

## Mobile Health and Wellness Initiative Financial Plan

<b>Category</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>Revenue (Grants; gov/private/corporate)</b>	160000	550000	1000000
<b>Loans/Other Debt Receipts</b>	20000	0	0
<b>NVC Fundraising/Donations/App subscriptions</b>	30000	100000	200000
<b>Subtotal</b>	210000	650000	1200000
<b>Cost of Service for Each Beneficiary</b>	40000	100000	300000
<b>Wages (Doctors, Nurses, Admin Staff)</b>	140000	295000	495000
<b>Rent (Office, Mobile Clinic Storage)</b>	12000	24000	36000
<b>Utilities</b>	6000	10000	20000
<b>General and Administrative</b>	8000	12000	20000
<b>Marketing &amp; Community Engagement</b>	10000	17000	32000
<b>Medical Equipment &amp; Supplies</b>	25000	40000	60000
<b>Technology (HealPoint App Development)</b>	15000	20000	30000
<b>Transportation (Clinic &amp; Staff Travel)</b>	10000	25000	50000
<b>Estimated Income Taxes</b>	8845	16945	36490
<b>Capital Expenditures (RV &amp; Equipment)</b>	0	80000	100000
<b>Mortgage/Loan/Other Debt Payments</b>	5000	10000	20000
<b>Subtotal</b>	209845	649945	1199490
<b>Cash Flow</b>	155	55	510
<b>Starting Cash Balance</b>	0	155	1000
<b>Ending Cash Balance</b>	155	55	510

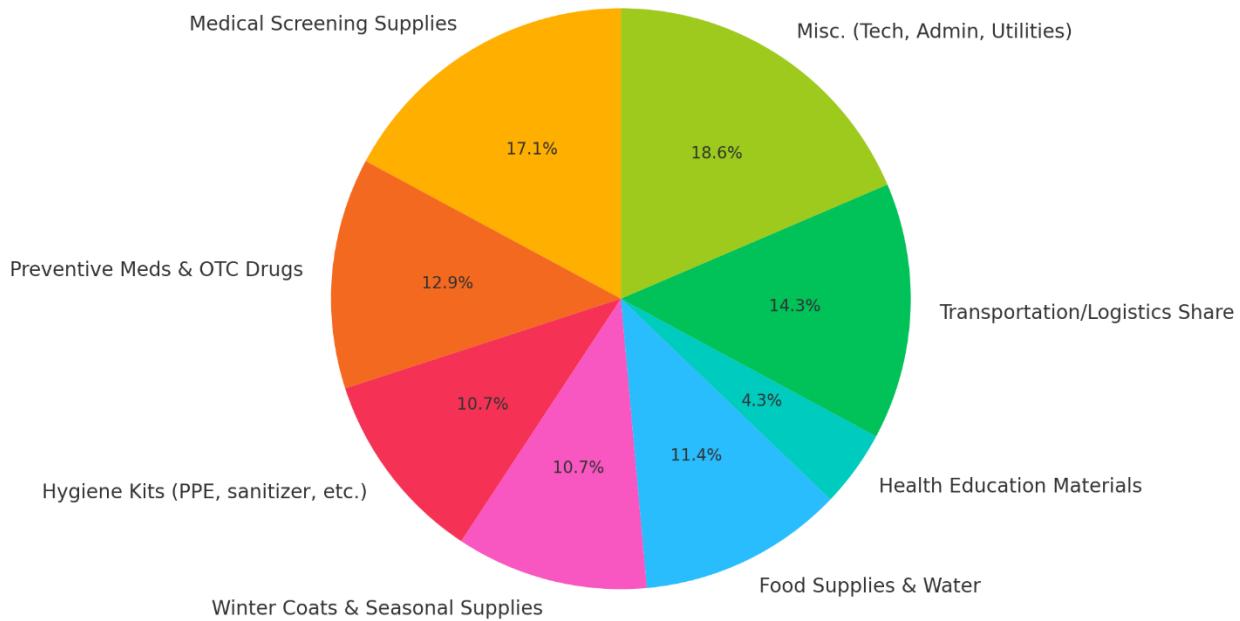
## REVENUE

Grant Type	Examples	Purpose in the program Program
<b>Federal Grants</b>	HRSA, SAMHSA, CDC	Support mobile clinic operations, mental health, chronic disease prevention
<b>State &amp; Local Health Dept. Grants</b>	MDHHS Community Health Innovation Grants	Outreach, education, vaccinations, underserved access
<b>Foundation Grants</b>	Robert Wood Johnson Foundation, Kellogg Foundation	Tech innovation (HealPoint), rural outreach, social determinants of health
<b>University/Academic Grants</b>	CMU pilot funding, research partnerships, NVC Isabella Bank Institute for Entrepreneurship	Evaluation, student training, telehealth integration
<b>Rotary &amp; CSR Partnerships</b>	Rotary Global Grant, Bank of America Foundation	Equipment purchase, community health events, startup costs

