Valid Business Plan

Dentists applying for a practice support grant must submit a valid business plan. Your business plan should include detailed information regarding your existing practice, your prospective practice location and plans to meet the requirement of a minimum of 30% direct patient caseload serving Medi-Cal beneficiaries.

Elements for consideration will be:

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

- **Products and Services:** Detailed description of products and services, estimated payer 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 you want to serve, market share analysis and growth potential and opportunity for what you’re planning

- **Patients / Consumers:** Identify your targeted patient demographics, competitors, marketing strategy

- **Proposed Location:** How does your 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 that will need 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 calculation.