

# 20302JD Urgent Care and Occupational Medicine Services

## Prestigious Beverly Hills / Hollywood location PROPRIETARY AND CONFIDENTIAL INFORMATION

This Healthcare and Occupational Medicine Clinic is the leader of urgent care and occupational medicine services on the Sunset Strip. Our market area serves the community and visitors staying at the posh hotels located in and around the Sunset Strip. Some of the most famous clubs, and restaurants are within walking distance. There are many high-rise, high-end apartment complexes with walking distance of the clinic.

### What differentiates this Walk-In Healthcare facility

What sets this urgent care walk-in healthcare and occupational medicine services apart from other providers in the area is delivering the services that individuals and companies need and had no access to in the trendy upscale Sunset Strip location, then this healthcare facility came in to change that for them. The office setting is classy and discrete enough to treat the music, television and movie industry moguls. Additionally, the office setting is not the typical spartan urgent care or occupational medicine setup. Client employers feel good about having their injured workers taken care of in a setting comparable to the elegant hotel and restaurant sites they work in everyday.

### VIP Treatment on the Sunset Strip

### Not a slogan a commitment in treatment.

In short, this unique Walk-In Healthcare has a reputation of treating it's patients as VIP'. Afterall, everyone is a very important patient. There is a world of difference in the approach and time spent with each patient, setting them apart from the five-minute doctor visits patients get after waiting an hour or two to see the doctor. With a tremendous reputation among the healthcare community. The top plastic surgeons in Los Angeles send their celebrity patients to this sophisticated Healthcare facility for all their preop services. They serve the occupational medicine needs of the hotels and restaurants on the strip and the builders working on construction projects in the area. As more businesses come back to life on the sunset strip, we are positioned to be their go place for employee health and injury care.

Located in a contemporary medical tower building on the famous Sunset Blvd, the urgent care walk-In healthcare and occupational medicine clinic serves West Hollywood, Hollywood and Beverly Hills communities. Offering walk-in service to individuals and have setup telemedicine visits as well. For all employer work, and non-work related injury, illness and health screening needs, the walk-In healthcare has the expertise to provide the best in medical care. When any employee is suffering from an unexpected illness or injury, or when an individual requires general medical attention without waiting for an appointment. Letting individuals seek medical care when they need it is the cornerstone of our practice. their All information contained within this document and in all other materials was furnished by either the buyer or seller of the business. Purchasing a business involves risk and all parties are advised to seek legal and financial advice. Pacific Reliance Business Brokers has not and will not verify the accuracy or completeness of this information.



professional staff is equipped to handle a comprehensive range of urgent medical conditions and injuries, routine illnesses, and general medical services.

### **Occupational History**

In thirty-years practicing medicine in Los Angeles the doctor and owner has never been involved in a medical malpractice lawsuit.

### Hours of Operation

Mon — Fri: 8 am — 6 pm, Saturday 10 am - 4 pm, Sunday: CLOSED

### Strengths:

- Quality of Medical Care: With surgical, urgent care, occupational and general practice skills spanning 32 years with no malpractice claims during that tenure.
- Loyal and long-term patients and corporate serving a diverse population of clients.
- Location in a prestigious community bordering West Hollywood, Beverly Hills and Los Angeles.
- Both building and office are modern with a lobby security desk guard and elevator attendants. The office is contemporary; well lit; beautifully furnished; new cabinetry, granite counters; new medical equipment.
- From discrete Valet Parking to a bus stop in front of the building, access is easy. Numerous patient clients even walk from their homes or offices.
- Access to the Medical Community: Located in a medical tower, full of many of the top Plastic Surgeons, Specialists and Dentists in town. All benefiting from referral patients within the healthcare professional tenants.
- Cedars Sinai is 10 min away.
- An X-ray facility with MRI and CT services is attached to the clinic. Benefiting from a mutual working relationship with the group.
- Appropriately a pharmacy and café on the lobby level with an established working relationship with them.
- Conveniently a Physical therapy office down the hall; these ancillary services enable patients who require those services to see them without traveling out of the building to do so.

