

Below is a general checklist with accompanying considerations to keep in mind before opening an integrated medical center. (In reference to [*The Emerging Market in Medical Fitness*](#))

1. Real-estate
 - Location: Small office inside a clinic, physical therapy space during off hours, rent separate space, parks, recreation centers, or contract with local fitness clubs that allow independent contractors
 - Size/Space Needs: Can start small and grow as volume dictates; offering more than 1-to-1 training has larger space requirements
2. Business and System Plan
 - Type of Medical Practice: Medical fitness centers may operate within Hospitals, Family Practice, Sports Medicine and Orthopedics, OBGYN, Pain Management, Physical Therapy, Aesthetics, Functional Medicine, Chiropractic, and more
 - Clinical Integration: How will the model benefit each department? How will the departments communicate and operate effectively with each other?
 - Billable Tests and Services: Biometric labs, metabolic testing, digital pulse analysis, Vo2 Max, bioimpedance analysis, heart rate variability, food sensitivities, allergies, nutrient testing, hormone testing, genetic testing, EKG, stress testing, and more
 - How to Cross Promote/Refer: E.g. using health history and exercise screening to determine if a patient should start with medical testing before beginning a training program
 - Type of progressive exercise system used to best serve sedentary, high-risk, and/or injured patients
 - Where do patients start, and where/when do they transition? Can a patient progress from medically supervised, to 1-to-1, to group, and then to boot camp?
 - Corporate Wellness Opportunities
3. Goal Setting
 - Understanding investment, operating costs, revenue projections, and break-even benchmarks
 - Forecasting based on market research and similar models
4. Legal Structure
 - Business Entity Type: E.g. Sole Proprietor vs. Partnership vs. LLC vs. Corporation
 - Compliance Systems: HR, HIPAA, Corporate, OSHA, Blood Borne Pathogens, Work Comp
 - Professional and Liability Insurance
 - Stark/Anti-Kickback Laws
 - Insurance Contracts/Networks/Affiliations: One must choose between using insurance, cash, or a hybrid model; when operating as medically supervised, patients can use health savings accounts and flex dollars with letter of medical necessity
 - Accounting, Billing and Payroll
5. Purchasing Equipment
 - Used vs. New Equipment
 - Equipment designed for obese and high-risk patients
 - Insurance Billed or cash-based medical diagnostic tools
 - Developing Integrated Infrastructure: Choosing the appropriate software that offers cross-department communication, point-of-sale, scheduling system, and outcome tracking.

6. Developing your Medical Fitness Operating Systems

- Services Offered: Personal training, semi-private training, boot camps, dietitian, cooking classes, eating out with trainer, shopping tours, behavioral sessions, and other unique offering
- Intake System and Pricing Structure
- Client Progress Tracking and Retention Systems
- Lead Generation, Conversion and Referral Systems
- Private Studio vs. Open Membership

7. Marketing

- Social Media and Email Platform Setup
- Soft Launch and Grand Opening
- Free Marketing Mediums vs. Paid Advertising
- Direct Response Marketing
- On-Line and Off-line marketing
- Done-For-You Campaigns
- Low Barrier Offers and Transformation Contests
- Marketing Tracking Systems