



Do More Rehabilitation

CLINIC

EST 2022





Do More Rehabilitation Clinic

OUR LOGO

Know more about Do More

HISTORY AND BACKGROUND

- A Rehabilitation Facility that helps patients restore strength and movement, assists individuals in enhancing their quality of life and provides a therapeutic exercises for patients with neurological and musculoskeletal disorders
- Located in front of Aliw Cinema Complex, MacArthur Highway, Meycauayan, Bulacan
- Bulacan is known for agricultural sector livelihood which is they are more at risk for neurologic and musculoskeletal conditions. See this link for more evidence: <https://www.google.com/url?sa=t&source=web&rct=j&url=https://psa.gov.ph/content/review-agriculture-sector-central->

VISION

Do More Rehabilitation Clinic recognized for its genuine care to the patients, a great contributor to a sustainable environment helping the people with disabling conditions that their recovery is the major priority

MISSION

Our mission is to provide a compassionate long-term treatment program:

- *That provides standard quality rehab services for patients to attain their highest functional recovery.*
- *To promote overall physical health, fitness, and quality of life through physical therapy.*

GOALS AND OBJECTIVES

SHORT-TERM

- Assisting patients in making the fullest possible recovery and regaining the greatest possible level of function in the shortest amount of time.
- To increase the awareness of people in the area about the Do More Rehabilitation Clinic and its services.
- To create more PT services that are affordable and effective.
- To become a trusted rehabilitation clinic in the area.

MEDIUM-TERM

- Aims to focus on adding more employees and equipments.
- To have the near hospitals in the area become the clinic's consistent referring unit.
- To have an established good-foundation-relationship between all the staff.
- To regain profit from pre-operational expenses

LONG-TERM

- To create a secure, comforting, and reliable service so that patients can enjoy the highest quality of life.
- Provide treatment services with increasing effort, support, and consistent assistance to the patients.
- To double the revenue profit of the clinic.
- To expand and improve the features of the clinic, have a branch from other communities and remote areas that will be necessary to help serve as many people as possible across north luzon

FUTURE PLANS FOR EXPANSION

The future expansion plan of the Do More Rehabilitation Clinic is focused on increasing the number of rehabilitation clinics throughout the Philippines., particularly in rural areas and among individuals who have a need for the services of a Physical Therapist



PRODUCTS & SERVICES

Do More Rehabilitation Clinic
offers the following services:

PHYSICAL THERAPY

HOME BASED CARE

MANUAL THERAPY AND
MODALITIES

TELEREHABILITATION

PRE AND POST-
OPERATIVE CARE

OUTPATIENT TREATMENT

THERAPEUTIC EXERCISE AND
FUNCTIONAL TRAINING

#DoMoreRehabClinic



DMRC offers Treatment with reasonable price

09/10

For Neurological Conditions:

- Stroke
- Bell's palsy
- Carpal Tunnel Syndrome
- and others

**+ post-op
conditions**

**+ other conditions
that require PT**

For Musculoskeletal Conditions:

- Frozen Shoulder
- Arthritis
- Back pain
- Rotator Cuff Tendinitis
- Fracture

- **TELEREHABILITATION**
- **HOME-BASED CARE**



**TRENDS CURRENTLY
AFFECTING HEALTH
INDUSTRY**

- AIR SHAFT GARDEN

- ZUMBA AND MEDICAL
MISSION



UNIQUE FEATURES
OF THE CLINIC

LOCATION AND ITS ADVANTAGES AND DISADVANTAGES

- Do More Rehabilitation Clinic is located at Meycauayan Bulacan in front of the Aliw Shopping Complex on McArthur Highway. A secondary type of hospital which is the "Meycauayan Doctor's Hospital and that is 15-minute walking distance from the clinic. Additionally, there is another hospital, a primary type of hospital, that is about 5 minutes away from the clinic namely "Lords Hospital".
- Do More Rehabilitation Clinic is flanked nearby two hospitals, numerous eateries and food stores and there was 18 minutes walking distance from the clinic to another PT clinic which is the "Yeshua Physical Therapy Clinic. In addition the new build Irt that might be done 5 to 10 years may cause a disturbance to the clinic due to their noise.



