

Medesun Healthcare Solutions – Proposal – Franchisee

More demand for Medical Coders and Billers in US due to ICD-10 Coding System Implementation.

Medical Coders and Billers Demand Growing Annually by 80%.

Some Interesting Facts

ICD-10 Transition is like Y2K problem. Industry Needs Experts.

US Healthcare is Recession free. ICD-10 is a Billion Industry.

Franchisee Proposal Valid till June 10th-2014

- **US Healthcare is Recession Free Domain.**
- **Education is a Recession Free Business.**

About Medesun.

- Founded in 2009
- Trained over 5000 students
- Head office in Colorado, USA
- Classroom and Online Training Providers
- Pioneers and Leaders in ICD-10 Training and Implementation
- Pioneers and Leaders in ICD-10 Training and Implementation Support
- Medesun is the only institute in India to offer the RMC (Registered Medical Coder Exam)



About Medesun..

- Medesun is the only authorized institute in India for CMRS (Certified Medical Reimbursement Specialist Exam)



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About Medesun...

- Medesun is the only institute in India to offer the ICD-10 Coding Training
- 95 % Certification Rate (CPC, RMC, CMRS)
- Training Material developed by Experts and Experienced international faculties.

Medesun Founders



- **Dr. M. Santosh Kumar Guptha**

- ✓ Triple Certified AAPC Coder
(CPC, CPC-Out patient Hospital, CPC-Payer)
- ✓ Certified Professional Medical Auditor (CPMA, Certified by AAPC)
- ✓ Certified Coding Specialist (CCS-P, AHIMA)
- ✓ Registered Medical Coder (RMC)
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- ✓ Certified HIPAA Administrator (CHA)
- ✓ Certified Medical Reimbursement Specialist (CMRS)
- ✓ Certified Medical Billing Specialist (CMBS)
- ✓ Certified HL7 Specialist
- ✓ Certified EM Coding Specialist (CEMC)
- ✓ Certified Family Practice Coding Specialist (CFPC)
- ✓ Certified Internal Medicine Coder (CIMC)
- ✓ **AHIMA ICD-10 Approved Trainer**
- ✓ **AHIMA ICD-10 Ambassador, India**
- ✓ **12 years Experience in US Healthcare. Worked in various US Hospitals and Clinics**

Medesun Founders

- **Dr. Mohd Yaseen Mohuddin, MD, CPC,**
- **CPC-P, CCS, CPB, CPMB, CPMA, ICD-10**
- **Consultant®**
 - ✓ 10 years of Teaching Experience
 - ✓ ICD-9 to ICD-10 Migration Expert
 - ✓ Authored various ICD-10 related online publications
- **Dr. Sashikanth, CPC, CPMB, ICD-10 Analyst®**
 - ✓ ICD-10 Trainer and Migration Expert
- **Saptagiri, CPC, CPMB, CSCS, ICD-10 Analyst®**
 - ✓ ICD-10 Trainer and Migration Expert
- **Dan Turner, CPC, CEMC, ICD-10 Analyst®**
 - ✓ ICD-10 Trainer and Migration Expert



Why Medesun ?

- ✓ Medesun is Global Brand in Medical Coding and Billing Training
- ✓ Pioneers and Leaders in ICD-10 Training
- ✓ Excellent Training Material by International Faculties.
- ✓ Job oriented and Certification oriented Training.
- ✓ Train and Proctor RMC, CMRS, ICD-10 Analyst and ICD-10 Consultant Certification Exams

Be our Franchisee

- Potential Earnings-up to 1,20,000/-Per month
- We will **SHOW** you the **WAY** to success.



- ✓ Medesun Franchisee is NOT offered for the Software Training institutes, schools, colleges etc.
- ✓ Medesun Franchisee is offered only for the **Certified Coders** (CPC/CCS/CCS-P).
- ✓ Franchisee fee is waived for Certified Coders.



Proposal:

To become an Medesun Franchisee for the training of the next Generation Coders and Billers under the Brand name of MEDESUN.

