



BUSINESS PLAN [YEAR]



Medical Practice Business Plan

Care, Compassion, Medical Excellence



John Doe



10200 Bolsa Ave, Westminster, CA, 92683



(650) 359-3153



info@example.com



<http://www.example.com>

Information provided in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without prior written permission of the company.

Table of Contents

Executive Summary	6
Market opportunity	7
Services Offered	7
Marketing & Sales Strategies	8
Financial Highlights	8
Units Sold v/s Revenue	9
Company Overview	10
Ownership	11
Mission statement	12
Business history	12
Future goals	12
Market Analysis	13
Target Market	14
Market size and growth potential	14
Market Size	15
Competitive analysis	15
MedHeal Clinic	15
HealthFirst Centers	16
Market trends	16
Regulatory environment	16
Products and Services	18
Services	19
General Medical Consultation	19
Specialty Care - Cardiology	20
Chronic Disease Management - Diabetes	20
Wellness and Preventive Care	21
Injury Treatment and Diagnosis	21
Insurance & Payment Options	21

Additional Services	22
Sales And Marketing Strategies	23
Unique Selling Proposition (USP)	24
Pricing Strategy	24
Marketing strategies	25
Online	25
Offline	25
Sales strategies	26
Patient retention	26
Operations Plan	27
Staffing & Training	28
Operational Process	28
Safety and Infection Control	29
Equipment & Technology	29
Management Team	30
Key managers	31
John Doe	31
Jane Doe	32
Alice Brown	32
Robert Brown	32
Organizational structure	33
Organization chart	33
Compensation plan	33
Advisors/Consultants	34
[ADVISOR NAME]	34
Financial Plan	35
Profit & loss statement	36
Cash flow statement	41
Balance sheet	43

Break-even Analysis

45

Financing needs

47

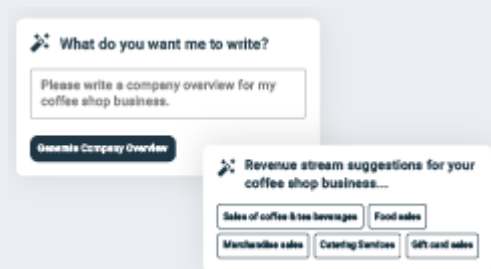
Appendix

49

Business planning that's simpler and faster than you think

Creating a business plan using Upmetrics to start and grow a business is literally the easiest thing in the World. Simply read the instructions and fill in the blanks. It's as simple as that.

Upmetrics has everything you need to create a comprehensive business plan.



AI-powered Upmetrics Assistant

AI-powered insights to streamline your plan

Not sure where to start? Upmetrics' AI Assistant will automatically generate ideas for each section of your plan and offer improved versions of your writing, adjusting for tone, voice, and grammar or spelling errors.

Financial Forecasting Tool

All the financials are calculated for you

Forget the complex formulas and clumsy spreadsheets — with automatic financials and drag-and-drop forecasting, you can finish your plan faster and be confident that your numbers are accurate.



Business Plan Builder

Guides you like a business mentor

Upmetrics' step-by-step instructions, prompts, and the library of 400+ sample business plans will guide you through each section of your plan as a business mentor.

Join over 110K entrepreneurs who trust **Upmetrics with Business Planning**

Create a comprehensive business plan and maximize your chances of securing funding, bank loans, and small business grants.

Create your business plan today

15-day money-back guarantee

1.

Executive Summary

Market opportunity

Services Offered

Marketing & Sales Strategies

Financial Highlights



REMEMBER

An executive summary is the first section of the business plan intended to provide an overview of the whole business plan.

To unlock help try Upmetrics!

Help tip

Medical Practice Business Plan

Start your executive summary section by briefly introducing your business to your readers.

This section may include the name of your medical clinic, its location when it was founded, the

To unlock help try Upmetrics!

Start writing here..

Market opportunity

Help tip

Medical Practice Business Plan

Summarize your market research, including market size, growth potential, and marketing trends. Highlight the opportunities in the market and how your business will fit in to fill the gap.

To unlock help try Upmetrics!

Start writing here..

Services Offered

Help tip

Medical Practice Business Plan

Highlight the medical services you offer to your patients. Mention any medical specialties you have.

To unlock help try Upmetrics!

Start writing here..

Marketing & Sales Strategies

 **Help tip**

 **Medical Practice Business Plan**

Outline your sales and marketing strategies—what marketing platforms you use, how you plan on acquiring patients, etc.

To unlock help try Upmetrics! 

Start writing here..

