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35 Tips on starting a new clinic

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1. To begin with setting up of a new clinic, the most important things are your confidence, clarity in thoughts and proper planning.
2. You need to ask yourself - Are you confident that you are ready to establish a clinic? It is like having a baby, which needs a lot of attention and you nurture it slowly.
3. Many colleagues start a clinic as a backup, because it was expected not to be very fruitful in the first 5-6 years at least.
4. Some are open just to experiment; before marriage or while preparing to go abroad/ higher education.
5. Hence ask yourself again - Are you confident about open a clinic? If yes then you must have a good reason to start a clinic.
6. You need to be confident about the treatments you can render and also embrace what you are not very comfortable with. You'll need visiting consultants for these treatments.

7. Next, since you are confident to start a practice now kindly answer what treatments would be your strength and then choose the location accordingly.

8. A Prosthodontist would be best on the ground floor, a pedodontist is best on 1st or 2nd floor with a bigger kids playing area.

9. If you are an oral surgeon and near a school then it's not the best place for you, you should be in the best market area / mall or industry.

10. Regarding the location, keep a check on your finances and it would be best to have the clinic on a 100ft road, next being a 80ft and comparatively smaller set ups in a 60ft road.

11. There should be a landmark in the same premise or extremely close by.

12. There should be some establishment for foot falls nearby, but not to the extent that you are lost in the crowd.

13. Parking is a must for an upscale practice, people riding a bike can park anywhere but it's the ones with a car that we need to target.

14. An easily accessible location with a few shops nearby to pass time is an add on.

15. The approach to the clinic should be simple, not a puzzle to reach the entrance or the staircase.

16. The size of the clinic will depend on your confidence. Choosing an area which is upscale requires an attractive clinic but the middle class want a modest clinic otherwise they may get scared (pricing concerns).

17. It is recommended not to invest heavily in esthetics and high end equipment for the first year at least. You realize the response to your practice first and then you can decide.

18. Semi Urban areas are the second best place to start a practice as they have awareness. It's easier to tackle the less educated than the one who has read and mugged Google. The rich have tantrums, be ready for it. Middle class is always ready to compromise and is very forgiving.
19. When you see the location you must be completely and passively convinced. As a patient you must like the place yourself then things will fall into proper perspective.
20. If you are good at something then you must start a practice where you'll be surrounded by colleagues, you may become a re-treatment specialist. Patients coming for re-treatment hardly will bargain and will almost always have good things to say about you. Although, initially you may have less number of cases but these will be your trophies.
21. You must have or create reasons for the patient to visit you and prefer you over others. This could be achieved by esthetics, performance or simply because of something extra that you offer.
22. Don't worry about distance from lab, bus/train station etc unless you want to start an economical clinic.
23. High rent (if they are high because of the location and standard of living) are any day better than a bad location.
24. Sometimes you have to be firm and put your foot down rather than being confused because of our relatives.
25. One must have some set of goals to achieve even before you start the practice. Like marketing of your upcoming clinic.
26. If you are unable to reach your goals then it's time for introspection.

27. Be prepared with finance, even if it's by taking a loan. Keep some amount SEPARATELY as working capital.
28. Initially invest in equipment which will enhance your treatment quality but don't overdo it. Invest in everything that you desire.
29. Start with minimum staff and bare minimum REQUIRED overhead expenditure, don't burden yourself too much.
30. Networking with nearby business owners does help a lot.
31. Be in touch with mentors like Dr. Bhavdeep Singh Ahuja, everyday and learn practice management.
32. It is easy to break a coconut and perform Pooja to start a new clinic but the difficult part is after that.
33. Personally I'd choose a mall over a shopping complex. Shopping complex now a days is meant for middle class and lower class to visit for specific shopping.
34. Shopping complex now a days have small shops with hardly any brand. Good for a modest clinic.
35. If I start a clinic next to a big gold jewellery shop then I'm sure that my clinic is visible to people who can spend and it'll be a landmark too.

These are few helpful tips for doctors highlighting the factors to consider when deciding to open a new clinic.