



Opening A New Location?

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Why A New Location?



Growth / Space

Not enough room for clinicians or patients. Hired new clinicians, patient demand exploding, added a service line.



Opportunity

New zip code/neighborhood. Practice closing or looking for a new owner. Patients coming from a long distance. New school.



Threat

Can't hire staff or clinicians. Patient base shrinking. Bad lease or landlord. Physical disaster.





What Does the Location Need?



Productivity

Where will the patients at the new location come from?



Lifestyle

This is your chance to design a space that works for you.



Organization

If your present office isn't organized, the new one won't be better - it will be worse. You need a leader at the new site. More square footage doesn't solve scheduling problems.

You need a budget and a plan!

If you can't replicate your culture and workflows, you're not scaling — you're fracturing.

If someone dropped \$500K in your lap today, would you be better with a second location... or fixing your first one?

[Forbes 2025: Scaling Success and Culture](#)



Build a Budget and Plan



Revenue Math

It's always a math problem...
**patients : clinicians : exam
rooms.**

Do your homework: visit
demand, patient volume,
clinician productivity.



Expense Math

Startup costs: Fit up,
marketing, credentialing

Ongoing costs: Rent/mortgage,
utilities, staff



Questions For Your Plan

Business Plan Prep

Who is going to manage the new location?

How are you going to pay for the expansion?

How will the payor mix at the new location differ?

How long - really - to complete fit up? How long to get credentialed, staffed? And how long until profitable?

Should you expand your hours or add telehealth instead?

What is your five year vision for both locations?

How are you going to pay for the expansion?

Buying, building, or leasing?

Consolidate on weekends, holidays?





Finding your space

Once you have determined that you need a new or additional space, the most important decision you will make is *where* it will be.

Remember that you are planning for the future - five, ten years from now - not today.



Improvements

Parking. Proximity to clinicians. Public transportation. More waiting room...less waiting room. Proximity to other businesses.




Get a broker!

A commercial real estate broker won't cost you anything and works *for you*.



Lease Considerations

Consult the professionals, hire an attorney!



Opening Your space



Marketing

Social media, signage, updating Google/Apple records, direct patient messaging.

Credentialing

Start credentialing the day you know your address!
Straighten out your NPIs.

Staffing

Clinicians, staff, Hiring plan.

Buildout

Schedule, schedule, schedule.
Wired vs. wireless. Waiting room size.

TELL YOUR VENDORS

Phones, Internet, EHR, data conversion(?), billing service.

ASSEMBLING SUCCESS: YOUR NEW LOCATION ADVENTURE!

From First Brick
to Final Build,
Together With
PCC!





**PROJECT TEAMS UNITE:
STACK BRICKS, BUILD THE
VISION!**

ENSURE SUCCESS (ES) TEAMS

- The ES Master Builders coordinate projects, lay the tech foundation, and power up patient communication—snapping every brick into place for success.

GET PAID (GP) TEAM

- The Brick Bankers stack claims and payments to keep billing running smoothly.

CLINICAL DOCUMENT EXCHANGE (CDX) TEAM

- The Data Bridge Builders connect eRx, interfaces, and interoperability—linking every clinical brick.

CLIENT-SIDE TEAM

- Client Mission Leaders define scope, map timelines, coordinate tech, configure schedules, track vaccines, prep reporting, update payors, and train teams—snapping every startup brick into place.

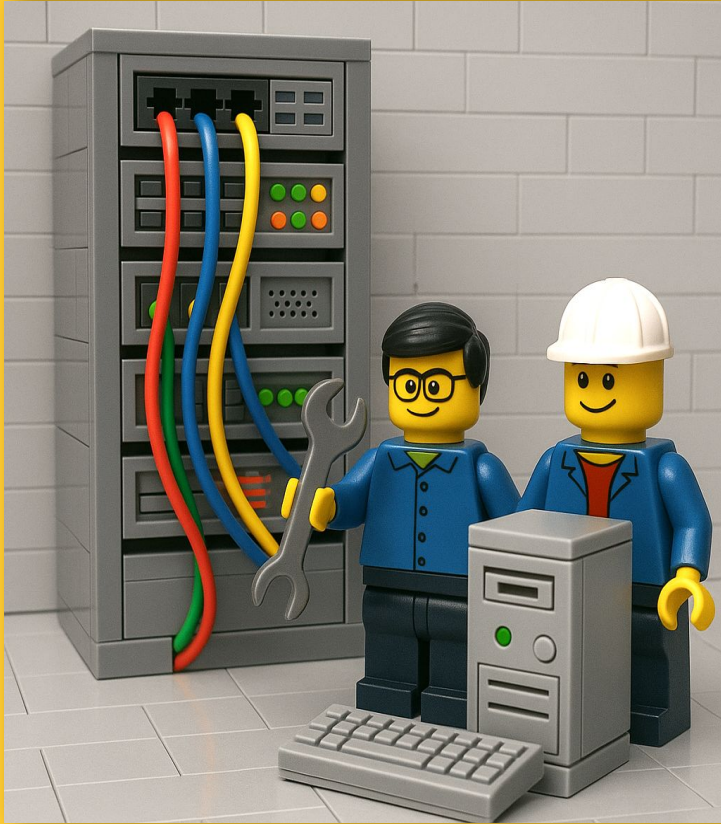
PROJECT COORDINATION CENTRAL: WHERE PLANS SNAP TOGETHER

- **Snap in the Sales Rep**
Your PCC Sales Rep will join us to help kick off the build and guide the early planning.
- **Blueprint Meeting**
You'll meet with PCC to lay out the vision, set expectations, and map the project plan together.
- **Brick Assignments**
PCC will assign tasks across the PCC team, ensuring every part of the project has a dedicated builder.
- **Piece Connection**
PCC will handle the behind-the-scenes setup, coordinating hardware, networking, software, and operations so everything fits smoothly.
- **Keep the Build Talk Flowing**
We'll stay in the loop with regular updates and check-ins to keep progress clear and steady.
- **Your Master Builder**
You'll have a designated PCC lead. Your go-to contact who's managing the big picture and keeping all the bricks aligned.