### Areas of opportunity:

- Establishing hospital affiliation for referral sources from specialists and ancillary services lines.
- Create community civic organization affiliation.
- Lack of technology savvy medical assistances has not helped in launching a patient centric portal that all medical practices use as first line. There is a patient portal; staff has been trained to the degree we can train; it is not a high priority for them to use it.
- Presenting Obgyn services to the community to increase patient count.
- Offering additional services treat the very young or the geriatric patient population.
- Taking on automobile or personal injury medical cases; there is a high demand for this service line.



## CONFIDENTIAL BUSINESS PROFILE

# HISTORY

Practice was established in 2012 after conducting a market survey and feasibility study to plan the business. With extensive medical experience in occupational medicine and urgent care since graduating with a medical degree from UCSF. A native Californian, raised in the Palo Alto community in the San Francisco Bay area, earned an undergraduate degree from Stanford and made a move to Los Angeles to practice medicine.

### Background:

### Establishing a medical practice:

Starting his career out of medical school with a physician who ran an occupational medicine clinic near LAX. later the practice was sold to a conglomerate. Staying on post sale and working at that practice for most of his entire career. While continuing to enjoy working with the organization and having the desire to experience working a medical practice; in a community setting rather than the industrial setting. He embarked on a journey to open a private practice within a community he enjoys and dwells in.

# Highlights

- Companies signing on for occupational medicine services and patient satisfaction has lead to rapid rise in popularity and name recognition. Many urgent care patients arrive by word of mouth.
- Medical staff rented a set-trailer equipped with bathrooms and outer areas. Along with a PA and MA headed to Malibu Beach to conduct over 200 physical examinations and drug screens within three-days, for a loyal corporate client, due to expansion of their business.
- Springs of 2018 & 2019 conducted blood pressure and BMI screens at two of the largest hotels in Beverly Hills; seeing over 150 of their employees in a two-day span. Due to COVID-19 event cancelled out this year; hoping to return to this project in 2021.
- Several years consecutively conducted onsite Hepatitis B screens for another large hotel on the Sunset Strip.
- In 2017 implemented a PeP PreP program.
- In 2017 the urgent care & occupational medicine practice earned a Patient Choice Award.
- The pre-op cash service line has grown; with the expectation for growth as business resumes to normal.
- Year over year Fit Test Respirator examinations are conducted for several corporate accounts.
- In May a construction company was acquired as a client and projected to start in August 2020.

## **OWNERSHIP**

- Urgent care & Occupational Medicine practice is an LLC S Corp
- Medical Director & 100% Owner
- The business is reliant on the medical license of the owner and the medical credentials of the ancillary support team.
- M D salary is not included in payroll.
- Doctor, MD, as the sole stakeholder, would be available for the transition. The transitional requests and requirements will depend on the type of sale that is negotiated. TBD
- Owner is selling and looking to withdraw from management and ownership of clinics. Although, interested in continuing to practice as a physician.



## **CONFIDENTIAL BUSINESS PROFILE**

• The licensures required are business, medical, and CLIA.

# **EMPLOYEES**

- One Physician Assistant Full Time M-F 9am -6pm
- Two Medical Assistants Full Time M-F 8am 5pm and 9 am to 6 pm
- Two Physician Assistants Part-Time Saturday 10am 4Pm They alternate Saturday
- For the operation to run smoothly the full-time PA is a great asset.
- Practice provides a good healthcare plan and contributes 50%; Dental Plan; and a good PTO plan.
- Employee bonus plans not offered.
- No commitments to employees or independent contractors. All employees are At Will employees. The 1099 consultant is on a contract that rolls from year to year.
- Practice experiences the standard medical assistant team turnover
- There are no family members in the business.
- None of the employees know that medical practice is discussing a potential sale.

# **Products and Services**

### **Telemedicine Patient Visits New Service**

COVID-19 Consideration for our community. To help patients avoid crowded waiting rooms, long wait times, having to be seen in the emergency room, or having to schedule an appointment. Patients call for quick access to a doctor via a phone call doctor's appointment from the convenience of their home or office. Patients and staff like telemedicine and with a service line that will expand in the future.

