

This checklist includes the common items required to get an allied health practice to the point of seeing clients. You are likely to not need everything on this list as it covers a variety of health services, so just consider items relevant to your situation. Tick off items as you complete them. If you have any questions please get in touch with our office for a free chat on 07 4646 2470 or [admin@crunchpracticesolutions.com.au](mailto:admin@crunchpracticesolutions.com.au)

Tick	Item	Notes
	<b>Come up with your practice's name</b>	<i>Say what you do. Avoid acronyms. Keep it short and memorable. Use a tag line to describe what you do.</i>
	<b>Do a trademark check</b>	<i>Make sure someone else hasn't put a trademark on the name you want to use <a href="http://pericles.ipaustralia.gov.au/ols/tmcheck">http://pericles.ipaustralia.gov.au/ols/tmcheck</a></i>
	<b>Register your business name with ASIC</b>	<i>ASIC – Australian Securities and Investments Commission. You need to do this before you can trade. <a href="http://www.asic.gov.au">www.asic.gov.au</a></i>
	<b>Organise an ABN</b>	<a href="http://www.business.gov.au">www.business.gov.au</a>
	<b>Register as a Company if necessary</b>	<a href="http://www.asic.gov.au">www.asic.gov.au</a>
	<b>Arrange Medicare provider number</b>	<i>Can take up to 6 weeks</i>
	<b>Order Hicaps/tyro machine</b>	<a href="http://www.hicaps.com.au">www.hicaps.com.au</a> <a href="http://www.tyro.com">www.tyro.com</a>
	<b>Set up a contract for staff and Position Description</b>	<i>There are online companies who have downloadable templates. Always seek legal advice.</i>
	<b>Organise a logo</b>	<i>This requires professional assistance. Your logo is extremely important as it sets the image for your practice. It must look professional. Keep in mind how it will look embroidered onto uniforms. Don't do something you like, think of what will appeal to your clients and reflects your business well.  We have a logo design service - <a href="#">Find out more</a></i>
	<b>Get insurance</b>	<i>You will need professional indemnity and public liability insurance. You may also need other insurances. Some industries have a preferred provider which may offer a discounted rate.</i>
	<b>Establish your practice location</b>	<i>Your own clinic/shared space/on-site e.g. GP clinic, pharmacy. Be careful not to sign a lease period that is beyond what is viable for a new business. You don't want to get stuck in a lease.</i>

Tick	Item	Notes
	<b>Buy a Domain Name</b>	A domain name is the URL for your website and the extension for your emails e.g. professionalphysiotherapy.com.au. You can purchase this through us if you like. You will need an ABN to purchase. <a href="#">Enquire with us</a>
	<b>Set up emails</b>	You can do this through your domain host (using your website domain e.g. sarah@professionalphysiotherapy.com.au. If viewing emails on multiple devices, it can make things simple if you use a service such as <a href="#">Microsoft 365 Exchange</a> as this will ensure your emails sync smoothly.
	<b>Get business/appointment cards</b>	These are relatively inexpensive and a necessity. If you have a DNA fee, mention this on the card. Consider if you want an 'appointment' section on the card so you can fill in the details of their next appointment.  We have a business card design service - <a href="#">Find out more</a>
	<b>Purchase a desktop computer/laptop/tablet</b>	The nature of your service will dictate the type of device you purchase. If you will be doing outreach clinics then a tablet or laptop would be essential. Remember, if you are running online appointments you will need a computer that can handle this. And grab yourself a high quality web cam and wireless headphones/microphone.
	<b>Set up a website</b>	A website is a must for all credible businesses. Researching a service online is the first thing most people do before making an enquiry. Equally important is the look of your website. This is the face of your business, and if it looks unprofessional, your service will be perceived as such. If you have artistic skills, then there are many do it yourself options such as <a href="#">Squarespace</a> . But this is definitely not everyone's cup of tea so feel free to contact us to discuss building a website for you.  <a href="#">Enquire about us building you a website</a> <a href="#">Read more about our website design service</a>
	<b>Purchase a scanner</b>	A scanner with a feed function could be handy if you do a lot of scanning.
	<b>Purchase a printer</b>	Possibly a multifunction would be sufficient so no need to buy a scanner separately.

