Congratulations on making the decision to start your own practice.
We admire your mission-driven, entrepreneurial spirit. One of the best ways to begin is by delving into insights from other doctors and clinicians who have started their own practice — and we’d love to help. This high-level timeline resource was developed with one of our recent start-up clients, with the goal of helping others begin their journey.

6 - 12 months before launch
- Determine business model and entity, and set up a corporation with the help of a lawyer. Corporate set up will generate a tax ID # (TIN)
  Tip: The most common is an S corp
- Establish a business address, not necessarily a permanent one
- Start the credentialing process
  Tip: Consider using a specialist with local knowledge about payors. It can take 4-6 months or longer to complete the credentialing process (This is the first thing to do after incorporating)
- Apply for a new group NPI number, DEA & state controlled substance (if applicable) number
- Start the search for strong staff candidates

5 months before launch
- Evaluate an EHR, practice management, and revenue cycle solution
  Tip: Consider a cloud-based solution to reduce upfront costs
  Tip: Choose a vendor that’s financially invested in your success and keeps pace with industry changes
  Tip: Your ideal EHR will update automatically, without costly upgrades

4 months before launch
- Look for office space and secure a lease
- Develop marketing plan and online presence with a new website

3 months before launch
- Meet other independent clinicians in your area to create a referral/call network
- Start acquiring equipment
- Finalize staffing decisions
- Set up malpractice insurance

2 months before launch
- Finalize your credentialing and other paperwork
- Set up payroll, Workers’ comp, and insurance
- Meet with a tax professional
- Get medical and office supplies

1 month before launch
- Announce your practice to specialists, hospitals, pharmacists, alternative care providers and patients
- Publicize your new practice
  Tip: Reach out to press contacts, place announcements in local publications and online, and start a social media campaign
- Host an open house, and provide practice brochure materials

Have more questions? Reach out to athenahealth experts at 1-800-981-5084