### **Urgent Care Services**

This Healthcare facility has set its sights on being the leader in urgent care and walk-in medical services. Treat patients from West Hollywood, Hollywood, Beverly Hills, the surrounding Los Angeles area, as well as visiting business executives and travelers from around the world. With accommodations for patients by accepting most PPO insurance plans, Medicare, and Covered California plans. Also having a system for cash paying patients.

Doctor & owner, a native Californian and local resident, is a Stanford University and University of California, San Francisco Medical School trained physician. Treating thousands of Los Angeles residents over the past 26 years. A stellar reputation in Southern California as an expert in occupational medicine, urgent care and travel medicine.

Patients appreciate the exceptional electronic medical record system. The ease of completing new leads patient paperwork from their home or office and checking in online streamlines the wait time and to a much shorter total time in-clinic. Patients can communicate with the staff through their encrypted, patient portal, download their medical



# CONFIDENTIAL BUSINESS PROFILE

history, lab results and even pay their bills online. The patient portal also boasts an extensive healthcare and medical library where patients may look up medical topics and treatments important to them or to their family and be assured of sound medical information.

### **General Practice Services**

As a response to requests from numerous urgent care patients, the Doctor has opened a General Practice department for patients who want him as their primary care physician [PCP]. Serving as PCP for individuals and families the medical practice participates in most PPO Plans, Covered California Plans and Medicare.

For others who do not want a PCP or for those who cannot get into seeing their primary care physician they may schedule an appointment through the Urgent Care department. When a patient's primary care physician office is closed or cannot schedule an appointment immediately, this Healthcare facility is available. Respect the PCP patient relationship and will work with them to close the loop in communications ensuring they have the appropriate information to provide to the PCP at follow-up visits in their office.

## **VIP Infusion Services**

### VIP- IV on the Sunset Strip

The professional medical team holds patient health and their anonymity in the highest regard. Patients expect to be seen in a timely fashion with an appointment running approximately sixty minutes depending on the drip VIP IV treatment visit. The doctor will evaluate the patient condition and order the appropriate infusion cocktail. While receiving IV Drip treatment, patients may relax, have a bite to eat, text, or work on their mobile phone while getting an infusion treatment.

Scheduling a vitamin IV therapy session is simple even for a group

• Detoxify [Hang-over Drip]

- Energize
- Flu Relief
- Glamorize
- Purify [Cleanse]
- Revitalize

### **PeP PreP Services**

PreP treatment for HIV-negative people which consists of taking a daily pill which may assist in preventing HIV infection before exposure to the virus.

### Sexually Transmitted Disease (STD) Testing and Treatment

### Blood and urine tests

Most STDs can be tested for using urine or blood samples. The doctor can order urine or blood tests to check for:

- chlamydia
- gonorrhea
- hepatitis



- herpes
- HIV
- syphilis

### Swabs

Vaginal, cervical, or urethral swabs to check for STDs. Female patients, they can use a cotton applicator to take vaginal and cervical swabs during a pelvic exam. If you're male or female, they can use take urethral swabs by inserting a cotton applicator into your urethra.

### Physical examination

Some STDs, such as herpes and genital warts, can be diagnosed through a combination of physical examination and other tests. Your doctor can conduct a physical exam to look for sores, bumps, and other signs of STDs. They can also take samples from any questionable areas to send to a laboratory for testing.

## Results and Diagnosis and Treatment

Sometimes a diagnosis can be made based on your symptoms and/or a physical exam. Treatment could be prescribed right away. Other times, the doctor may need to send a sample to a lab to be tested. In that case, the results may not be available for several days or weeks.

## **Physical Examinations**

The Healthcare practice is ready to handle a variety of physical examinations from school to scuba diving.

