

# START-UP CHECKLIST



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## Background Work

- ✓ Assess your strengths and weaknesses
- ✓ Establish business and personal goals
- ✓ Assess your financial resources
- ✓ Identify the financial risks
- ✓ Determine the start-up costs
- ✓ Decide on your business location
- ✓ Do market research
- ✓ Identify your customer
- ✓ Identify your competitors
- ✓ Develop a marketing plan

## Business Transactions

- ✓ Select a lawyer
- ✓ Choose a form of organization (proprietorship, partnership, or corporation, for example)
- ✓ Create your business (register your name, incorporate the business, etc.)
- ✓ Select an accountant
- ✓ Prepare a business plan
- ✓ Select a banker
- ✓ Set up a business checking account
- ✓ Apply for business loans (if applicable)
- ✓ Establish a line of credit
- ✓ Select an insurance agent
- ✓ Obtain business insurance

### First Steps

- ✓ Get business cards
- ✓ Review local business codes
- ✓ Obtain a lease (if applicable)
- ✓ Line up suppliers (if applicable)
- ✓ Get furniture and equipment
- ✓ Obtain a business license or permit (if applicable)
- ✓ Get a federal employer identification number (if applicable)
- ✓ Get a state employer identification number (if applicable)
- ✓ Send for federal and state tax forms
- ✓ Join a professional organization
- ✓ Get a starting date

### Specific to Medical Billing

- ✓ Educate yourself on OIG and HIPAA
- ✓ Check State laws
- ✓ Develop a Business Associate Agreement
- ✓ Develop a Compliance Program
- ✓ Research ongoing educational associations and networks

### Set-up

- ✓ Research software vendors/companies
- ✓ Research educational programs/training
- ✓ Obtain software demo/evaluation copies
- ✓ Research clearinghouses
- ✓ Set-up phone/fax/modem lines (separate is preferred)
- ✓ Order forms, coding books and other office necessities

### Marketing

- ✓ Create letterhead & business cards
- ✓ Prepare or obtain mailing lists
- ✓ Input or import leads to contact management software
- ✓ Prepare and mail your marketing materials
- ✓ Track and follow-up on all mailings



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