Financial Highlights

 **Help tip**

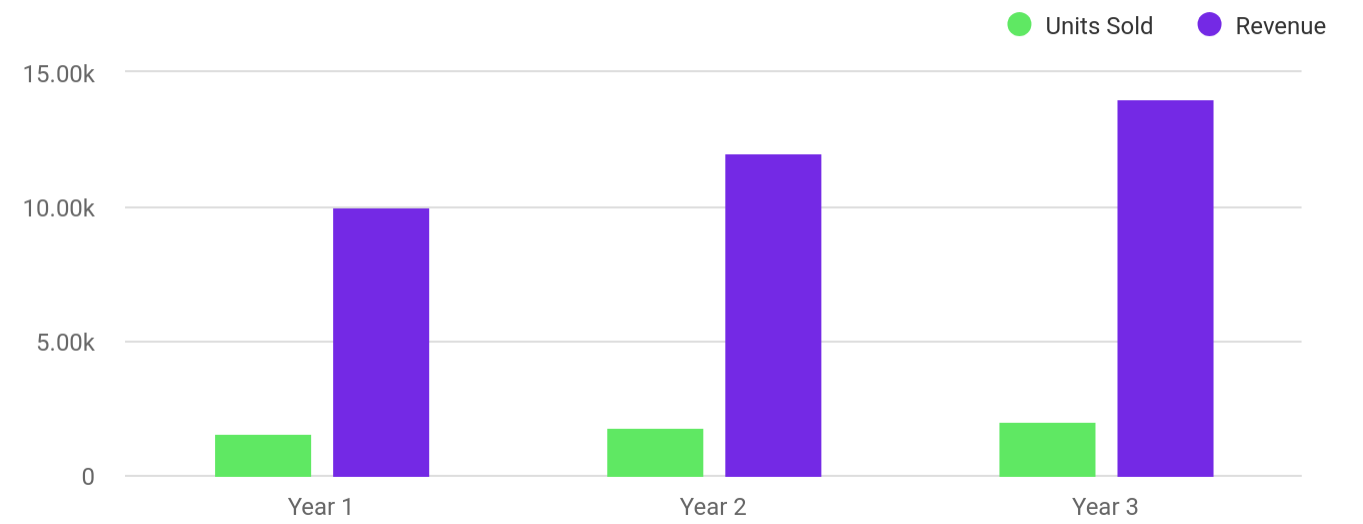
 **Medical Practice Business Plan**

Briefly summarize your financial projections for the initial years of business operations. Include any capital or investment requirements, associated startup costs, projected revenues, and profit forecasts.

To unlock help try Upmetrics! 

Start writing here..

Units Sold v/s Revenue



Financial Year	Units Sold	Revenue
Year 1	1,550	\$10,000
Year 2	1,800	\$12,000
Year 3	2,050	\$14,000

Help tip

Medical Practice Business Plan

Summarize your executive summary section with a clear CTA, for example, inviting angel investors to discuss the potential business investment.

To unlock help try Upmetrics!

Write a call to action for your business plan.

2.

Company Overview

Ownership

Mission statement

Business history

Future goals



REMEMBER

Depending on what details of your business are essential, you'll need different elements in your business overview.

To unlock help try Upmetrics!

Help tip

Medical Practice Business Plan

Describe your business in this section by providing all the basic information:

Describe what type of medical clinic you run and the name of it. You may specialize in one of

To unlock help try Upmetrics!

Start writing here..

Ownership

Help tip

Medical Practice Business Plan

List the founders or owners of your medical practice. Describe what shares they own and their responsibilities for efficiently managing the business.

To unlock help try Upmetrics!

Start writing here..

Mission statement

 Help tip

 Medical Practice Business Plan

Summarize your business' objective, core principles, and values in your mission statement. This statement needs to be memorable, clear, and brief.

To unlock help try Upmetrics! 



At [ABC Medical Clinic], we pledge to prioritize our patients, offering compassionate, state-of-the-art medical care grounded in research, ethics, and community engagement.

Our commitment is to the health of our community, and our mission is to ensure that every patient is treated with the dignity, respect, and expertise they deserve.



Business history

 Help tip

 Medical Practice Business Plan

If you're an established medical practice service provider, briefly describe your business history, like—when it was founded, how it evolved over time, etc.

To unlock help try Upmetrics! 

Start writing here..

Future goals

 Help tip

 Medical Practice Business Plan

It's crucial to convey your aspirations and vision. Mention your short-term and long-term goals; they can be specific targets for revenue, market share, or expanding your services.

To unlock help try Upmetrics! 

Start writing here..

3.

Market Analysis

Target Market

Market size and growth potential

Competitive analysis

Market trends

Regulatory environment



REMEMBER

Market analysis provides a clear understanding of the market in which your printing business will run along with the target market, competitors, and growth opportunities.

To unlock help try Upmetrics!

Help tip

Medical Practice Business Plan

To write the introduction section of your market analysis, start by clearly identifying your primary target market.

To unlock help try Upmetrics!

Start writing here..

Target Market

Help tip

Medical Practice Business Plan

Start this section by describing your target market. Define your ideal customer and explain what types of services they prefer. Creating a buyer persona will help you easily define your target market to your readers.

To unlock help try Upmetrics!

Start writing here..

Market size and growth potential

Help tip

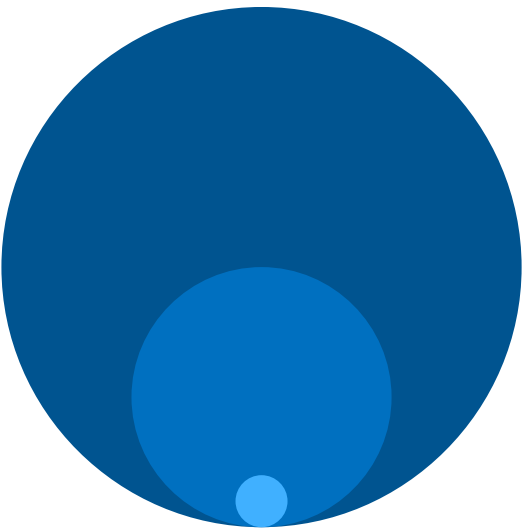
Medical Practice Business Plan

Describe your market size and growth potential and whether you will target a niche or a much broader market.

To unlock help try Upmetrics!

Start writing here..

Market Size



Available Market	10M
Total individuals seeking healthcare services in the region.	
Served Market	5M
Those in the region actively using clinics like ours for healthcare.	
Target Market	1M
Families & working professionals in the region aged 25-50.	

Help tip

Medical Practice Business Plan

Identify and analyze your direct and indirect competitors. Identify their strengths and weaknesses, and describe what differentiates your medical practice services from them.

To unlock help try Upmetrics!

