

Phase Four:

Preparing to open (allow about 1 month)

Consult With Territory Rep to Select Merchandise and Small Equipment

- Pre-marketing activities
- Installation of equipment
- Inventory buildup and management
- Opening day

DDS Your personal Tasks	ESS Equipment Sales Specialist	HSFS Henry Schein Financial Services	FSC Field Sales Consultant
•	•		•
•	•		•
•			•
•	•		•

Phase Five:

After you open (ongoing)

Building Traffic

- Advertising
- Referrals
- Consulting options

DDS Your personal Tasks	ESS Equipment Sales Specialist	HSFS Henry Schein Financial Services	FSC Field Sales Consultant
•			•
•			•
•			•



For all your practice needs, contact your Henry Schein Sales Consultant or call 1-800-668-5558

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Create a Business Plan

What is the mission statement for your practice?

What Is Your Practice Philosophy?

- Clinical
- Patient experience
- Pre-qualify for available funds
- Secure working capital
- What are your growth aspirations?

What Are Your Financial Objectives?

- Revenue
- Capital budget

Is Your Current Facility Consistent With Your Business Goals?

- Is there enough space to meet your growth objectives?
- Does it represent the type of dentistry you do?
- Is your location optimal?
- Is it ergonomically designed?
- Is your equipment state of the art?
- Does it create a positive patient experience that will make the discerning patient want to come back?

Should You Buy, Build or Renovate?

- Can your current facility be updated to meet your needs?
- Is the space sufficient?
- What will it cost?
- What are the trade-offs?
- Will it ultimately meet the vision/mission of your practice?
- Are you better off buying an existing practice?
- Should you build?
- Determining ROI based on current and estimated business

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What is the mission statement for your practice?	•			•
What Is Your Practice Philosophy?	•			•
• Clinical	•			•
• Patient experience	•			•
• Pre-qualify for available funds	•		•	•
• Secure working capital	•		•	•
• What are your growth aspirations?	•		•	•
What Are Your Financial Objectives?				
• Revenue	•			•
• Capital budget	•			•
Is Your Current Facility Consistent With Your Business Goals?				
• Is there enough space to meet your growth objectives?	•	•		•
• Does it represent the type of dentistry you do?	•	•		•
• Is your location optimal?	•	•		•
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Should You Buy, Build or Renovate?				
• Can your current facility be updated to meet your needs?	•	•		•
• Is the space sufficient?	•	•		•
• What will it cost?	•	•		•
• What are the trade-offs?	•	•		•
• Will it ultimately meet the vision/mission of your practice?	•	•		•
• Are you better off buying an existing practice?	•	•		•
• Should you build?	•	•		•
• Determining ROI based on current and estimated business	•	•		•

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Phase One:
Getting Started (allow about 3 months)

	DDS Your personal Tasks	ESS Equipment Sales Specialist	HSFS Henry Schein Financial Services	FSC Field Sales Consultant
Build Your Team				
• Bank/Financial Funding Specialist	•		•	•
• Financial Consultant/Investor	•		•	•
• Realtor	•			•
• Equipment Manufacturer	•	•		•
• Lawyer	•			•
• CPA	•			•
• Henry Schein Office Design Consultant	•			•
• Practice Management Consultant	•			•
• Technology Sales Specialist		•		•
Site Selection				
• Demographics	•			
• Population	•			
• Growth	•			
• Age	•			
• Income characteristics	•			
• Competitive landscape	•			•
• Who is practicing nearby	•			•
• Other businesses that may drive or deter traffic	•			
• Regulatory issues	•			
• Zoning	•			
• Parking	•			
• License requirements	•			
• Detailed lease review (Cirrus Consulting)	•			

Phase One:
Build a Site Plan (allow about 3 months)

	DDS Your personal Tasks	ESS Equipment Sales Specialist	HSFS Henry Schein Financial Services	FSC Field Sales Consultant	HSDS Henry Schein Design Services
• Architectural Plan (outside of facility)	•			•	•
• Dental Design Plan (interior of facility)	•			•	•
• Layout	•			•	•
• Number of operatories	•			•	•
• Size of rooms	•			•	•
• Public, semi-private, and private zones	•			•	•
• Lighting	•			•	•
• Equipment selection	•			•	•
• Ergonomics	•			•	•
• Patient experience	•			•	•
• Expandable platform	•			•	•
• Budgeting	•			•	•
• Reputation of Manufacturer	•			•	•
• Warranty	•			•	•
• Installation	•			•	•
• After sales support	•			•	•
• Interior design	•			•	•
• Colour scheme	•			•	•
• Furnishings	•			•	•
• Flooring	•			•	•
• Accessories	•			•	•



Phase Two:
Design Process (allow about 3 months)

	DDS Your personal Tasks	ESS Equipment Sales Specialist	HSFS Henry Schein Financial Services	FSC Field Sales Consultant	HSDS Henry Schein Design Services
Design Your Office					
• Organize all information into preliminary plan	•	•		•	•
• Work back and forth with revisions	•	•		•	•
• Troubleshoot flow issues	•	•		•	•
• Troubleshoot code compliance issues	•	•		•	•
• Maintain good code communication with ESS					
• Finalize Equipment Order/Purchase Agreement	•	•		•	•
• Produce final spec plans per ESS's specifications when applicable	•	•		•	•
New Construction					
• Design build- new building from the ground up	•	•		•	•
Leasehold - Build Out of an Existing Empty Suite					
				•	•

Phase Three:
Construction Process (allow about 7-11 months)

	DDS Your personal Tasks	ESS Equipment Sales Specialist	HSFS Henry Schein Financial Services	FSC Field Sales Consultant	HSDS Henry Schein Design Services
Establish Construction Documents					
• Finalize Equipment Order/Purchase Agreement	•	•		•	•
• Coordination between Henry Schein/Equipment Manufacturer/Architect	•	•		•	•
• Apply for permits	•			•	•
Bid Process					
• Award bid (selection of General Contractor)	•	•		•	•
• GC determines Subcontractors	•			•	•
• Determine Project Manager – typically Equipment Sales Specialist	•	•		•	•
• Establish construction schedule	•			•	•
Construction Begins					
• General Contractor meets with Project Manager to manage trades and job changes	•			•	•
• Project Manager coordinates layout of mechanical specifications for dental equipment and directs GC to instruct trades	•	•		•	•
• Delivery of equipment is handled by Project Manager to meet opening of office	•	•		•	•