FORM OF OWNERSHIP

The owners of Do More Rehabilitation Clinic are Lawrenz Araza, PTRP. Blessylita Apolonio, PTRP. Bernardeth Briones, PTRP. Rania Domingo, PTRP. Bianca Gurrea, PTRP. Ronelyn Marbella, PTRP. Sherly Obejas, PTRP. Jolina Perez, PTRP. Juvilea Santizas, PTRP. and Althea Tabiolo, PTRP. We as physical therapist decided to start this business as a corporation because of having years of experience in our field we wanted to venture into a business field and make our own team. Also in the location that we chose there are hospitals kilometers away and no musculoskeletal clinic in the area. The management of Do More Rehabilitation Clinic will be implementing marketing strategies and will be responsible for developing client relationships. There will be assigned in tracking financial objectives and each owner can execute other strategic management activities. Each owner will invest the same amount of personal funds and loans into the start-up and there will be a personal guarantee and operating agreement that will be signed by all owners.

BUSINESS HOURS OPERATION



Do More
Rehabilitation
Clinic operating
hours are from 9:00
AM to 6:00 PM,
Monday to
Saturday, and every
Sunday from 9:00
AM to 12:00 NN.

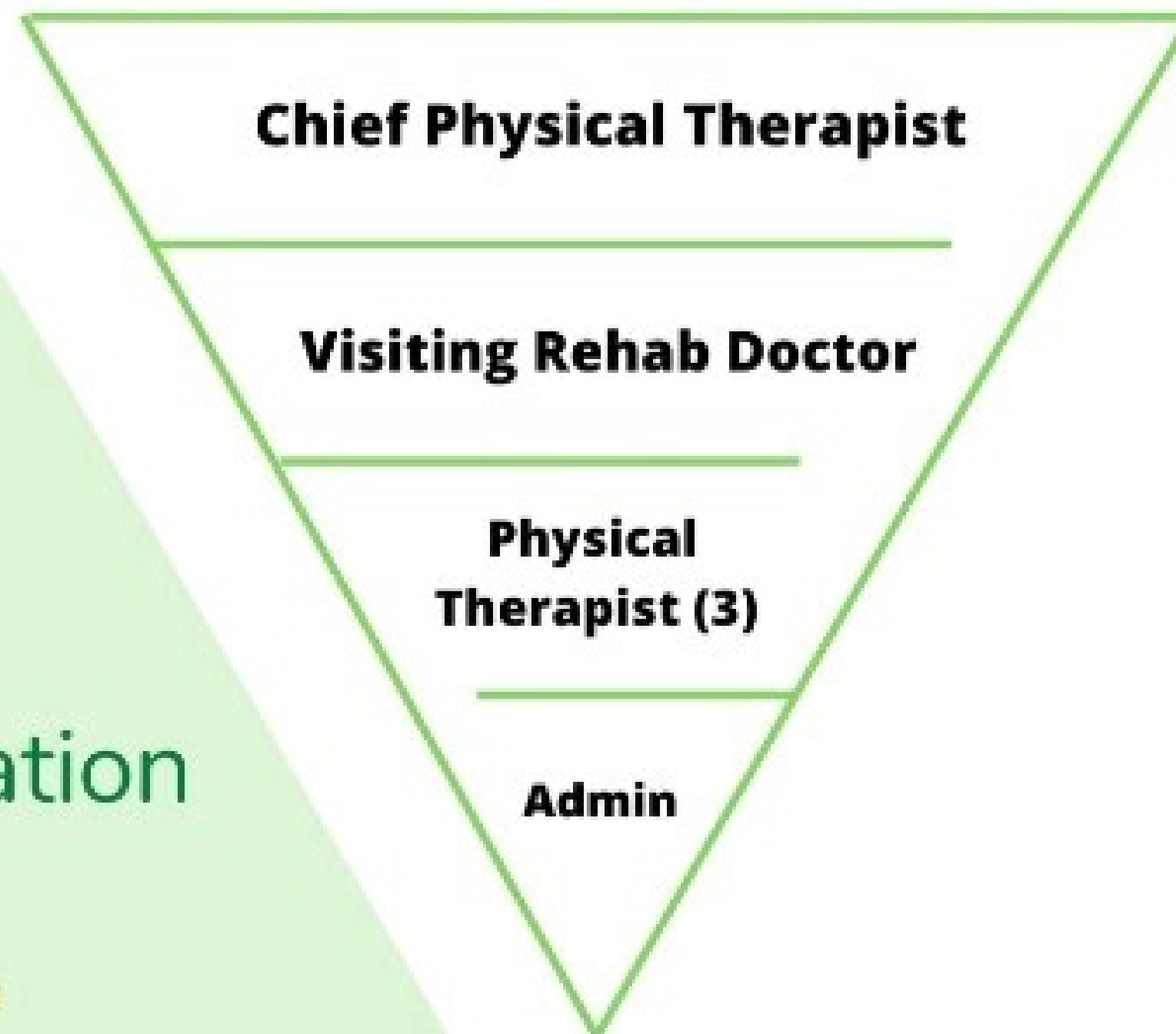


THE EMPLOYEE

Position	Job Description	Salary
PT Director or Chief (1)	<ul style="list-style-type: none">• Responsibility for the relationship of all the subordinates.• Sets Departmental goals and strategic plan.	27000/month
Visiting Rehab Doctor (1)	<ul style="list-style-type: none">• Provide interventions to patients with complex disabling conditions. Rehab doctor will be on-call and will only go to clinic if needed.	Depends on patient consultation.
Admin (1)	<ul style="list-style-type: none">• Responsible for receiving and directing visitors, creating spreadsheets, preparing, organizing and storing information in paper and digital form.• Deals with phone calls and queries in emails. Scheduling meetings and assigning treatment areas.	16000/month
Physical Therapist (3)	<ul style="list-style-type: none">• Support patients to recover from specific injury, reduces or eliminates pain and stiffness, gives mobilization and exercises to improve quality of life of every patient.	18000/month

Do More Rehabilitation Clinic

Organizational Chart



EMPLOYEE BENEFITS

The following are the benefits available to each Do More Rehabilitation Clinic employee:

HEALTH INSURANCE

- an insurance plane for private employees. A 3.5% is deducted on the employee's basic salary. It covers inpatient benefits, outpatient benefits, Z patient (who needs prolonged hospitalization), SDG benefits (treatment packages for malaria, HIV-AIDS, tuberculosis, animal bites)