Competitive analysis

MedHeal Clinic

MedHeal Clinic, established in [Year, e.g., "2005"], has been a staple in the [City] community. With a sprawling facility located at [Address, e.g., "456 Wellness Lane"], it caters primarily to [specific target, e.g., "young families and working professionals"].

Features	Strengths	Weaknesses
Comprehensive family care packages.	Strong community reputation with over a decade of service	Limited in-house specialist consultations, often leading to referrals.
24/7 online appointment booking.	Robust digital presence with a user-friendly website and mobile app.	Relatively higher pricing model.
On-site pharmacy with e-prescription solutions.	Efficient patient flow management resulting in minimized wait times.	Feedback indicates occasional communication breakdown between primary care providers and specialists.
Telemedicine consultations.		

HealthFirst Centers

Located at [Address, e.g., "789 Vitality Plaza"], HealthFirst Centers is a newer addition to the healthcare scene, inaugurated in [Year, e.g., "2018"]. They have positioned themselves as a [specific positioning, e.g., "holistic wellness and medical care fusion center"].

Features	Strengths	Weaknesses
Integrative medicine approaches combining traditional and alternative therapies. Wellness workshops focusing on preventive care. In-house diagnostics and laboratory services. Collaborative care with a team of interdisciplinary professionals.	Unique market positioning attracts a niche segment seeking holistic care. Unique market positioning attracts a niche segment seeking holistic care. Modern facility equipped with the latest medical technology. Strong emphasis on patient education and empowerment.	Limited track record given their recent establishment. Narrow focus might exclude potential patients seeking conventional medical treatments exclusively. Limited insurance partnerships leading to potential out-of-pocket expenses for patients.

Market trends

 **Help tip**

 **Medical Practice Business Plan**

Analyze emerging trends in the industry, such as technology disruptions, changes in customer behavior or preferences, etc. Explain how your business will cope with all the trends.

To unlock help try Upmetrics! 

Start writing here..

Regulatory environment

 **Help tip**

 **Medical Practice Business Plan**

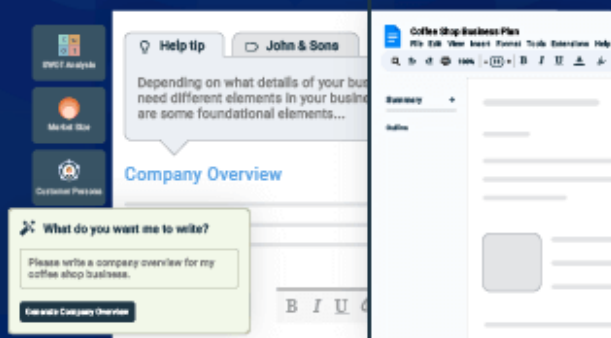
List regulations and licensing requirements that may affect your medical practice, such as medical licensure, business licensing, federal regulations, billing and coding regulations, state and local regulations, etc.

To unlock help try Upmetrics! 

Start writing here..

Upmetrics vs Business Plan Templates

You have a unique business with a distinct vision, and your business plan must reflect that. Although it won't be possible with generic templates.



Upmetrics guided builder prompts you with tailored questions and helps answer them to create your business plan. You also have access to AI Assistant and other resources to seek guidance and ensure you're on the right track.

[Start your planning today](#)

4.

Products and Services

Services

Insurance & Payment Options

Additional Services



REMEMBER

The product and services section of a medical practice business plan should describe the specific services and products that will be offered to customers. To write this section should include the following:

To unlock help try Upmetrics!

Help tip

Medical Practice Business Plan

To craft the introduction for your "Products and Services" chapter, begin by positioning your business within its industry, emphasizing its unique strengths or value proposition.

To unlock help try Upmetrics!

Start writing here..

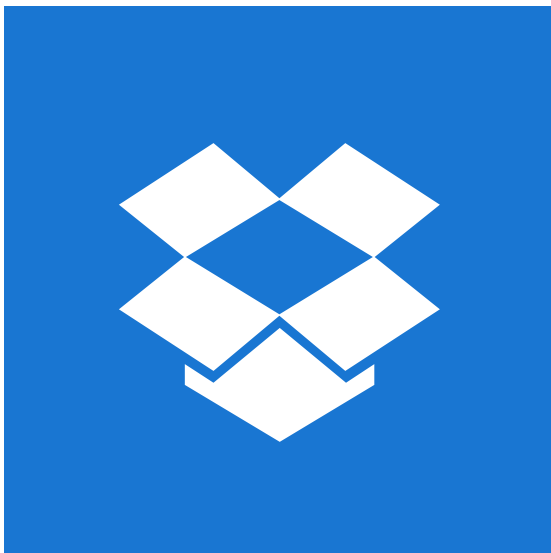
Help tip

Mention the medical services your business will offer. This list may include services like,

- General medical care

To unlock help try Upmetrics!

Services



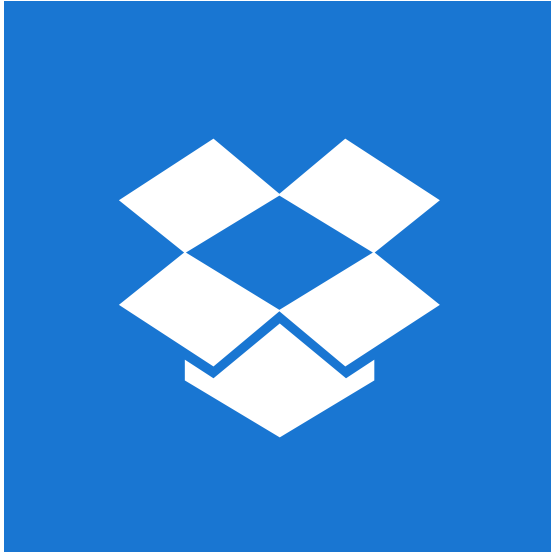
General Medical Consultation

Price: **[\$80] per session**

A comprehensive medical examination addressing day-to-day health concerns, including a review of medical history, current health status, and recommendations for any further diagnostics or treatments.