Fundraising Channels & Examples:		
Type	Example Activities	Goals
<b>Crowdfunding Campaigns</b>	GoFundMe, GlobalGiving	Community-led launch support, match donor challenges
<b>Annual Fundraisers</b>	Health & Hope Gala, Walkathons	Engage donors, build awareness, sustain salaries
<b>Recurring Giving Programs</b>	“Sponsor a Family’s Care” monthly donors	Steady revenue stream
<b>Corporate Sponsorships</b>	Health companies, banks, tech startups	Sponsor mobile unit, donate equipment
<b>In-Kind Donations</b>	Local clinics, food pantries	Supplies, coats, test kits, venue space

## COST PER BENEFICIARY

## Updated Cost per Beneficiary (Approx. \$7.00 Breakdown with Winter/Food Support)



### **Estimated Capacity:**

**150 to 200 persons per outreach** as a realistic and sustainable range, assuming:

Factor	Estimate
Time per patient (avg)	~10–15 minutes
Team sees 4–5 patients/hour/person	3–5 team members rotating roles
Outreach lasts ~5–6 hours/day	25–35 patients per hour total

### **WAGE BREAKDOWN (DOCTORS, NURSES, ADMIN STAFF)**

Year	Total Wage Allocation	Purpose
<b>Year 1</b>	\$140,000	For a part-time team to run 12 monthly outreaches using CMU's Mobile Clinic. Focus on setup, light outreach, and lean staffing.
<b>Year 2</b>	\$295,000	Supports expanded staffing needs as outreach increases to 36 visits/year. Full-time or near-full-time clinical team + administrative and tech support as RV clinic is launched.

<b>Year 3</b>	\$495,000	Full-scale operations with 156 outreach days (3x weekly). Requires multiple teams, consistent staff presence, telehealth support, and broader geographic coverage.
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<b>Role</b>	<b>Hourly Rate</b>	<b>Year 1 (hrs)</b>	<b>Year 1 Est.</b>	<b>Year 2 (hrs)</b>	<b>Year 2 Est.</b>	<b>Year 3 (hrs)</b>	<b>Year 3 Est.</b>
Doctor (part-time)	\$120/hr	480 hrs	\$57,600	960 hrs	\$115,200	1,800 hrs	\$216,000
Nurse	\$60/hr	720 hrs	\$43,200	1,200 hrs	\$72,000	2,000 hrs	\$120,000
Admin/Tech/PM	\$30–\$50/hr	720 hrs	~\$32,400	1,200 hrs	~\$60,000	2,000 hrs	~\$100,000
Mental Health (contract)	~\$60/hr	150 hrs	\$9,000	300 hrs	\$18,000	600 hrs	\$36,000

#### **UTILITY ESTIMATES PER YEAR:**

**✓ Year 1: \$6,000**

- CMU Mobile Clinic will cover some utilities, but costs include fuel, minor electrical usage, and basic telehealth services.

**✓ Year 2: \$10,000**

- Increased due to the **RV purchase**, which requires **electricity, internet, and medical refrigeration** for storing vaccines and medications.

**✓ Year 3: \$15,000**

- Expanded outreach increases **fuel usage, mobile unit power needs, and telehealth expansion**.

#### **MARKETING & COMMUNITY ENGAGEMENT ESTIMATES PER YEAR:**

**✓ Year 1: \$10,000**

- **Community Outreach:** Flyers, posters, and town hall meetings to introduce the program.
- **Social Media Campaigns:** Targeted ads to reach underserved populations.
- **Partnership Development:** Working with local nonprofits, churches, and community centers.
- **Initial Branding:** Logo, website setup, and community awareness videos.

✓ **Year 2: \$17,000**

- **Expanded Outreach:** Paid social media ads, local newspaper articles, and TV/radio spots.
- **Patient Engagement Programs:** Organizing **health fairs** and **interactive workshops**.
- **Referral Incentives:** Encouraging patient referrals through partnerships.
- **Brand Enhancement:** Updating the website, launching newsletters, and community blogs.