SSS

- Insurance that covers private sector employees, household workers, and self-employed workers.

WORKING HOURS & HOLIDAYS

- A maximum of eight hours a day, lunch break is excluded.

EMPLOYEE BENEFITS

The following are the benefits available to each Do More Rehabilitation Clinic employee:

WEEKLY REST DAY

- Entitled for a consecutive 24 hrs of rest after 6 consecutive working days.

HOLIDAYS

- REGULAR HOLIDAYS
Employees are still paid
- SPECIAL HOLIDAYS
A no-work no-pay policy is applied. Employees gets paid when they work during those holidays.

13TH MONTH PAY ENTITLEMENT

- Employees are entitled to receive a full month salary on 24th of December annually.

EMPLOYEE BENEFITS

The following are the benefits available to each Do More Rehabilitation Clinic employee:

SICK LEAVE

- Employees are entitled to receive a 90% of their average daily wage if they get hospitalizes or incapacitated at home for at least three days. 15 days sick leave allotted in the whole year.

SOLO PARENT LEAVE

- Employees who are solo parents are entitled for a 7 days' leave to fulfill their parental duties.

MATERNITY AND PATERNITY LEAVE

- Employees are entitled to have a 60 days of paid leave for their first 4 pregnancies, includes miscarriages.

MARKET SEGMENT

02/10

- The Do More Rehabilitation Clinic market segment is people who demand this kind of service are people with an active lifestyle or whose job requires physical strength, which wears out over time.

TARGET MARKET

Do More Rehabilitation Clinic's target market is people in the Meycauayan, Bulacan who need physical therapy and treatment, even those with conditions of stroke, bell's palsy, arthritis, fracture, and back pain. In addition, persons who cannot work due to a medical issue that affects their neurological system, muscles, and bones are also included in the segment.



CUSTOMER PROFILE

Do More Rehabilitation Clinic caters the conditions with a quality care and service. This clinic does not only provide in-house treatment but also have the home care set ups in giving considerations to those patients who can't make sessions inside the clinic. Patients nor individuals that needs assistance by the Physical Therapy most specially the cases that are very common who are with no attention proper will be prioritized. The care provided to improve strength and ability for the patients will surely benefit them because sessions do not last in clinic but continues at home.