### **Examinations:**

Annual Physicals and Wellness Check-ups DOT HazMat Respirator Sports and School Post-Offer Employment Return to Work

### Evaluation and Treatment For:

Abscesses	Drug Screens	Rashes
Abdominal pain	• EKGs	<ul> <li>Removal of foreign</li> </ul>
Allergic reactions	Ear infections	bodies
Allergies	<ul> <li>Ear wax removal</li> </ul>	<ul> <li>School physicals</li> </ul>
• Allergies	<ul> <li>Eye infections</li> </ul>	<ul> <li>Sexually transmitted</li> </ul>
	Eye injuries	diseases [STDs]

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### CONFIDENTIAL BUSINESS PROFILE

<ul> <li>Annual physical examinations</li> <li>Anxiety</li> <li>Asthma</li> <li>Back pain</li> <li>Bladder infections</li> <li>Blood work</li> <li>Bronchitis</li> <li>Broken bones</li> <li>Burns</li> <li>Colds</li> <li>Cuts</li> <li>Diarrhea</li> </ul>	<ul> <li>Nail injuries</li> <li>Gastritis</li> <li>Headaches</li> <li>Hemorrhoids</li> <li>Hypertension</li> <li>Immunizations child through adult</li> <li>Influenza (flu)</li> <li>Insect / bee stings</li> <li>Insomnia</li> <li>Kidney disease</li> <li>Lacerations</li> <li>Laryngitis</li> <li>Minor surgical repairs</li> <li>Musculoskeletal injuries (On-site X-ray)</li> <li>Neck and shoulder pain</li> <li>Puncture wounds</li> </ul>	<ul> <li>Sinus infections</li> <li>Spine issues</li> <li>Splinter removal</li> <li>Sprains</li> <li>Strains</li> <li>Stomach issues</li> <li>Stomach flu</li> <li>Strep throat</li> <li>Sutures</li> <li>Travel immunizations</li> <li>Urinary infections</li> <li>Warts</li> <li>Wounds</li> </ul>	

# **Urgent Care Services**

Treatment of injuries, such as lacerations, abrasions, sprains and strains. Seasonal colds and flu symptoms Acute care for short-term illness Biopsy and excision of skin lesions Flu shots, allergy injections and immunizations Incision and drainage of abscess Lab services

# 2. The Technology The Medical Practice Utilizes Athena Health

### **Electronic Health Records**

An EMR that has quick pick workflows, improved provider documentation, and the ability to easily exchange key patient data with other care sites. The office can keep track of referral sources and has hundreds or report capabilities. The EMR also has a self-training courses that train the users to become more proficient. The practice opted for the full spectrum of Athena Health to include, scheduling, billing, patient portal, and population health that when set will let the clinic know which patients need a screen, colonoscopy, etc. The patient portal is set to compete with the most sophisticated portals out there; we are only using a small percentage of the full spectrum of capability Athena Health offers us.



## CONFIDENTIAL BUSINESS PROFILE

### **Medical Billing**

Billing and revenue cycle management automatically updated rules engine lets us catch claims errors before they're made. The system also sends flags on coding so that they may be corrected in real time.

### Patient Engagement

Stay connected to your patients with automated reminders for appointments, billing, and follow-up care. They'll stay connected to you with a simple, robust patient portal. The follow-ups missed appointments notices and billing statements coming into the patient portal are very helpful and free medical assistant time. Staff does not have to call and remind patients about their upcoming visits.

### **Population Health**

Stay connected to the vital data you need to manage your patient population. And translate it into usable information for you. The clinic can run population health campaigns for people who have patient portals and whose data falls into a population health category.

### 4. seasonal Services

- Flu Shots
- Cold and Flu Treatment
- School Health Services

# 5. Growth Opportunities

The opportunities for growth would come in the way of adding medical services lines that the practice does not currently offer.

### **Occupational Medicine Services**

Due to California classifying covid-19 positive a presumptive work-related illness we would anticipate a bigger occupational medicine service need than we may have seen pre-covid.

### Automobile and Personal Injury Medical Services

- Opportunity to gain 3 or 4 legal medical referral sources per year. Office received a call in June from a new provider who wants us to see automobile injured patients.
- This may have the potential of being one of the biggest revenue generating service line expansions at this location.

### **Obgyn Services**

 Opportunity to obtain female patients requesting annuals and sick visits every year. Currently practice does not see babies or young children and this is the same population that would bring those children in to the clinic.

