

## **Steps You Should Know Before Opening Your Dental Practice**

### **9 to 12 months before opening**

- Write a business plan
- Prepare your personal and business budget
- Contact your lender about financing options
- Obtain a demographic analysis of the area(s) you are considering
- Find a location through a commercial realtor or local equipment representative
- Work with a lease negotiator to negotiate the terms and conditions of your contract
- Meet with your accountant and attorney to review your plans
- Select and hire the rest of your project team
- Obtain proper licensing from the appropriate experts on your team
- Meet with your architect, interior designer, and/or equipment representative to develop office design
- Meet with your equipment representative to begin equipment selection
- Write a marketing plan and order communications materials (business cards, brochures, announcement banner, etc.)
- Create a database of prospective patients and friends of the practice — everyone you meet

### **2 to 4 months before opening**

- Review your finances and refine overhead projections
- Meet with your accountant to apply for Federal Tax Identification and employment identification numbers
- Obtain insurance including property, Workers' Compensation, disability, overhead, liability, and malpractice
- Credential with insurance companies
- Finalize and start implementing your marketing plan, including launch of your website
- Post a "Coming Soon" banner announcing the opening of your new dental practice
- Send periodic emails to your list of prospective patients
- Meet with your supply representative to begin developing your initial order
- Set up credit card processing
- Network with local business owners

### **1 month before opening**

- Review your finances and refine as necessary
- Begin interviewing and hiring staff
- Work with your contractor, equipment representative, interior designer, supplier, and marketing experts to finalize details for opening
- Start scheduling appointments
- Continue implementing your marketing plan

Behind The Scenes  
**DENTAL ADVISORS**

## Resources

### Financing

Jason Schneller  
Provide, Inc.  
[Jason.Schneller@getprovide.com](mailto:Jason.Schneller@getprovide.com)  
818-561-8106

### Space Design

Nickerson Consulting  
Natalie Hickman  
[Natalie@nickersonconsulting.com](mailto:Natalie@nickersonconsulting.com) | 818.629.8280  
Kim Reddick  
[Kim@nickersonconsulting.com](mailto:Kim@nickersonconsulting.com) | 818.298.5320

### Construction

Garrett Poucher  
Garrett Construction Inc.  
[Garrett@garrettcorp.com](mailto:Garrett@garrettcorp.com)  
(661) 238-3338

### Business Operations / Practice Consulting

Sherri Nickerson  
Nickerson Consulting  
[Sherri@nickersonconsulting.com](mailto:Sherri@nickersonconsulting.com)  
442-222-4205

### CPA & Finances

Fazel Mostashari, CPA  
Dental CPA  
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818-884-2549

### Real Estate

Laura Ragle  
CARR Inc  
[laura.ragle@carr.us](mailto:laura.ragle@carr.us)  
424-313-4228

### Dental Equipment

Sean Fitzpatrick  
Patterson Dental  
[sean.fitzpatrick@pattersondental.com](mailto:sean.fitzpatrick@pattersondental.com)  
805-428-4192

### IT Services

Infinite Computing Technologies  
Eric Soto  
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Michael Mustac  
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### Websites & Marketing

Kayvan Mott  
The DocSites  
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818-489-9823