Age	No age range.
Sex	Male and Female
Location	Front of Aliw Cinema Complex MacArthur Highway, Meycauayan, Bulacan
Top priority	<p>For patients with Neurologic Conditions:</p> <ul style="list-style-type: none"> • Stroke • Bell's palsy • Carpal tunnel syndrome, etc. <p>For patients with Musculoskeletal Conditions:</p> <ul style="list-style-type: none"> • Frozen shoulder • Arthritis • Rotator cuff tendinitis • Fracture • Back Pain • Post-op conditions
Services	<ul style="list-style-type: none"> • Physical Therapy • Manual Therapy and Modalities • Pre and Post-Operative Care • Therapeutic Exercise and Functional Training • Home-based care • Telerehabilitation • Outpatient Treatment

COMPETITION

02/10

There is one possible competitor of Do More Rehabilitation Clinic at Meycauayan Bulacan, named Yeshua Physical Therapy Clinic who caters Neurologic and Musculoskeletal conditions that is located in Violeta Street Saluysoy Meycauayan Bulacan. In line with this, Do More Rehabilitation Center ensure to serve good services and meets the quality of clients need with lesser rates. Do More Rehabilitation Clinic must work hard to meet the satisfactory level of the patient/client to assure that the treatment provided to them is worth the money.



POSITION

02/10

The Do More Rehabilitation Clinic uses its strengths to compete with other PT Clinics as it prioritizes the patient by taking extra care of them. Additionally, the Do More Rehabilitation Clinic offers some budget-friendly packages, Coupons, and Discounts that will attract clients.





PROMOTION

- **ONLINE
PLATFORMS**
- **FLYERS &
CONVENTI
ON
PROGRAM**

CURRENT AND PROJECT FINANCIAL STATEMENTS

Estimated Start Up Costs:

The Do More Rehabilitation Clinic will have an estimated start-up cost of P3,000,000 in starting the business. The total amount of the business costs would be a total of P1,560,000.



Pre Operational Expenses	
Rent	P25,000
Utility Bills	P25,000
Salary	P97,000
Renovation fee	P1M
Equipment	P413000
Total	P1560000

1	Quantity	Equipment	Price
2	Office Equipment		
3	4	Desk	P20,000
4	4	Chairs	P 8,000
5		Various Cleaning Supplies	P 3,000
6	3	Trash Cans	P 1,500
7	1	Desktop Computer	P 40,000
8	1	Cash Box	P 1,500
9	2	Filing Cabinet	P 4,000
10		Patient chart materials	P 3,000
11		Brochures/Business Cards	P 2,500
12		Referral Pads	P 1,000
13	Devices for test and Measure		
14	4	Goniometers	P 1,000
15	2	Tape measures	P 200
16	2	Grip dynamometer	P 2,000
17	2	Reflex hammer	P 1000
18		Neurological testing equipments	P 1,000
19	2	Blood pressure cuff	P 6,000
20	2	Thermometer	P 700
21	2	First aid supplies	P 2,500
22	Basic PT Equipment		
23	4	Treatment beds	P 15,000
24		Linens	P 5,000
25	2	Step tools	P 3,000
26	4	Stools on wheels	P 5,000
27	2	Bolsters, wedges	P 1,500
28	3	Gait belts	P3,000
29	3	Myofascial blade	P 3000
30		Various assistive device	P6,000
31	10	Pillows	P4000

32	Other Medical Supplies		
33	2 Gallon	Oil	P 3000
34	10 boxes	Gloves	P 3000
35	10 Gallon	Alcohol	P 6000
36	8 bundles	Tissue	P 2000
37	8 bundles	Cotton	P 1500
38	15	Micropore / Transpore Tape	P 2000
39	12	Bandages	P 2,000
40	6 boxes	Tongue Depressor	P 1000
41	Basic Modalities		
42	1	Hydrocollator with hotpacks	P 58, 000
43	1	Cupping devices	P 1,700
44	2	Ultrasound with Gels	P 58, 000
45	4	Multiple mode electrical stimulator	P 20, 000
46	12	Pairs of electrodes	P 3, 000
47	1	Paraffin Bath	P 5, 000
48	Gym Equipment		
49		Parallel bars	P3,000
50		Dumbbells	P4,000
51		Resistive tubes / bands	P2, 000

EARLY MONTHLY COST

ESTIMATE MONTHLY COST:

Cost of Services	
Telerehabilitation / session	P 500
Home Based Care / session	P 1,000
Physical Therapy Treatment / session	P 1,000

Number of Patients Accommodation per hour, day, and monthly	
Per Hour	1 patient / physical therapist
Per Day	21 patients (M-S) 6 patients (S)
Per Month	530 patients

EARLY MONTHLY COST

Rent	P 25,000
Utility Bills	P 25,000
Salary	P 97,000
Other Medical Supplies	P 24,000
Total	P 171000

Packages:

P4000/ 6 Physical Therapy Treatment Sessions

Discount:

10% Discount for Senior Citizens and PWDS

WHAT WILL YOUR SALES NEED TO BE IN ORDER TO BREAK EVEN THE FIRST YEAR?