#### **Tele-Medicine Services**

• While it was COVID-19 that pushed medical offices into this service line; it has growth potential. It is not likely that people will want to give up the convenience.

### Hospital affiliation

• Staff privileges would build a referral network that would benefit this Walk-In practice.



# 6. Growth or Expansion Opportunities that Could Be Done Better

- It may be that a company with existing marketing and advertising expertise could create a bigger growth pattern year over year.
- The Drip Service line may be better positioned for growth potential.
- The EMR patient portal process could be streamlined and more efficient.
- Facility does not have a salesperson on team. Practice relies on online marketing and third-party referrals.
- The pricing structure in Occupational Medicine is set by state reimbursement fee screen. Corporate pay fee screen set by conducting market research and being as competitive with that as possible. Urgent Care fee screen is Medicare 150X.

# **Major Clients Customers**

• Profile of the target market: patients that live within 3 miles of the clinic; they carry PPO insurance or Medicare. The business operates within that geographic location and has work group that may experience musculoskeletal injuries or lacerations and contusions as a regular anticipation of their work. Age group 19-65. Currently more of a male demographic than female patients are seen and that may be a result of not offering Obgyn services.

# Competition

- Brentview Urgent Care: hours are similar, a satellite clinic and it has not done much to change traffic or patient volume.
- Kaiser Urgent Care: this competitor sees Kaiser patients.
- Fairfax Urgent Care: This clinic provider also writes a bit of medical marijuana prescriptions and has a handle on that market. May also offer other traditional treatments.
- Concentra opened a clinic after our presence in the area and is probably the most competent competitor. Many of the existing corporate clients have been loyal to the service lines; however, new businesses may know them and go there first because of name recognition.

# **Marketing Experience**

- SEO, Social Media, and Google Ad marketing since 2012.
- To improve marketing and sales could come in the form of additional spend and a dedicated sales team.
- No partnerships.
- No trade partnerships or alliance.

# **INVENTORY**

Complete List will be provided

# **INSURANCE CATEGORIES**

Insurance Reporting Category Top Payers Last Month

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- 1. Self-Pay (cash)
- 2. Blue Cross-CA
- 3. Blue Shield-CA
- 4. Corporate Billing
- 5. United Healthcare
- 6. WC Liberty Mutual
- 7. Aetna & Aetna/US Healthcare
- 8. Cigna
- 9. Medicare B-CA Southern
- 10. WC AmTrust
- 11. WC Sedgwick CMS
- 12. BCBS-MA
- 13. BCBS-OH
- 14. WC CorVel
- 15. BCBS-ID Regence Blue Shield
- 16. BCBS-IL
- 17. BCBS-TX
- 18. Kaiser Permanente of South CA
- 19. Tufts
- 20. WC Gallagher

# PAYOR MIX

# Report: 01/01/2019 to 12/31/2019

	service dept	#chg	chg	netpmt	adj	net xfer	netreceivable
1	General Practice	<u>1,378</u>	\$118,137.57	\$-62,913.41	\$-52,173.53	\$0.00	\$3,050.63
2	Occupational Medicine Office	<u>2,783</u>	\$264,207.05	\$-171,678.18	\$-70,310.92	\$0.00	\$22,217.95
3	Urgent Care Office	<u>9,452</u>	\$651,534.93	\$-451,233.38	\$-202,772.29	\$0.00	\$-2,470.74
т	DTAL	<u>13,613</u>	\$1,033,879.55	\$-685,824.97	\$-325,256.74	\$0.00	\$22,797.84

# FACILITIES

This facility is 1,323 sq.ft. with 5 exam rooms, a lab stations, IV drip area and a procedure room. Rent of \$5,143/monthly minus a landlord payback of \$750 for Xray medical on call coverage to reduce monthly of \$4,393.





