**Business Plan: Pediatric Therapy Center**

**1. Executive Summary**

* **Business Name**: Gael Therapy Center
* **Location**: West Palm Beach
* **Services**: Pediatric Speech Therapy, Occupational Therapy, Physical Therapy
* **Target Population**: Children ages 0–21 with developmental delays, neurological conditions, injuries, or disabilities
* **Mission Statement**: To empower every child to reach their full potential through compassionate, individualized therapy in a family-centered environment.
* **Vision**: To be the most trusted pediatric therapy provider in our region, known for clinical excellence, innovation, and community involvement.

**2. Business Description**

* **Business Type**: Outpatient clinic with optional in-home or school-based sessions
* **Start-up Stage**: New practice
* **Licensing & Compliance**: State therapy licenses, NPI, Medicaid/insurance enrollment, HIPAA compliance, liability insurance, business license

**3. Market Analysis**

* **Industry Overview**:  
  Pediatric therapy is in high demand due to rising diagnoses of autism spectrum disorder, ADHD, sensory processing disorder, speech/language delays, and orthopedic conditions.
* **Local Demand Indicators**:
  + High concentration of young families in area
  + Long waitlists at existing pediatric therapy providers
  + Local PPECs, preschools, and pediatricians seeking referrals
* **Competitor Analysis**:
  + [Clinic A] – long wait times
  + [Clinic B] – no in-home visits or school services
  + Our clinic will differentiate by offering quicker evaluations, play-based therapy, and parent coaching.

**4. Target Population**

* Children with:
  + Autism Spectrum Disorder
  + Speech/language delays
  + Sensory Processing Disorder
  + Developmental delays
  + ADHD
  + Orthopedic or neurological impairments (e.g., CP, Down Syndrome)
  + Prematurity-related delays

**5. Services Offered**

**Speech Therapy**

* Language development
* Articulation/phonology
* Social skills
* Feeding/swallowing therapy
* Augmentative and Alternative Communication (AAC)

**Occupational Therapy**

* Fine motor skills
* Sensory integration therapy
* Handwriting and visual-motor integration
* Daily living skills (dressing, feeding, toileting)
* Self-regulation and behavior support

**Physical Therapy**

* Gross motor development
* Balance and coordination
* Strength and mobility training
* Post-surgical rehab
* Torticollis and plagiocephaly treatment

**6. Marketing Strategy**

**Referral Network Development**

* Pediatricians
* Early Intervention programs (IDEA Part C)
* Schools, daycares, ABA centers and PPECs
* Neurologists, developmental pediatricians, orthopedists

**Online Presence**

* SEO-optimized website with intake forms and scheduling
* Google Business Profile
* Instagram and Facebook with therapy tips and videos

**Community Engagement**

* Free developmental screenings
* Sensory playgroups or parent workshops
* Sponsorship of local kid-focused events

**7. Operations Plan**

**Facility Layout**

* Sensory gym
* 2–3 treatment rooms
* Parent-friendly waiting area with kids’ play zone
* Optional: observation window or video feedback for parent coaching

**Hours of Operation**

* Monday–Friday: 8:00 am – 6:00 pm
* Saturdays optional for evaluations

**Staffing Plan**

* 1–2 Speech-Language Pathologists
* 1 Occupational Therapist
* 1 Physical Therapist
* 1 Office/Billing Coordinator
* Future hires: assistant therapists (COTAs, PTAs), admin, marketing

**8. Financial Plan**

**Start-up Costs**

| **Item** | **Estimated Cost** |
| --- | --- |
| Clinic Build-out/Rent | $20,000–$50,000 |
| Equipment (sensory gym, therapy tools) | $15,000–$30,000 |
| EMR/Billing Software | $1,500–$3,000/year |
| Marketing & Branding | $3,000–$5,000 |
| Licensing/Legal/Insurance | $3,000–$6,000 |

**Revenue Projections (Year 1)**

| **Revenue Source** | **Monthly Estimate** | **Notes** |
| --- | --- | --- |
| Speech Therapy (100 sessions) | $10,000–$15,000 | Avg. $100/session |
| OT (80 sessions) | $8,000–$12,000 |  |
| PT (60 sessions) | $6,000–$9,000 |  |
| **Total** | **$24,000–$36,000** | Break-even expected in 6–9 months |

**Billing and Insurance**

* Accept Medicaid, private insurance (BCBS, Aetna, UHC), and private pay
* Use clearinghouse or billing service to manage claims and reauthorizations

**9. Growth Strategy**

* **Year 1**: Achieve 75% weekly session capacity
* **Year 2**: Add additional therapists and services (e.g., ABA, feeding clinics)
* **Year 3**: Open second location or mobile therapy unit
* Offer group therapy, parent training programs, or teletherapy

**10. Risk Management**

* **Risk**: High rate of claim denials  
  **Solution**: Hire experienced billing support, verify insurance before every session
* **Risk**: Staff turnover  
  **Solution**: Offer competitive pay, mentorship, and team-building culture
* **Risk**: Low client retention  
  **Solution**: Strong parent communication, home programs, flexible scheduling

**Appendices (optional)**

* Sample floor plan
* Therapist bios
* Client intake forms
* Budget spreadsheet
* Referral letter templates