, thus restoring the nerve impulse.

## LOCATION

Cole's Chiropractic Clinic will be located at 1450 East Wells St. This office is centrally located in Madison, and allows for easy access both entering and exiting the parking area.

The office space is 1050 square feet, consisting of the following: 1 Reception Room, 1 Secretary Office, 1 X-ray Department, 1 Darkroom, 1 Restroom, 2 Adjusting Rooms, and 1 private office.

## MARKET

Cole's Chiropractic Clinic will primarily serve a population of over 51,000 in a ten-mile radius.

There are only 20 doctors of chiropractic in this ten-mile radius. The equipment that we will use in our office is the latest in chiropractic technology. The Videofluoroscopy X-ray unit in our office will be the only one within 150 miles of Madison. This machine is capable of recording motion, with a significant reduction of radiation exposure to the patient. We will offer other doctors of chiropractic use of this equipment for a small fee so their patients can also benefit.

## PROMOTION PLAN

Grand Opening: Personal invitations to family and friends. Invitations to residence and commercial establishments within 1 mile.

Advertisement: Newspaper and other publications press releases. Yellow pages in phone book. Large business sign in front of office.

Public Relations: Continuous series of public health awareness seminars. Participation in local civic groups.

Patient Education: Quarterly newsletter, *Health Tracks: Chiropractic a New Beginning*, Office lending library.

Patient Relations: Systematic patient follow-up procedure. Special occasion and thank-you for referral mailings.



## PATIENT MANAGEMENT

Day 1 - Initial office visit

Consultation

Terms of acceptance

Case History

Comprehensive Examination

X-rays

Videofluoroscopy / Cineradiography

Patient Education

Day 2 - Extended office visit

Report of findings

Recommended program

Instrumentation

Spinal Examination and Adjustment

Scheduling of next appointment

Future Office Visits

Instrumentation

Spinal Examination and Adjustment if necessary

## PROGRAM OF CARE

Initial Care: (Acute) 3 visits per week

Reconstructive Care: (Subacute) 2 visits per week; (Chronic) 1 - 2 visits per month

Maintenance Care: 1 - 2 visits per month

## DURATION OF CARE

Initial Care: 3 - 6 weeks

Reconstructive Care: 4 - 8 weeks

## FEE SCHEDULE 1994

Initial Care:	
Examination	\$ 35.00
Office Visit / Adjustments	25.00
X-rays: Cervical	20.00 / per view
Lumbar / Pelvic	30.00 / perview
Cineradiography	75.00 / per region

Reconstructive Care	
Office Visit / Adjustments	\$ 25.00

Initial Care:

Examination	\$ 35.00
Office Visit / Adjustments	25.00
X-rays: Cervical	20.00 / per view
Lumbar / Pelvic	30.00 / perview
Cineradiography	75.00 / per region

Reconstructive Care

Office Visit / Adjustments	\$ 25.00
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## FEE SCHEDULE 1998

Initial Care:	
Examination	\$ 45-100
Office Visit / Adjustments	32.00
X-rays: Cervical	30.00./per view
Lumbar / Pelvic	40.00/per view
Cineradiography	100.00/per region

Reconstructive Care	
Office Visit / Adjustment	\$ 32.00

### Initial Care:

Examination	\$ 45-100
Office Visit / Adjustments	32.00
X-rays: Cervical	30.00./per view
Lumbar / Pelvic	40.00/per view
Cineradiography	100.00/per region
Reconstructive Care	
Office Visit / Adjustment	\$ 32.00

## PRE-OPERATING EXPENSES

<b>DEPOSITS:</b>	Lease (building)	\$ 1,000.00
	Insurances	250.00
	Lease (X-ray)	5,000.00
<b>OFFICE SUPPLIES:</b>	Bookkeeping	250.00
	Letterhead	100.00
	Filing Cabinet	150.00
	Business Cards	30.00
	Patient Folders	50.00
	Telephones (2)	100.00
	Computer Paper	25.00
	Miscellaneous	200.00
<b>PATIENT EDUCATION:</b>	Health Tracts	50.00
<b>OFFICE EQUIPMENT:</b>	Reception Room Chairs	700.00
	Secretarial Chair	150.00
	Adding Machine	30.00
	Answering Machine	100.00
	Computer	1,800.00
	Office desk	300.00
	Executive Chair	150.00
<b>CHIROPRACTIC EQUIPMENT:</b>	Automatic Processor	3,600.00
	X-ray Film	200.00
	Hyla (Zenith 230)	7,150.00
	X-ray view box	100.00
	Precision Adjustor	**
	DT-25 Graph system	**