✓ **Year 3: \$32,000**

- **Scaling Campaigns:** Larger digital ad campaigns, press releases, and sponsorship deals.
- **Community Health Ambassadors:** Training volunteers to spread awareness.
- **Annual Health Summit:** Organizing large-scale community engagement events.
- **Public Relations:** Collaborations with universities, corporate sponsors, and policymakers.

#### **MEDICAL EQUIPMENT & SUPPLIES ESTIMATES PER YEAR:**

✓ **Year 1: \$25,000**

- **Basic Diagnostic Tools:** Blood pressure monitors, glucose meters, thermometers, oximeters.
- **Pharmaceuticals & First Aid:** OTC medications, bandages, antiseptics, pain relievers.
- **Vaccines & Preventive Medications:** Flu shots, vitamin supplements, deworming treatments.
- **Personal Protective Equipment (PPE):** Gloves, masks, sanitizers for staff & patients.
- **Initial Stock for CMU Clinic:** Basic portable medical kits for outreach events.

✓ **Year 2: \$40,000**

- **Upgraded Diagnostic Equipment:** ECG machines, ultrasound devices for pregnancy screenings.
- **Expanded Pharmaceutical Inventory:** Prescription medications for chronic illnesses.
- **Medical Refrigeration & Storage:** Vaccine coolers, temperature-controlled storage for insulin & antibiotics.
- **Portable Examination Tables & Beds:** More comfortable setups for patient examinations.
- **Emergency Kits:** AED (Automated External Defibrillator), oxygen tanks, mobile IV kits.

✓ **Year 3: \$60,000**

- **Advanced Telehealth Equipment:** Remote monitoring tools, AI-powered diagnostic tools.
- **Surgical & Minor Procedure Kits:** For wound care, infection treatment, minor operations.
- **Expanded Medical Lab Capabilities:** Rapid diagnostic test kits for infectious diseases.
- **Larger Stockpile of Medications & PPE:** Due to increased patient volume.
- **Additional Portable Medical Units:** Wheelchairs, stretchers, mobile eye exam kits.

**TECHNOLOGY BUDGET ESTIMATES PER YEAR:**

✓ **Year 1: \$15,000**

- **HealPoint App Initial Development** (Basic version with GPS tracking & scheduling).
- **Website Development & Maintenance** (Patient education, outreach updates, donation portal).
- **Telehealth Pilot Program** (Basic video consultation setup for remote patient access).
- **Electronic Health Record (EHR) System Setup** (Basic cloud-based system for patient data).
- **Cybersecurity & HIPAA Compliance Measures** (Data encryption, secure patient communications).

**✓ Year 2: \$20,000**

- **App Expansion & AI Integration** (Automated appointment reminders, symptom tracking).
- **Enhanced Telehealth Features** (Integrated video consultations with real-time provider access).
- **Data Analytics Dashboard for Impact Measurement** (Health trends, outreach impact tracking).
- **Integration with Local Hospitals & Clinics** (Referral system for severe cases).
- **Cloud Storage & HIPAA Compliance Upgrades** (Scalable data security).

**✓ Year 3: \$30,000**

- **Full AI-Powered Health Monitoring & Predictive Analytics** (Personalized health recommendations).
- **Wearable Health Tech Integration** (Patients can sync health data from smart devices).
- **Automated Chatbot for Health Education & Appointment Assistance.**
- **Nationwide Patient Data Sharing & Cross-Clinic Collaboration.**
- **System Scalability for Multi-Clinic Expansion** (Additional servers, multi-location management).

**Capital Expenditures Estimates Per Year:**

**✓ Year 1: \$0**

- No major purchases yet.
- **Renting CMU's Mobile Clinic for \$12,000** instead of purchasing a vehicle.

**✓ Year 2: \$80,000**

- **Purchase & Customization of RV Mobile Clinic (\$75,000)**
  - Fully equipped with an examination area, storage for medical supplies, refrigeration for vaccines, and telehealth equipment.
- **Telehealth & IT Infrastructure Setup (\$10,000)**

- Includes medical-grade internet, remote monitoring tools, and onboard diagnostic stations.

✓ **Year 3: \$100,000**

- **Additional Medical Equipment & Expansion (\$50,000)**
  - Second mobile unit setup or upgraded clinic interior.
- **Advanced Health Technology Integration (\$30,000)**
  - AI-driven health monitoring, wearable health tech compatibility, and predictive analytics.
- **Facility/Storage Expansion (\$20,000)**
  - Office space or additional warehouse for supplies and logistics support.