

Business Title here Business Plan

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Executive Summary

This section will provide a quick overview of your services, target customers, and goals. You will dive into each area in more detail in other parts of the business plan.

Service

Provide a quick summary of which services your ABA business will provide. Keep it short – you'll get into more details later. Use this section to provide your practice's value proposition. Also, consider the following:

- Any specialties you or your staff have
- ABA approaches you rely on in your practice
- How many hours per week will you work and on which days?

Customers

Describe your target audience here. Provide information on your target demographics, as well as psychographics. For example: "ABA Consulting focuses on clients between the ages of 2-10, with an autism diagnosis, and mild to moderate behavior concerns."

With this information, you can justify where you choose to provide services, whether in a clinic, school, home, or virtually.

Describe the market size in your area. If you're unsure, contact other ABA offices or doctor's offices. Or, depending on your specialty, you could consider that 1 in 44 people in the United States is diagnosed with autism. If you multiply 1/44 by your region's population, you will have some idea of the market size.

Future of the Company

Consider providing a one-to two-sentence description of where you hope to take your business. For example, is your aim to expand to multiple clinics, provide niche services, or offer telehealth services?

Company Description

Mission Statement

Your mission statement should answer the following key questions: Who is your target market? What services do you offer? Why do you offer these services? Your mission statement should be one sentence long and look one to five years ahead. Take your time and craft the right mission statement that communicates your big-picture message. What is your cause, and why are you doing this work?

The mission statement should encapsulate the heart of your company. The answer to "why" should be compelling and foundational to your business. Remember, you'll repeat this mission statement to your colleagues, funders, and clients. The information will feature prominently on your website and marketing products. Make sure this statement is memorable, concise, and personal.

Team members

Here, provide biographies of your leadership team. Consider providing headshots to give a more personal feel. Emphasize your leadership team's unique skills and strengths, mainly if you will be providing this business plan to potential external funders. Investors will feel more motivated to back an organization with a strong, experienced leadership team.

Legal Structure

Describe the legal structure of your company and where it is incorporated. For example, ABA consulting is an LLC incorporated in Seattle, Washington.

Market Research

Industry

Describe the status of ABA and the demand for BCBA's in your region. Here, emphasize that the need for ABA is expected to grow and that your methods will be evidence-based. Provide detailed market statistics and data to strengthen this section. For example, you can provide statistics on total US spending on autism care, special education, and other services you intend to deliver. Also, consider whether the diagnoses for specific behavioral or developmental disorders have increased. You will want to communicate that your business will meet a growing regional and national demand for BCBA services. Remember that many investors won't know much about ABA – use this section to educate them, and don't assume they have any prior knowledge.

Detailed Description of Customers

Here, expand upon the characteristics of the target customers in your Executive Summary (page 1). Repeat the target demographics and psychographics, but also describe the interests and needs of your clients. You can consider starting with a phrase like the following: "The typical client at ABC consulting will be 2-10 years old who needs help managing aggressive behavior and staying on task."

Next, describe how you will find and market to groups of your target customers. Consider where you will find high concentrations of target clients. Provide specifics on autism events, schools, neurologists, or clubs you plan to contact and visit. Articulate your marketing strategy. Will you host an open house event or market on Facebook? Will you create an Instagram page or a personal website to target clients? Will you handle the marketing alone or outsource to a public relations firm? Do you already have a pool of clients you work with who will follow you to your new practice?

Describe how target clients will contact you – by phone, in-person, social media, or email? Finally, describe your methods to convert an interested client into a paying, active client.

In this or another detailed section, list which insurance companies you plan to work with and your status in the insurance credentialing cycle if you've started already.

Company Advantages

Use this section to list how your ABA clinic will differ from other practices in your area. Emphasize what features make your practice unique. These features can include the types of insurance you accept, the location of your services, whether you provide bilingual services, the quality of your staff, and the psychographics you target.

Regulations and Insurance

Describe the types of insurance you will need, including general and professional liability. Provide your plan for complying with workers' compensation laws in your state. What kinds of legal structures do you have in place in case of a conflict with a client?

Financial Plan

First, describe your billing rate. Generally, new practices try to make their rates comparable with neighboring ABA clinics. Also, consider that some providers set non-negotiable billing rates. Finally, research to determine the ABA rates for service areas across the country. Your state's Medicaid rates for ABA services are a good place to start. Of course, your research will vary depending on your funding strategy. ABA Clinics that only accept private pay will have a much different financial plan than those relying on insurance and contracts with schools or regional clinics.

After determining your billing rate, provide an estimate of the billable hours you hope to achieve. This estimation depends on the number of clients you have and how many hours of therapy they will need. Start with the estimated clients you'll have in the first six months of your practice. For example, five children at 10 hours per week will total 50 hours per week. Multiply your billable rate by your billable hours and determine your projected revenue.

Finally, consider the staff you need, including BCBA's and administrative staff. Provide an estimate of their hourly wages and whether they will be full-time or part-time. Consider the benefits you will provide and how much these offerings will take out from your revenue.

Finally, list your fixed costs, like utilities, rent, software subscriptions, insurance, and rentals. Also, consider one-time or variable fees like the rates of any external support you hire (e.g., bookkeepers, marketing experts, accountants, etc.)

Don't worry about listing every single item in the business plan. Ideally, you will have already crunched the numbers yourself. This section should illustrate that your bottom line makes sense and show that you have considered all necessary revenue and expense sources.

Road Map and Goals

Goals

List your business opportunities and goals. These goals should be quantifiable, attainable, timely, and realistic. The goals should also align with your mission statement. Some examples include:

- Growing your billable hours
- Attracting a given number of clients
- Expanding and opening multiple clinics
- Growing your demographic served with specialized BCBA's
- Providing yourself and your staff with a specific salary

Roadmap

Describe a roadmap to accomplish each of your stated goals. For example, if you hope to attract 10 clients, list your specific marketing intervention to attract and convert these individuals. If you hope to make a particular salary, describe a financial plan reflecting your ability to meet your goals.

Finally, summarize how you intend to monitor your progress toward your goals.

ArtemisABA: Comprehensive Data Collection

ArtemisABA's practice management solution offers ABA providers an integrated system that allows them to collect various ABA data with unmatched comprehensiveness. For example, the software enables providers to capture session notes and signatures in one cloud-based solution easily. It allows providers to adjust the software to meet their unique practice needs. And it integrates all of that data collection into a complete system that provides tools for scheduling, billing and other business services.

With Artemis, you will achieve:

- Quick and easy recurring appointment scheduling for clients
- Prevent scheduling errors with a fully integrated platform that ensures 100% accuracy every time
- Optimize transparency with multiple scheduling views with options suited for every team member
- Change locations, providers, activities without re-entering data, and much more
- Get automatic alerts if there are scheduling conflicts or authorization issues