Specifications

- Duration: 30 minutes.
- Includes medical history review.
- Recommendations for labs or further tests if required.
- Prescription provided if needed.



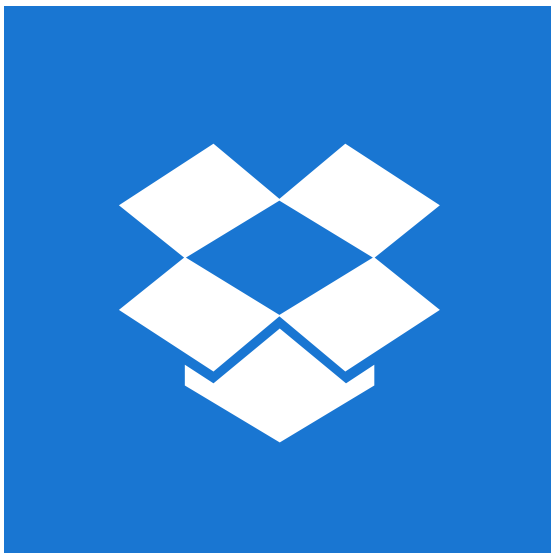
Specialty Care - Cardiology

Price: **[\$150] per session**

A specialized consultation for heart and cardiovascular system-related concerns. This includes a review of related medical history, diagnostics, and treatment recommendations.

Specifications

- Duration: 45 minutes to 1 hour.
- ECG and blood pressure measurement included.
- Recommendations for further diagnostics like echocardiograms, stress tests, etc.
- Tailored treatment plan based on findings.



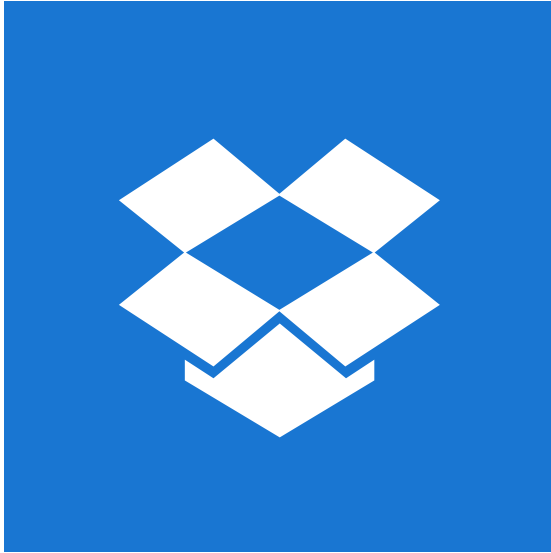
Chronic Disease Management - Diabetes

Price: **[\$120] per session**

Comprehensive management for diabetic patients, including blood sugar monitoring, medication adjustments, and lifestyle counseling.

Specifications

- Duration: 45 minutes.
- Blood sugar level testing included.
- Review and adjustment of medication, if necessary.
- Dietary and exercise recommendations provided.



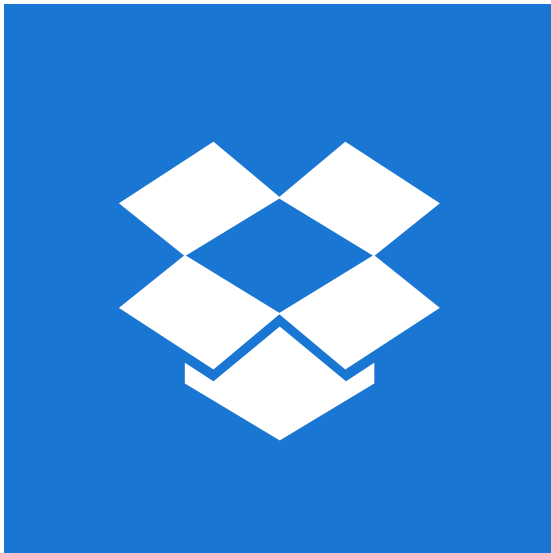
Wellness and Preventive Care

Price: **[\$100] per session**

A proactive approach to health, including screenings, vaccinations, dietary consultations, and fitness recommendations to prevent potential diseases.

Specifications

- Duration: 30-45 minutes.
- Includes basic blood tests, BMI measurement.
- Vaccination recommendations based on age and medical history.
- Custom dietary and fitness plan.



Injury Treatment and Diagnosis

Price: **Starting at [\$100] (varies based on treatment)**

Immediate care and diagnosis for various injuries, from minor wounds to fractures. Includes imaging, if necessary, and treatment recommendations.

Specifications

- Duration varies based on the injury.
- Includes X-rays or MRI if required.
- Wound dressing, casting, or splinting as necessary.
- Referrals to specialists if required.

Insurance & Payment Options

 **Help tip**

 **Medical Practice Business Plan**

This section should include details about accepted payment methods and insurance plans. These options may include credit cards, cash, medical health insurance, third-party insurance, etc.

To unlock help try Upmetrics! 

Start writing here..

Additional Services

 **Help tip**

 **Medical Practice Business Plan**

Mention if your medical practice offers any additional services. You may include services like health education and classes, geriatric care, chronic pain management, mental health services, etc.

To unlock help try Upmetrics! 

Start writing here..

5.

Sales And Marketing Strategies

Unique Selling Proposition (USP)

Pricing Strategy

Marketing strategies

Sales strategies

Patient retention



REMEMBER

Writing the sales and marketing strategies section means a list of strategies you will use to attract and retain your clients.

