



BUSINESS PLAN

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I. TABLE OF CONTENTS

I. Table of Contents	[Page 1]
II. Executive Summary	[Page 2]
III. Business Description	[Page 2]
IV. Market Analysis	[Page 3]
V. Marketing Plan	[Page 3]
VI. Operations and Management	[Page 4]
VII. Competitive Analysis	[Page 4]
VIII. Development Plan	[Page 5]
IX. Financial Statements	[Page 5]
X. Facility Floorplan	[Page 6]

II. EXECUTIVE SUMMARY

My plan is to open an Addition Treatment business that will offer services for opiate as well as alcohol addiction. The owner of this business is Pebbles Stevens, A.N.P.-B.C. Our patient base will be primarily in the New Bedford area, and we will market to them with the following techniques: Direct mailing, Referrals, Website postings and publications in various news papers and magazines.

III. BUSINESS DESCRIPTION

This business will be in the Medical industry. Our business philosophy is Addiction Recovery through Healing of the Mind and Body, and we intend to implement that philosophy by providing the highest quality of care to patients of all walks of life. We are offering outpatient services by board certified Physicians and Nurse Practioners, and we believe we can be competitive because of the ever growing need in the community. Our goals are to have \$450,000 in annual sales, and to increase our sales yearly by 25%.

This particular industry is Addiction Treatment, and it is in an underdeveloped state. Growth predictions for the industry according to the Bureau of Labor and Statistics they are projecting a 21% growth rate over the next 10 years 2008 – 2018 for the hiring of new substance abuse counselors for drug addiction, alcohol addiction, gambling addiction as well as eating disorders. Only mental health counselors eclipse this growth rate over the same 10 year span at 24%. , and our company will succeed within those predictions because we will not only provide outstanding care but we will provide referrals to other industry professionals as needed to help each patient to meet their recovery goals.

While many other industries are contracting and exporting jobs overseas this is an industry that appears to be headed towards double digit growth for the long haul for better or worse. The good news is that there will be many more substance abuse counselors to help people with addiction; the bad news is that there is still an increased demand for addiction counselors. The other piece of bad news is that it appears that demand will outstrip supply for people who want help kicking their addictions.

This business is particularly set to succeed because of our specific strengths and skills, which are based in continuing education and community involvement, so we provide an array of benefits to the patients.

This business has been legally set up as an LLC.

IV. MARKET ANALYSIS

Our services are perfect for this industry at this time because the addiction rate continues to grow. We have competition, but we differ from them, in that we offer specific treatment plans designed with the individual patient needs in mind as well as meeting all state and federal guidelines. Our prices and fees are based on the Medicare Standard, while offering reduced rates for those uninsured or in financial stress, which allows us to provide a level of care unmatched by our competition.

In 2011, 18.9 million adults in the United States had past year substance use disorder (SUD), and 41.4 million adults had mental illness in the past year; 6.8 million adults experienced both (Figure). Among adults with SUD, 36.1 percent also had a co-occurring mental illness, whereas, among adults without SUD, 16.2 percent had mental illness. Among adults with mental illness in the past year, 16.5 percent had SUD, compared with 6.3 percent of adults who did not have mental illness.

V. MARKETING PLAN

Marketing is a big part of this business, and we intend to implement a two-part marketing strategy, which will include extensive advertising and referral packets to be given to local walk-in-clinic, probations department, churches and many other many other local resources where our target patients may be looking for assistance. This will easily help us target our demographic in the New Bedford area. The market size is the City of New Bedford and its surrounding Townships, and is predicted to expand further along the south coast over the next 5 years.

We have a corner on the Addiction treatment market, and we will take that over by offering complete care for the patients' addiction in a tranquil and inviting environment.

VI. OPERATIONS AND MANAGEMENT

Our business will be located 67 Brigham Street, New Bedford, MA 02740, because of the proximity to the hospital as well as primary care practice and a Women's Center. There is on street parking for patients as well as 4 parking spaces behind the building with access to additional parking lot approximately 100 yards away. There are several similar businesses in the area, and we are comfortable being near them because of the complementary nature of the businesses.

Research indicates that this service will reach capacity in the first 3 months requiring further expansion, based on similar businesses like Clean Slate. Forecasted sales are \$450,000 over a one year period. We will do internal production studies as well as patient participation studies to ensure that those forecasts are a reality.

Our services will be offered Monday through Friday with some weekend appointments, and we will employ (4) four full time employees to take care of the schedule. We are looking for additional Physicians to assist in meeting the program demands, and they need to be board certified with all appropriate licensure in order to see our specific patient type. Management will come from the Owner, and will be trained through (CME) continuing medical education and seminars on the specialty.

VII. COMPETITIVE ANALYSIS

Our competition is Clean Slate. They offer their services at the same rate as allowed by the individuals' insurance carrier. They hold a 50 percent market share.

Patients use the services from this business because of lack of options and availability. Our company would fare better because our intention is to offer a more conducive environment for healing.

VIII. DEVELOPMENT PLAN

The business will be developed over the course of 6 months. Marketing will begin June 2015 with a billboard on Rt. 18.

Our organizational structure will be fully staffed, with (2) management team members, (3) employees and (2) Doctors with one acting as Medical Director.

Our monthly costs will be \$15,000 because of Rent, Utilities, Payroll, and Misc. Expenses, with anticipated revenue of \$37,500 each month with revenue increasing exponentially with each provider added to the list of supervising Physicians.

IX. FINANCIAL STATEMENTS

These are personal financial statements for the owner Pebbles Stevens A.N.P-B.C... All assets and liabilities are listed and attached.

1. Personal tax return
2. Business line of credit
3. Lease agreement
4. Form: SS-4 (EIN)
5. Certificate of Organization
6. Credentials
7. Group National Provider Number (NPI)