Valid Business Plan

Dentists applying for a Practice Support Grant must submit a valid business plan. Their business plan should include detailed information regarding their existing practice, their prospective practice location and plans to meet the requirement of a patient caseload comprised of a minimum of 30% Medi-Cal beneficiaries and within 10% of the Medi-Cal patient caseload proposed in their application.

Elements for consideration will be:

- **General Company Description:** In general terms, applicants must describe their dental practice and the services they will provide. What are their business's goals and objectives, legal form of ownership, business hours and how their business will advance access to care for Medi-Cal Dental beneficiaries.

- **Products and Services:** Detailed description of products and services, estimated payor mix and competitive advantages and disadvantages.

- **Economics:** Detailed description of percentage of Medi-Cal beneficiaries in region, number of dental practices or community clinics in community they want to serve, market share analysis and growth potential and opportunity for what they're planning.

- **Patients / Consumers:** Applicants should identify their targeted patient demographics, competitors and marketing strategy.

- **Proposed Location:** How does their proposed location fit the goals of the CalHealthCares program, describe desired practice location and location costs.

- **Personnel:** Number and types of employees, projected employee salaries, other dentists practicing at location, and associate dentist contractual provisions.

- **Equipment and Supplies:** Description and cost estimates of equipment and supplies to be purchased.

- **Revenue Forecast/ Financial Plan:** Description of projected revenues in the first year, 12-month profit and loss projection, a four-year profit and loss projection, a cash-flow projection, a projected balance sheet and a break-even calculate.