To unlock help try Upmetrics!

Help Tip

Medical Practice Business Plan

To create an effective introduction for your "Sales and Marketing Strategies" chapter, start by setting the stage within your specific industry or market.

To unlock help try Upmetrics!

Start writing here..

Unique Selling Proposition (USP)

Help tip

Medical Practice Business Plan

Define your business's USPs depending on the market you serve, the equipment you use, and the unique services you provide. Identifying USPs will help you plan your marketing strategies.

To unlock help try Upmetrics!

Start writing here..

Pricing Strategy

Help tip

Medical Practice Business Plan

Describe your pricing strategy—how you plan to price your medical services and stay competitive in the local market. You can mention any discounts you plan on offering to attract new patients to your facility.

To unlock help try Upmetrics!

Start writing here..

Discuss your marketing strategies to market your medical services. You may include some of these marketing strategies in your business plan—social media marketing, Google ads, brochures, email marketing, content marketing, local business directory.

To unlock help try Upmetrics! 🔒

Marketing strategies

Online



Social Media

Engaging with patients on platforms like Facebook, Instagram, and LinkedIn, sharing patient testimonials, health tips, and clinic updates.



Email Marketing

Regular health newsletters and appointment reminders to keep our patients informed and engaged.



Content Marketing

Health blogs and articles written by our medical staff, establishing ABC Clinic as a thought leader in healthcare.



Google Ads

Targeted ads to reach individuals searching for medical services in our locality.

Offline



Brochures

Informative print materials available at our clinic and distributed in strategic locations like local pharmacies and community centers.



Print Marketing

Advertisements in [specific mediums, e.g., "local newspapers and industry magazines"].



Local Business Directory Listing

Ensuring our clinic is listed in local directories for better visibility and credibility.

Help tip

Outline your strategies to maximize your sales. Your sales strategies may include partnering with other healthcare service providers(e.g., Cardiologists, dermatologists.), offering referral programs, etc.

To unlock help try Upmetrics! 

Sales strategies



Partner with Businesses

Collaborations with healthcare professionals, such as [Cardiologists] and [Dermatologists], to establish referral channels.



Referral Programs

Introducing incentive-driven programs where existing patients can refer friends and family, in return for discounts or other benefits.

Help tip

Medical Practice Business Plan

Describe your patient retention strategies and how you plan to execute them. For instance, introducing patient loyalty programs, offering membership discounts, encouraging routine medical check-ups, etc.

To unlock help try Upmetrics! 

Patient retention



Loyalty Programs

Offering points for every visit, which can be redeemed for free consultations or health check-ups.



Membership Discounts

Special packages for patients who commit to annual health check-ups or frequent visits.



Routine Medical Check-ups

Encouraging patients to adopt a proactive approach to their health, emphasizing the importance of regular check-ups.

6.

Operations Plan

Staffing & Training

Operational Process

Safety and Infection Control

Equipment & Technology



REMEMBER

When writing the operations plan section, it's important to consider the various aspects of your business operations.

To unlock help try Upmetrics!

Help tip

Medical Practice Business Plan

To create an effective introduction for your "Operational Plan" chapter, start by emphasizing the pivotal role of efficient operations in the success of your business, underscoring how they directly impact the quality of services delivered.

To unlock help try Upmetrics!

Start writing here..

Staffing & Training

Help tip

Medical Practice Business Plan

Describe your staffing requirements, including the number of doctors, assistants, nurses, and any other support staff you will need. Include their qualifications, years of experience, and the duties they will perform.

To unlock help try Upmetrics!

Start writing here..

Operational Process

Help tip

Medical Practice Business Plan

Outline the processes and procedures you will use to run your medical clinic. Your operational processes may include managing patient flow, scheduling appointments, patient registration, patient treatment, record-keeping, billing, and after-treatment check-up.

To unlock help try Upmetrics!

Start writing here..

Safety and Infection Control

 **Help tip**

 **Medical Practice Business Plan**

Describe the safety and infection control practices and protocols you plan to implement, keeping patients, staff, and visitors' safety in mind.

To unlock help try Upmetrics! 

Start writing here..

Equipment & Technology

 **Help tip**

 **Medical Practice Business Plan**

Include the list of equipment and technology that will be used in the medical practice, such as laboratory and surgical equipment, patient monitoring devices, personal protection equipment, etc.

To unlock help try Upmetrics! 

Start writing here..

7.

Management Team

Key managers

Organizational structure

Compensation plan

Advisors/Consultants



REMEMBER

The management team section provides an overview of the individuals responsible for running your business plan.

To unlock help try Upmetrics!



Help tip



Medical Practice Business Plan

To craft an introduction for your "Management Team" chapter, begin by emphasizing the crucial role of leadership in the success of any business.

To unlock help try Upmetrics!

Start writing here..

Key managers



Help tip



Medical Practice Business Plan

Introduce your management and key members of your team, and explain their roles and responsibilities. Business plans for solo practitioners typically don't include key managers.

To unlock help try Upmetrics!

Start writing here..



John Doe

CEO - john.doe@example.com

Dr. John Doe stands as the anchor and driving force behind ABC Medical Clinic. A graduate of Harvard Medical School, Dr. Doe possesses over 20 years of medical and administrative experience.

Before establishing ABC Medical Clinic, he served as the Chief Medical Officer at Prestige Global Hospitals, where he made notable advancements in patient care protocols.

His leadership and vision set the direction for our clinic's ethos of unparalleled patient care.



Jane Doe

Medical Director - jane.doe@example.com

Dr. Jane Doe, a key pillar of ABC Medical Clinic, oversees all the clinical aspects of our operations.