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	Insurances	250.00
	Lease (X-ray)	5,000.00
<b>OFFICE SUPPLIES:</b>	Bookkeeping	250.00
	Letterhead	100.00
	Filing Cabinet	150.00
	Business Cards	30.00



	Patient Folders	50.00
	Telephones (2)	100.00
	Computer Paper	25.00
	Miscellaneous	200.00
<b>PATIENT EDUCATION:</b>	<i>Health Tracks</i>	50.00
<b>OFFICE EQUIPMENT:</b>	Reception Room Chairs	700.00
	Secretarial Chair	150.00
	Adding Machine	30.00
	Answering Machine	100.00
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	X-ray Film	200.00
	Hylo (Zenith 230)	7,150.00
	X-ray view box	100.00
	Precision Adjustor	**
	DT-25 Graph system	**

<b>REMODELING:</b>	Room Divider, Carpeting,	
	Paint, etc.	2,000.00
	Electrical Wiring	500.00
	Miscellaneous	500.00
<b>TOTAL</b>		\$ 10,250.00
<b>TOTAL PRE-OPERATING EXPENSES</b>		\$ 24,485.00

\*\* Note: This equipment has been purchased.  
 Precision Adjustor \$ 1,800.00  
 DT-25 Graph System 2,200.00

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## MONTHLY OPERATING EXPENSES



MONTHLY OPERATING EXPENSES

<b>OFFICE:</b>	
Lease (Building)	\$1,000.00
Lease (X-ray)	1,050.00
Acct.	133.00
Telephone	40.00
Advertising	100.00
Utilities	100.00
Office Manager	900.00
Equipment loan payment (\$ 25,000 / 10 years)	300.00
Office Supplies	75.00
Insurances (Malpractice, Fire, Theft)	100.00
<b>TOTAL MONTHLY OFFICE EXPENSES</b>	<b>\$ 3,798.00</b>
<b>PERSONAL:</b>	
Rent	375.00
Student Loan	600.00
Utilities	100.00
Telephone	40.00
Transportation (Insurance, Gas, Maint.)	150.00
Food	200.00
Clothing	100.00
Retirement	200.00
Miscellaneous	200.00
<b>TOTAL PERSONAL EXPENSES</b>	<b>\$ 1,965.00</b>
<b>BUSINESS:</b>	
Monthly	\$ 3,663.00
6 Months	21,990.00
12 Months	43,980.00
<b>PERSONAL:</b>	
June, July, August	1,365.00
Sept thru March	1,965.00
April, May	2,565.00
6 Months	9,990.00
12 Months	22,980.00
<b>COMBINED:</b>	
(Business + Personal)	
June, July, August	\$15,090.00
6 Months	31,980.00
12 Months	66,960.00

\* These months no student loan payments are due  
 \*\* Dr. Jill Cole begins repayment of student loans in Sept. 1994  
 \*\*\* Dr. Roger Cole begins repayment of student loans in March 1995

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Equipment loan payment (\$ 25,000 / 10 years)	300.00
Office Supplies	75.00
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<b>TOTAL MONTHLY OFFICE EXPENSES</b>	<b>\$ 3,798.00</b>

**PERSONAL:**

Rent	375.00	
Student Loan	600.00	**
Utilities	100.00	
Telephone	40.00	
Transportation (Insurance, Gas, Maint.)	150.00	
Food	200.00	
Clothing	100.00	
Retirement	200.00	
Miscellaneous	200.00	



## MONTHLY OPERATING EXPENSES

**TOTAL PERSONAL EXPENSES** \$ 1,965.00

### **BUSINESS:**

Monthly \$ 3,665.00

6 Months 21,990.00

12 Months 43,980.00

### **PERSONAL:**

June, July, August 1,365.00 \*

Sept thru March 1,965.00 \*\*

April, May 2,565.00 \*\*\*

6 Months 9,990.00

12 Months 22,980.00

### **COMBINED:** (Business + Personal)

June, July, August \$15,090.00

6 Months 31,980.00

12 Months 66,960.00

## AWARDS AND HONORS

Received by Roger Cole

- Selected to be in *Who's Who Among Students in American Colleges* as a Student at Sherman College.
- Selected to the National Deans List.
- President of Student Government.
- Administrative Council Representative.
- Strategic Planning Committee Member.