# OBL Business Plan

**1. Executive Summary:**

* **Briefly outline:** Your OBL's offering/product, customers/specialty, market need & competitive advantage.
* **Highlight:** The potential for growth and profitability.

**2. Company Description:**

* **State:** Your OBL's mission, vision, values and principal members.
* **Detail:** The types of procedures and services you will offer in which geography (city, county).
* **Competitive Advantage:** Your unique selling proposition (USP) and how you will differentiate yourself from competitors.
* **Legal Structure:** Whether you will operate as a standalone OBL, a hybrid model (OBL and ASC), or a partnership with a larger healthcare system and the geography/city & state where you will operate as an OBL.

**3. Market Analysis:**

* **Target Market:** Description of the disease state and the diagnostic/therapeutic procedure they require (e.g., specific specialties, geographic area).
* **Problem Statement:** The demand for your services, including patient volume and reimbursement rates. Describe the current hurdles in your geography as they relate to your OBL offering e.g. doctor-patient ratio, procedure wait times/demand.
* **Competitive Strength:** The competitive landscape, including other OBLs and hospitals in your area. Describe in detail why your OBL is necessary to this geography and how you will complement/compete in it.
* **Regulation:** Federal and local regulations and compliance requirements governing your OBL (e.g., Certificate of Need, Stark Law).

**4. Services Offered:**

* **Detail:** The specific procedures and services your OBL will provide.
* **Explain:** The benefits of these services to patients and referring physicians.
* **Consider:** The equipment and staffing required to perform these procedures.

**5. Operations Plan:**

* **Outline:** Your facility's layout (procedure rooms, pre/post recovery bays) including drawings if you have them, equipment, and staffing needs.
* **Develop:** Standard operating procedures (SOPs) for patient care and procedures.
* **Address:** Quality assurance, safety protocols, and regulatory compliance.
* **Consider:** Patient flow, scheduling, and billing processes.

**6. Marketing and Sales Strategy:**

* **Awareness:** A plan to attract referring physicians and patients.
* **Community:** Relationships with key stakeholders in the healthcare community.
* **Promote:** Your OBL's services through targeted marketing efforts via digital and traditional media.

**7. Funding Request & Financial Projections:**

* **Create:** A detailed financial model: sources of funds (investor capital as well as loans based on specific needs e.g. construction/equipment), uses (equipment, construction, working capital), volumes (defined by time period e.g. 5 year and broken down on service lines), revenues (medicare and non-medicare payment rates), expenses. Income statement highlight (total revenue by year – total expenses by year = net income from operations by year). \*Include distributions if relevant.
* **Analyze:** Key financial metrics, such as profitability, return on investment, and break-even point.

**8. Management Team:**

* **Introduce:** The key personnel and their experience and expertise.
* **Outline:** The organizational structure and decision-making processes.
* **Explain:** The roles and responsibilities of each team member.

**9. Appendix:**

* **Include:** Supporting documents, such as resumes, permits, and contracts.
* **Provide:** Any other relevant information that may be helpful to investors or stakeholders.