A distinguished graduate from Johns Hopkins University, she boasts 15 years in clinical and medical administration roles.

Dr. Jane's experience includes her pivotal role as the Head of Internal Medicine at Elite Health Systems. She ensures that all medical protocols meet the highest standards and best practices.



Alice Brown

Head of Pediatrics Division - alice.brown@example.com

Leading our Pediatrics Division, Dr Alice Brown is a compassionate and skilled pediatrician.

She completed her medical studies at Stanford University and holds over 10 years of experience, previously serving as a Senior Pediatrician at Children's Care Hospital.

Her dedication ensures that the young patients at ABC Medical Clinic receive the best care possible.



Robert Brown

Head of Surgical Department - robert.brown@example.com

A master in the operating theater, Dr. Robert Brown helms our Surgical Department.

After acquiring his medical degree from the University of Pennsylvania, he cultivated over 12 years of experience in advanced surgical procedures.

Before joining ABC Medical Clinic, Dr. Brown was the Lead Surgeon at MedTech Surgical Center, where he introduced minimally invasive surgical techniques.

Organizational structure

 **Help tip**

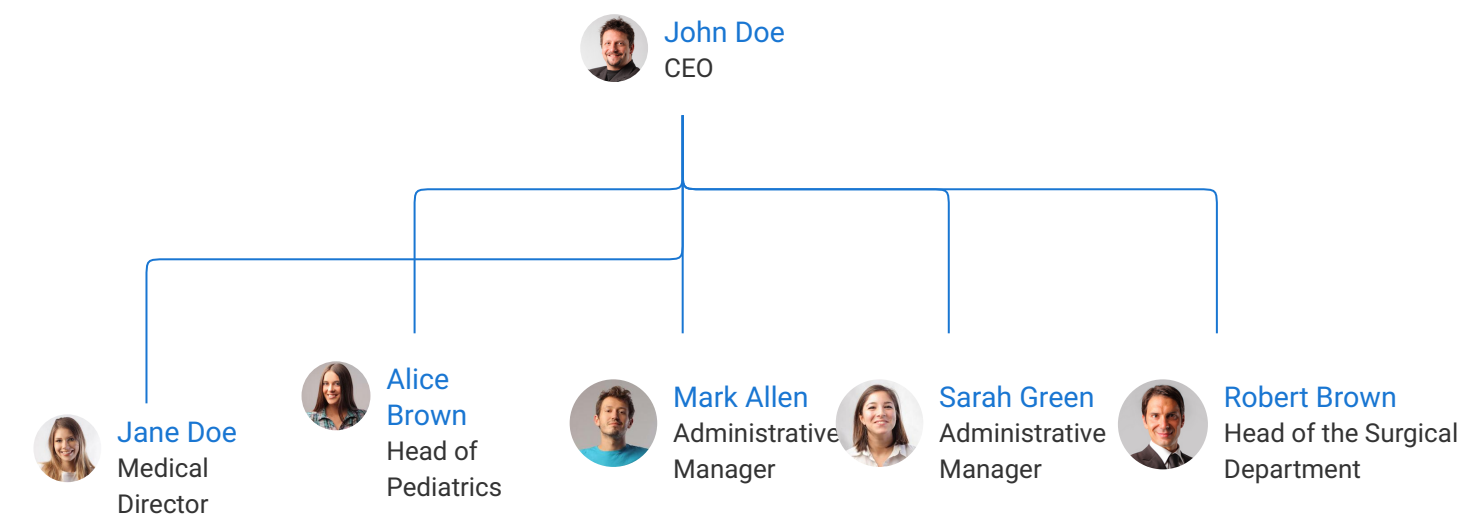
 **Medical Practice Business Plan**

Explain the organizational structure of your management team. Include the reporting line and decision-making hierarchy.

To unlock help try Upmetrics! 

Start writing here..

Organization chart



Compensation plan

 **Help tip**

 **Medical Practice Business Plan**

Describe your compensation plan for the management and staff. Include their salaries, incentives, and other benefits.

To unlock help try Upmetrics! 

Start writing here..

Mentioning advisors or consultants in your business plans adds credibility to your business idea.

To unlock help try Upmetrics! 🔒

Advisors/Consultants



[ADVISOR NAME]

Advisor

A renowned [profession or specialty] with [X years] of experience, contributing insights in [specific domain or field].

8.

Financial Plan

Profit & loss statement

Cash flow statement

Balance sheet

Break-even Analysis

Financing needs



REMEMBER

When writing the financial plan section of a business plan, it's important to provide a comprehensive overview of your financial projections for the first few years of your business, You may provide the following:

To unlock help try Upmetrics!

Help tip

Medical Practice Business Plan

To create an effective introduction for your "Financial Plan" chapter, begin by stressing the critical role of a well-structured financial plan in the success of your venture.

To unlock help try Upmetrics!

Start writing here..

Help tip

Describe details such as projected revenue, operational costs, and service costs in your projected profit and loss statement. Make sure to include your business's expected net profit or loss.

To unlock help try Upmetrics!