The first year that Do More Rehabilitation Clinic is open for business, the facility will provide discounts and packaged offers to attract more customers. People who are unable to afford expensive therapy sessions can take advantage of the budget-friendly treatment options and we will ensure that the equipment in our rehabilitation centers is of high quality, clean, and sanitary, as provided by the Do More Rehabilitation Clinic.



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RISK

- A risk management plan will assist Do More Rehabilitation Clinic in maintaining control over the business by recognizing, assessing, reacting to, and planning for risks in both an external and an internal manner.

STRATEGIC RISK:

The Do More Rehabilitation Clinic's business plan lacks a firm basis and guiding principles, which can be viewed as a strategic risk that could lead to ambiguous and irresponsible decisions. In addition, it is certain that the stakeholders of the aforementioned center would encounter management concerns and challenges, given that a variety of factors may contribute to the mentioned risk and issue.



SOLUTION:

the management should develop a particular strategy plan that will strengthen their patient-handling abilities and serve as the foundation for establishing their reputation among their target market. In addition, the center should continually examine client input, as it will serve as the groundwork for enhancing services and addressing specific needs. In addition, health professionals working at the facility should constantly be respectful of their patients and tailor their services to their needs. Ultimately, the staff must ensure that all work is appropriate in order to avoid patient complaints and anomalies.,



MARKETING RISK:

the possibility of ineffective promotions, which will inevitably lead to a decline in clientele, as adjacent competitors will seize the opportunity to implement their own promotional methods and acquire customers.



SOLUTION

In order to achieve a successful marketing plan, the Do More Rehabilitation Clinic must ensure that the techniques employed for gaining and attracting clients are organized and goal-oriented. Henceforth, the center should adopt a marketing plan that encourages clients to choose its services over those of its competitors.



TECHNICAL RISK:

This risk are pervasive, such as equipment-related dangers that could endanger patients; and potential shortages of supplies and medications that could inconvenience patients. Consequently, it is indisputable that the Do More Rehabilitation Clinic could be subjected to these dangers if appropriate precautions are not taken and implemented properly.



SOLUTION:

To prevent and minimize such incidences, the Do More Rehabilitation Clinic should confirm that all of the equipment used to treat patients is in correct working order and in good quality. The staff should also do daily maintenance checks to ensure everyone's safety. Along with these, it is also recommended that the equipments must be turned off while not in use to reduce the risk of fire at the center.



LEGAL RISK:

These circumstances may involve a variety of lawsuits addressing legislative issues, the loss of employee rights, and unequal salary distribution. Aside from this, the aforementioned facility may also be subject to legal risks if its health professional workers fail to give adequate training or assistance to their patients. This renders the previously indicated facility accountable for any injuries sustained by the patient.



SOLUTION

In order to prevent the occurrence of such instances, it is vitally important that the center implements and enforces all necessary and appropriate legal protocols in all areas of the facility. Moreover, in order to avoid being sued for disobedience or malpractice, it is also in the center's best advantage to conform to the Department of Health's rules (DOH).



ECONOMIC RISK:

Do More Rehabilitation Clinic's financial and economic risk originates from the probability that problems would occur with the company's budget allocation, which could lead to a financial imbalance. In addition, rising prices for goods and services result in greater operating expenditures for businesses and increased out-of-pocket medical expenses for patients. This is due to the fact that corporations must pay their suppliers more to keep up with rising costs.



SOLUTION:

The Do More Rehabilitation Clinic is obligated to safeguard itself against the likelihood of future catastrophes by ensuring that all of the center's assets are in the hands of dependable and trustworthy personnel and are being managed properly. It is also in the center's best interest to provide exceptional presentations of their capabilities and services in order to attract investors, which will prevent the center from going bankrupt or accruing debt.



"Feel better,
move better, be
better"



Do More
Rehabilitation Clinic

THANK

YOU!!