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	<b>Data back up &amp; storage</b>	<i>If not using cloud based software then you will need to plan your data backup procedure. There are cloud based back up options available as well. OR use cloud based storage such as <a href="#">OneDrive for Business</a></i>
	<b>Practice software</b>	<i>Cloud based software makes outreach services easy. There is a range of software available and depends if you need it for bookings and notes or just one or the other.  We recommend <a href="#">powerdiary</a></i>
	<b>Seek advice from a financial advisor</b>	<i>This is advisable from the very beginning, as there may be some things that are best put in place sooner rather than later, such as a loan to set up your business - if required.</i>
	<b>Register for GST and PAYG if applicable</b>	<i>If your turnover will be less than \$75,000 per annum, you may not need to register for GST. Always seek financial advice.</i>
	<b>Set up a business bank account and EFT card</b>	<i>If you are a sole practitioner you may just need to set up a new personal account and give it a nickname with your business name. It is important to keep your business financials separate so it can be easily managed. Check with your bank, financial advisor and accountant.</i>
	<b>Consider an overdraft for any temporary cash flow shortfall</b>	<i>Seek advice from your financial advisor, accountant and bank</i>
	<b>Develop a projected budget</b>	<i>Some financial software systems have budget templates.</i>
	<b>Set-up online financial software</b>	<i>Xero is commonly used as is MYOB. Some of these will link with your practice software, and some practice software will have the financial record keeping built in to it already.</i>
	<b>Organise a Bookkeeper and/or Accountant</b>	<i>A Bookkeeper can prepare your BAS each quarter and save you time and stress. They can also set up your chart of accounts. Speak to your Accountant about what to expect and prepare for your first years tax.</i>
	<b>Develop a business plan</b>	<i>Keep it simple so it is usable. What problem are you solving? How are you solving it that is unique? Who is your target audience? How are you going to deliver the solution? What do you need to get there?</i>



Tick	Item	Notes
	<b>Develop a business model</b>	<i>This helps you focus your ideas and keep your business and marketing on point. It's basically a blueprint of your business – what is your service, what are your key revenue streams, how are you delivering these?</i>
	<b>Develop a marketing plan</b>	<i>A marketing plan helps you to focus your efforts on what works and makes your \$ go further. This is key to not wasting money on things that are not fruitful.</i>
	<b>Organise your key documents into one location</b>	<i>Keep digital records and a hard copy folder for quick access Download our <a href="#">FREE cover sheet</a> with list of suggested documents</i>
	<b>Purchase clinical equipment and resources</b>	<i>Purchase all the equipment and resources you require to conduct your consultations</i>
	<b>Document your business processes</b>	<i>Set up business processes, procedures and policies. You will need to develop a privacy policy and put it on your website.</i>
	<b>Read the Guidelines for Advertising a Regulated Health Service</b>	<i>Make sure you follow the laws governing the way health services advertise: <a href="http://www.medicalboard.gov.au/Codes-Guidelines-Policies/Guidelines-for-advertising-regulated-health-services.aspx">www.medicalboard.gov.au/Codes-Guidelines-Policies/Guidelines-for-advertising-regulated-health-services.aspx</a></i>
	<b>Set-up a Business Facebook page</b>	<a href="http://www.facebook.com">www.facebook.com</a>
	<b>Set-up a LinkedIn profile and business page</b>	<a href="http://www.linkedin.com">www.linkedin.com</a>
	<b>Set up a Yellow Pages listing</b>	<i>There are <a href="#">free listings</a> available. This will give you a quick online presence.</i>
	<b>Directory listings</b>	<i>Get your practice details on the online and hard copy directories available in your area</i>
	<b>Organise signage</b>	<i>You may need signage for the awning, window, inside behind reception, on your vehicle, and an A-Frame on the footpath.</i>
	<b>Organise a telephone system</b>	<i>This will depend on the size of your practice. If you are a sole practitioner, you could use a mobile number. Alternatively, you can purchase a digital phone number that is diverted to your mobile number. For larger practices requiring a phone system with multiple handsets, you will need a digital system. These are great as you can easily add recorded messages, and set automatic time switches.</i>
	<b>Purchase a PO Box</b>	<i>If you don't have an office, you may like to get an <a href="#">Australia Post PO Box</a> subscription.</i>

**Crunch Practice Solutions** takes the confusion out of starting up your own allied health business. It's hard to know where to start and what to do! That's where we come in. We provide you with all the essentials you need to start seeing clients, with our [Simple Startup Bundle](#). Let us support you and make the startup process easy, quick and painless.