Profit & loss statement

	2024	2025	2026
Revenue	\$508,533.50	\$1,315,877	\$2,393,803.50
General Consultation	\$100,591.50	\$127,588	\$161,813.50

	2024	2025	2026
Unit Sales	2,012	2,552	3,236
Unit Price	\$50	\$50	\$50
Dermatology Treatment	\$70,960.50	\$101,171.50	\$144,246
Unit Sales	1,419	2,023	2,885
Unit Price	\$50	\$50	\$50
Health and Wellness Programs	\$336,981.50	\$1,087,117.50	\$2,087,744
Users	1,079	2,494	4,404
Recurring Charges	\$50	\$50	\$50
Cost Of Sales	\$38,109.09	\$80,084.51	\$135,793.03
General Costs	\$38,109.09	\$80,084.51	\$135,793.03
Medical Supplies	\$31,767.93	\$72,939.22	\$127,741.71
Disposable Gloves	\$6,341.24	\$7,145.34	\$8,051.52
Prescription Medication	\$25,426.69	\$65,793.88	\$119,690.19
Clinic Operational Supplies	\$6,341.16	\$7,145.29	\$8,051.32
Clinic Cleaning Supplies	\$3,804.70	\$4,287.13	\$4,830.73

	2024	2025	2026
Office Stationery	\$2,536.46	\$2,858.16	\$3,220.59
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$470,424.41	\$1,235,792.49	\$2,258,010.47
Gross Margin (%)	92.51%	93.91%	94.33%
Operating Expense	\$509,273.27	\$551,340.95	\$602,712.02
Payroll Expense (Indirect Labor)	\$437,580	\$448,269.60	\$459,237.84
Medical Staff	\$213,000	\$218,700	\$224,557.20
General Practitioner	\$144,000	\$148,320	\$152,769.60
Nurse	\$69,000	\$70,380	\$71,787.60
Administrative Staff	\$131,100	\$134,550	\$138,093.84
Receptionist	\$48,300	\$49,266	\$50,251.32
Office Manager	\$82,800	\$85,284	\$87,842.52

	2024	2025	2026
Support Staff	\$93,480	\$95,019.60	\$96,586.80
Janitor	\$33,000	\$33,330	\$33,663.36
IT Technician	\$60,480	\$61,689.60	\$62,923.44
General Expense	\$71,693.26	\$103,071.35	\$143,474.18
Facility Expenses	\$39,315.79	\$44,302.05	\$49,920.58
Rent	\$31,706.31	\$35,727.40	\$40,258.40
Utilities	\$7,609.48	\$8,574.65	\$9,662.18
Administrative Expenses	\$15,218.99	\$17,149.26	\$19,324.03
Insurance	\$12,682.53	\$14,291.10	\$16,103.44
Office Supplies	\$2,536.46	\$2,858.16	\$3,220.59
Marketing and Advertising Expenses	\$17,158.48	\$41,620.04	\$74,229.57
Advertising	\$15,256.02	\$39,476.34	\$71,814.13
Website Maintenance	\$1,902.46	\$2,143.70	\$2,415.44
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0

	2024	2025	2026
EBITDA	(\$38,848.86)	\$684,451.54	\$1,655,298.44
Additional Expense	\$12,260.44	\$10,639.41	\$8,935.41
Long Term Depreciation	\$7,980	\$7,980	\$7,980
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$46,828.86)	\$676,471.54	\$1,647,318.44
Interest Expense	\$4,280.43	\$2,659.39	\$955.41
EBT	(\$51,109.30)	\$673,812.13	\$1,646,363.03
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$559,642.80	\$642,064.87	\$747,440.47
Net Income	(\$51,109.30)	\$673,812.13	\$1,646,363.03
Net Income (%)	(10.05%)	51.21%	68.78%
Retained Earning Opening	\$0	(\$78,109.30)	\$583,702.83

	2024	2025	2026
Owner's Distribution	\$27,000	\$12,000	\$12,000
Retained Earning Closing	(\$78,109.30)	\$583,702.83	\$2,218,065.86

Help tip

This section should estimate and describe the cash flow for the first few years of your operation. This may include billing invoices, payment receipts, loan payments, and any other cash flow statements.

To unlock help try Upmetrics! 

Cash flow statement

	2024	2025	2026
Cash Received	\$508,533.50	\$1,315,877	\$2,393,803.50
Cash Paid	\$551,662.80	\$634,084.85	\$739,460.47
COS & General Expenses	\$109,802.36	\$183,155.84	\$279,267.22
Salary & Wages	\$437,580	\$448,269.60	\$459,237.84
Interest	\$4,280.43	\$2,659.39	\$955.41
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0

	2024	2025	2026
Net Cash From Operations	(\$43,129.30)	\$681,792.15	\$1,654,343.03
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$70,000	\$0	\$0
Net Cash From Investments	(\$70,000)	\$0	\$0
Amount Received	\$150,000	\$0	\$0
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0
Amount Paid	\$58,684.64	\$45,305.67	\$47,009.66
Loan Capital	\$31,684.65	\$33,305.69	\$35,009.66
Dividends & Distributions	\$27,000	\$12,000	\$12,000
Net Cash From Financing	\$91,315.36	(\$45,305.67)	(\$47,009.66)

2024

2025

2026

Summary

Starting Cash	\$0	(\$21,813.94)	\$614,672.54
Cash In	\$658,533.50	\$1,315,877	\$2,393,803.50
Cash Out	\$680,347.44	\$679,390.52	\$786,470.13
Change in Cash	(\$21,813.94)	\$636,486.48	\$1,607,333.37
Ending Cash	(\$21,813.94)	\$614,672.54	\$2,222,005.91

 Help tip

Create a projected balance sheet documenting your medical practice's assets, liabilities, and equity.

To unlock help try Upmetrics! 

