

# **Business Setup Checklist for Acupuncturists**

Use this checklist to confidently set up your acupuncture practice with clarity and professionalism.

## **Legal & Administrative**

- Choose your business structure (Sole Prop, LLC, S-Corp, etc.)
- File Articles of Organization (if forming an LLC or Corp)
- Apply for an EIN from the IRS
- Get your NPI number
- Apply for your state acupuncture license
- Confirm any city/county business license requirements
- Register your DBA (if using a business name different from your own)
- Purchase malpractice and general liability insurance
- Find an insurance broker (optional but recommended)
- Set up HIPAA-compliant email or EHR system

## **Banking & Finances**

- Open a business checking account
- Open a business credit card (preferably with 0% intro APR + rewards)
- Set up accounting software (QuickBooks, Wave, etc.)
- Create a bookkeeping system (monthly income/expense tracking)
- Consult with a CPA familiar with healthcare/small business
- Set up estimated tax payment reminders

## **Practice Setup**

- Choose your practice location (ADA compliance, lease review)
- Set up your treatment room + reception
- Order supplies and equipment
- Research biohazard waste disposal services
- Post all required licenses on the wall
- Inform staff/cleaners of biohazard onsite (in writing)

## **Online Presence & Client Experience**

- Buy your domain name

- Set up a website (include services, hours, contact, FAQs, bio)
- Purchase licensed, professional images (avoid stock free sites for medical)
- Create Google Business Profile
- Create/claim Yelp, Bing, and local listings
- Set up scheduling software (Jane, Acuity, etc.)
- Create digital intake, consent, and health history forms
- Add cash vs. insurance fee disclosure to your website or waiting area

## **Hiring & Staff (If Applicable)**

- Write an employee manual and operations manual
- Create job postings and interview materials
- Gather employment law posters (state-specific)
- Learn legal onboarding steps (I-9, W-4, verification docs)
- Set up payroll (Gusto or similar)
- Offer Hep B vaccination/testing if required
- Track licenses, CEUs, and renewals for staff

## **Marketing & Growth Prep**

- Identify your niche and ideal client
- Build landing pages for lead magnets or events
- Create a referral letter to send to local MDs/chiropractors
- Set up Fullscript account for herbs or product sales
- Start creating consistent social media content
- Collect and post your first testimonials
- Build an email list (Mailchimp, Flodesk, etc.)