Locations:

Chennai, Delhi, Noida, Pune, Bangalore, Kerala (2locations), Ahmedabad, Mumbai, Jaipur, Nagpur

Investment



3 Lakhs Investment

ROI in Max 6 Months

The Details



Service Portfolio-Target Audience

- Medical Transcriptionists
- MT-Editors, Proof readers
- Life science Graduates
- BPT, B-Pharm, BAMS, BHMS, MBBS doctors
- Microbiology, Biotechnology Graduates

Training Offerings...

➤ Medesun Offers Three Unique Trainings...

- 1) Comprehensive Medical Coding and Billing Training for 45 days.
- 2) Medical Billing and Denial Management Training (20 days)..
- 3) Comprehensive **ICD-10** Training (6 days)...

Support



Training Support



- Web-Based E-Learning Inventory
- Classroom Training Material
- Medesun Coding Workbook and Guides for each student
- Web-Based Examination System
- ICD-10 Training Material and E-learning Inventory
- ICD-10 Made easy Tool for Teaching
- CPC, CCS, CCS-P Coding Certification Papers –for practice
- Hundreds of Practice Questions and Rationales Certificate of Completion
- Case studies and Various Handouts
- Periodic Onsite visits by Medesun Founders/Representatives
- Proctor RMC and CMRS Certification Exams
- Medesun Logo Printed Laptop Bag for each student
- Predesigned PPT Presentation on Various Coding Scenarios

Marketing Support

- Partnered with leading News papers
- Online Lead Generation
- Email Marketing
- Online Marketing through Google Classifieds
- Online Marketing through Google Classifieds
- Strategy and Planning Support
- Referral Support
- National Tele-call Marketing



Infrastructure Requirements

- 1000 sq.ft Space
- 15-seater space Two classrooms
- Counsellor-cum-Manager Room
- Staff Room Reception/Front Desk with visitor seating space

Investment

- Franchisee Fee : 2 Lakhs (Waived for Certified Coders and Billers)
- Service Tax (10.30%) : 20,000 (N/A)

Infrastructure Investment:

- Interiors : 20,000
- Air conditioner : 30,000
- Electrical fittings: 10,000
- Computers (5): 60,000
- Classroom and Office Furniture: 1,00,000
- Initial Marketing, Signage: 20,000
- News Paper Classified Insertions (30): 30,000
- Advance rent – One Month –20,000
- Miscellaneous : 10,000
- Total: 3 Lakhs (Approx.)

Franchisee Fee

- **Franchisee Fee Rs. 2 Lakhs (Waived for Certified Coders and Billers)**
- **Revenue Sharing on Overall Collection**
 - ✓ **70% Franchisee**
 - ✓ **30% Franchisor**
- ✓ **3 years agreement (Renewable)**

Projected Expenses per month

- Office Rent: 20,000
- Electricity, Telephone: 5,000
- Front Office Staff: 6,000
- Office Boy: 4,000
- Administration Expense: 5,000

Total: 40,000

Projected Income (Medical Coding and Billing Training)

- Number of Students Per Batch: 15 (2 hours/5days week)
- Capacity: 3 batches
- Average Fees: 12,000

Income:

- 100% Utilization: $12,000 \times 45 = 5,40,000$
- 50% Utilization: $12,000 \times 23 = 2,76,000$
- Average: $12,000 \times 25 \text{ students} = 3,00,000$
- Annual Expense: $40,000 \times 12 \text{ Months} = 4,80,000$
- Annual Turnover: 24,00,000

Profit:

- Annual Turnover: 24,00,000
- Expenses: 4,80,000
- Franchisor Fees: 7,20,000
- Total Profit: 12,00,000

Average Monthly Profit: 1,00,000 INR Per Month @ 60% Utilization

Additional Sources of Revenue

- **Certification Exam Intensive Training:**
7500/Student, Duration-15 days.
Training Material will be given by Medesun
- **RMC and CMRS Exam Proctoring:**
4000/Student
Online Exam
- **ICD-10 Training and Proctoring ICD-10 Certification Exams:**
7500/Student

What we look for

- ✓ Aptitude and Passion for education
- ✓ Commitment towards quality of the course and interest in the future of the students



<http://medesun.com>

Become a Business Partner