Balance sheet

2024

2025

2026

Assets	\$40,206.06	\$668,712.54	\$2,268,065.91
Current Assets	(\$21,813.94)	\$614,672.54	\$2,222,005.91

	2024	2025	2026
Cash	(\$21,813.94)	\$614,672.54	\$2,222,005.91
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$62,020	\$54,040	\$46,060
Gross Long Term Assets	\$70,000	\$70,000	\$70,000
Accumulated Depreciation	(\$7,980)	(\$15,960)	(\$23,940)
Liabilities & Equity	\$40,206.05	\$668,712.49	\$2,268,065.86
Liabilities	\$68,315.35	\$35,009.66	\$0
Current Liabilities	\$33,305.69	\$35,009.66	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,305.69	\$35,009.66	\$0
Long Term Liabilities	\$35,009.66	\$0	\$0
Long Term Debt	\$35,009.66	\$0	\$0

	2024	2025	2026
Equity	(\$28,109.30)	\$633,702.83	\$2,268,065.86
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$50,000	\$50,000
Retained Earnings	(\$78,109.30)	\$583,702.83	\$2,218,065.86
Check	\$0	\$0	\$0

 **Help tip**

 **Medical Practice Business Plan**

Determine and mention your business's break-even point—the point at which your business costs and revenue will be equal.

This exercise will help you understand how much revenue you need to generate to sustain or be profitable.

To unlock help try Upmetrics! 

Break-even Analysis

	2024	2025	2026
Starting Revenue	\$0	\$508,533.50	\$1,824,410.50

	2024	2025	2026
Net Revenue	\$508,533.50	\$1,315,877	\$2,393,803.50
Closing Revenue	\$508,533.50	\$1,824,410.50	\$4,218,214
Starting Expense	\$0	\$559,642.80	\$1,201,707.67
Net Expense	\$559,642.80	\$642,064.87	\$747,440.47
Closing Expense	\$559,642.80	\$1,201,707.67	\$1,949,148.14
Is Break Even?	No	Yes	Yes
Break Even Month	0	Feb '25	0
Days Required	0	26 Days	0
Break Even Revenue	\$559,642.80	\$654,845.87	\$0
General Consultation	\$0	\$118,513.27	\$0
Dermatology Treatment	\$0	\$84,452.50	\$0
Health and Wellness Programs	\$0	\$451,880.10	\$0
Break Even Units			
General Consultation	0	2,370	0

	2024	2025	2026
Dermatology Treatment	0	1,689	0
Health and Wellness Programs	0	1,284	0

Financing needs

 **Help tip**

 **Medical Practice Business Plan**

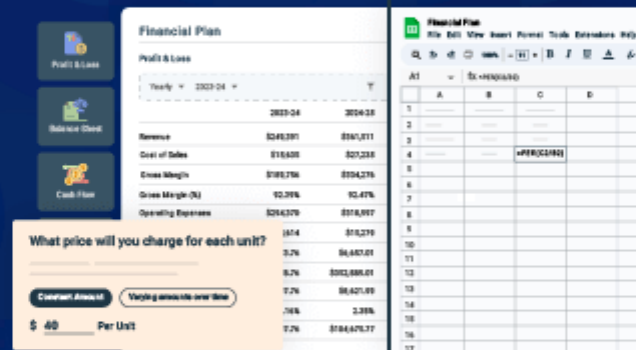
Calculate costs associated with starting a medical practice business, and estimate your financing needs and how much capital you need to raise to operate your business.

To unlock help try Upmetrics! 

Start writing here..

Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.

The image shows the Upmetrics Financial Plan interface. On the left, there are three buttons: 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Profit & Loss' report for the year 2023-24. Below the report, there is a section titled 'What price will you charge for each unit?' with a table for unit pricing. On the right, there is a green icon representing a spreadsheet.

	2023-24	2024-25
Revenue	\$245,391	\$181,111
Cost of Sales	\$18,608	\$27,238
Gross Margin	\$196,783	\$154,273
Gross Margin (%)	80.21%	85.17%
Operating Expenses	\$284,379	\$318,957
	1814	\$15,279
	3.7%	\$6,657.01
	6.7%	\$912,695.01
	7.2%	\$8,621.00
	.16%	3.38%
	7.2%	\$184,675.77

What price will you charge for each unit?

Current Amount	Variable amounts per unit
\$ 40	Per Unit

Upmetrics could be your way out of boring & clumsy spreadsheets. Simply enter the numbers, and get accurate and easy-to-understand financial reports made in minutes - no more remembering complex formulas or fussing in the spreadsheet.

[Start your planning today](#)

9.

Appendix



REMEMBER

When writing the appendix section, you should include any additional information that supports the main content of your plan. This may include financial statements, market research data, legal documents, and more.

To unlock help try Upmetrics!

Create a winning business plan that gets you funded

Creating a stunning and investment-ready plan requires no writing, graphic designing, or financial planning expertise.

Upmetrics has all the features required to help you create a comprehensive business plan—from start to finish. Make no mistakes, it's the modern way of planning to structure ideas, make plans, and create stunning pitch decks to awe investors.

Pitch decks that impress investors

Create pitch decks that provide a visual representation of your business, engage investors, and make them want to invest in your business idea.

Stunning cover page designs

With Upmetrics, you have the liberty to choose from multiple stunning cover page designs. Choose a creative design and make your plan stand out.

Online sharing made simple

Upmetrics makes online sharing quick and easier for users. Easily share your business plans with a link while tracking reader activity.

Interactive plans in no time

Import business plan sections like—SWOT analysis, comparison tables, and others to create an interactive business plan. No designing skills are required.

500+ sample business plans

Simply import a template from our library of sample plans into the editor and start customizing it to make it yours. It takes only a few clicks to get started.

Collaborate with team in real-time

Invite team members, initiate conversations, discuss ideas & strategies, share feedback, and work on a business plan in real-time.



Mariia Yevlash



Student, Sumy State University – Ukraine

The most helpful feature was to make a business plan out of a simple idea. Thankful for all the tools provided, **especially AI which did a great impact on my work.**

Create winning Business Plans with our

AI Business Plan Platform

Get Started Today!

15-day money-back guarantee