## SELLER'S DISCRETIONARY EARNINGS

## \*\*\* The Following figures were provided by the seller and the Broker has not verified the numbers\*\*\*

	2017	2018	2019
Seller's Discretionary Earnings	\$90,613	\$132,384	\$140,290

Annual Gross Sales	2017	2018	2019
	\$	\$	\$
	638,651.00	699,577.00	695,799.00

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	7/10/2020 Athena Collector VI 9.11 CA		
	Report: 07/01/2019 to 06/30/2020		
		<b>#CHG</b>	
CPT Codes:	G8553: ENCOUNTER WITH E*RESCRIBING 99214: ESTABLISHED PATIENT VISIT LEVEL 4 DETAILED	842	
		729	
	99215: ESTABLISHED PATIENT VISIT LEVEL 5: COMPREHENSIVE	601	
	MISCRXREFILL: PATIENT CHARGE FOR RX REFILL 36415: ROUTINE VENIP UNCTURE	478	
	W 2002: PR-2 REPORT	478	
	99203-CASH: INITIALLEVEL3 VISIT CASH DISCOUNT \$120	447	
	85025: COMPLETE CBC W/AUTO DIFF WBC" 85610: PT- PROTHROMBIN TIME*'	232	
	85730: PTT- PARTIAL THROMBOPLASTIN TIME"		
	81002: URINALYSIS W/O MICRO"	322	
	93000: EKG W/INTERPRETATION AND REPORT"	311	
	99214-CASH: ESTABLISHED PATIENT VISIT LEVEL 4-CASH DISCOUNT \$120	310	
	99205: NEW PATIENT VISIT LEVEL 5 COMPREHENSIVE	264	
	99204: NEW PATIENT VISIT LEVEL 4 - COMPREHENSIVE	236	
	80053: COMPREHEN METABOLIC OHEM PANEL"	217	
	87806CASH: CASH PAY, IN HOUSE TEST, UC/GP OR PRE-OP ONLY: HIV 1 AG + HIV 1 & 2 AB	178	
	99212: ESTABLISHED PATIENT VISIT LEVEL 2 PROBLEM FOCUSED	165	
	87880: STREP A ASSAY	136	
	84702: HOG GONADOTROPIN BLOOD PREGNANCY QUANTITATIVE*	124	
	88537: DRUG SCREEN 9 PANEL	115	
	87275: INFLUENZA B AG (FLU) (BILL TO INSURANCE 1 OF 2)"	108	
	87276: INFLUENZA A AG (FLU) (BILL TO INSURANCE 2 OF 2)"	107	
	71046: CHEST XRAY: OXR	101	
	99203PREEMPLOY: INITIAL LEVEL 3 VISIT PRE EMPLOYMENT PE \$110	95	
	99024: EP POSTOP (2/NON * PROC)	92	
	96372: ADMINISTRATION OF INJECTION	87	
	99201 - CASH: INITIAL LEVEL 1 MA ONLY CASH DISCOUNT \$40	83	
	J8499,IB: DISPENSE NDC: IBUPROFEN 600MG #40	77	
	J0696: ROCEPHIN (CERTRIAXONE)* (250MG)X4	70	
	A6449: ACE W RAP 3" - 4"	67	
	81000: URINALYSIS W/ MICRO"	66	
	99395: PHYSICAL EXAMINATION 18 TO 39 Y/O ESTABLSH PT	63	
	86580: TB SKIN TEST	61	
All information con	99199: UNUSTED SPECIAL SERVICE STATE FEE Ital Bask within this document and in all other materials was furnis	shed by either the buyer or selle	r of t
husiness Purcha	sing shusing seving the state of the second	Iboal and financial advice Paci	fic
Reliance Business	BIO CONTRACTOR AND A CO	ss of this information.	
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90715: TDAP TETANUS, DIPTHERIA, PERTUSSIS 72110: XRAY LUMBAR 5V 90/71: ADMINIMITIAL VACCINE SINGLEOR COMBO

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**CONFIDENTIAL BUSINESS PROFILE** 

## Images of the Urgent Care & Occupational Medicine





## **CONFIDENTIAL BUSINESS PROFILE**









# CONFIDENTIAL BUSINESS PROFILE







# **CONFIDENTIAL BUSINESS PROFILE**





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