NETWORK & HARDWARE

Heroes



- **Assess Client's IT Setup and Local IT**
Meet the Brick Builders: Your Local IT & Tech Crew
- **Internet Setup Plan (New Static IP)**
Laying the Foundation: The Static IP Brick Drop
- **Floor Plans and Mapping**
Blueprints & Brick Routes: Mapping the Build
- **Equipment (Firewall, Switches, WAPS, UPS)**
Gear Up! Snap-In the Power Bricks
- **DNS Updates**
Name That Brick: DNS Tune-Up Time
- **Interoffice Connectivity**
Bridge the Bricks: Linking Every Room Together
- **Printer & Scanner Verification**
Print-Test Approved: Brick by Brick Validation

THE COMMUNICATION BUILDERS: PATIENT ENGAGEMENT SQUAD

- **Notifications**

Click into action with smart patient reminders!

- **Portal Payments**

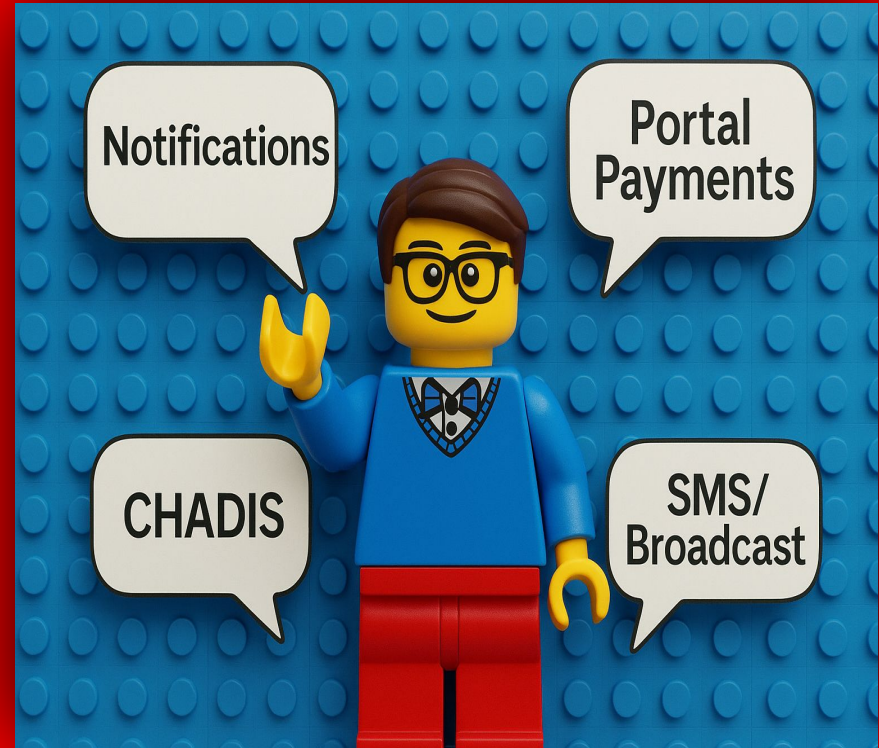
The Payment Click: Fast, easy, done!

- **CHADIS**

The Brain Boost: CHADIS powers pediatric screenings with ease.

- **SMS/Broadcast**

The Mega-Megaphone: Send updates and alerts in a single blast!





THE MONEY BRICKLAYERS: BUILDING BILLING FOR YOUR NEW LOCATION

- **Snap In the POS Brick**
Confirming Place of Service, One Stud at a Time
- **Build the Roster Brick**
Adding New Providers to your EDI Structure

THE SCRIPT STACKERS: eRx POWER TEAM

- **Set the Scene: Location Go-Live Date**
Snapping the foundation into place!
- **Script Scheduler: eRx Timeline Build**
Planning prescriptions, step by step.
- **UserAdmin Builder: Access All Areas!**
Setting permissions like clicking on the final roof piece.
- **Snap Check: SPI Review**
Inspect every corner, make sure everything fits just right.
- **EPCS Power-Up: Get Ready to Go Secure!**
Prepping for the ultimate prescription lock system.





LINKING THE LEGO: INTEROP BUILD-OUT

- **The Vax Link: Snapping into the Immunization Registry**
Because every dose deserves a data connection!
- **Lab Link: Connecting eLabs to the Build**
Fast results, clicked into place.
- **The HIE Connector: Bridging Health Info Highways**
Your data, delivered step by step.
- **Hospital Handshake: Locking in Facility Connections**
Seamless care starts with a solid snap!

MISSION LEADERS: CLIENT-SIDE CHAMPS

- **Define the Build Zone**
Clarify scope and workflows
- **Plot the Brick Map**
Set go-live dates and location info
- **Update Payors: Get Paid!**
Lock in your claims pathway
- **Snap the Signal**
Coordinate networking needs
- **Stack the Stats**
Review reporting set up
- **Appointment Book Brickwork**
Configure visit types and schedules
- **Vax Tracking Brick**
Set up immunization and lot tracking
- **Train the Crew**
Prep team workflows
- **Lock in Your CLIA Certification**
Place the lab brick for testing power

