



BUSINESS PLAN

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Executive Summary

Product

simpleCare Consulting specializes in HIPAA and HITECH compliance information technology. We focus our efforts toward extracting data with an eye toward providing powerful analytics dashboards.

Customers

Our corporation's potential clients may include medical practices seeking assistance with recording and monitoring electronic medical and billing records. simpleCare Consulting expertise in practice management and healthcare IT allowing your practice to focalize patient care. Generally, our population focuses our operations towards practices employing 10-800 employees.

Future of the Company

Numerous private practices have difficulties managing patient care while monitoring your medical software services for your company. With the assistance of simpleCare Consulting we will maintain contemporary services and remain aggressive with our approach to provide the highest level of care.

Company Description

Mission Statement

We at simpleCare Consulting strive to provide the most thorough and effective electronic services for your company to prioritize patient care and continue to flourish.

Principal Members

Kasani Amore — finance services manager

Kayla Schill— primary consultant/owner

Rachel Worley— information technology services manager/business consultant

Legal Structure

simpleCare Consulting is a Limited Liability Company (LLC) Business operating in Greensboro, North Carolina.

Market Research

Industry

As a small private LLC business, simpleCare Consulting aims to keep a strong connection with our clients. Many consulting firms are focused towards profit as opposed to the proper care of their customers. Due to our close-knit structure it allows us to maintain an intimate relationship with clients and offer the highest level of assistance. Larger consulting companies such as IBM and Infosys will not be able to offer that same degree of care because of their connections being so widespread. This industry is rapidly growing due to the increased demand for painless experiences to store data as needed with the use of technology.

Detailed Description of Customers

We at simpleCare Consulting believe that all customers are essential for the betterment of our company. Specifically, our clientele are centered around small business owners of medical practices. By targeting a population in healthcare seeking assistance with recording and monitoring electronic medical and billing records. simpleCare Consulting's expertise in practice management and healthcare IT allows your practice to focalize patient care. Generally, our population focuses our operations towards practices employing 10-800 employees. Our approach to integrate these systems is so simple to follow.

Company Advantages

On a yearly basis, we contact former customers and inquire about their experiences with the system. We send our information technology manager, Rachel Worley, and finance services Manager, Kasani Amore to assess the platform's use by ensuring comfortability for our customers. In addition, our primary consultant manager, Kayla Schill, holds informational conferences to advertise our services to other private corporations in need. Below is a detailed list of our services:

- ❖ Ensure proper professionalism throughout the duration of the consultation process as well as other gatherings when need be
- ❖ All of our staff members are certified and degree bearing from one of the leading Technical universities in the country in Finance, Informational Technology, and Business
- ❖ Yearly invites to informational conferences with the owner of simpleCare Consulting
- ❖ Unbeatable rates with flexibility by means of requests during consultations
- ❖ Virtual assistance via trusted platforms such as Zoom and Cisco Webex
- ❖ Maintain intimate relationships with our staff members
- ❖ Hold monthly meetings to ensure our staff members are aware of technological advancements and make any modifications if need be

Regulations

simpleCare Consulting meets all state and federal guidelines regarding our practices classified as, Code of Federal Regulations, Title 48 - Federal Acquisition Regulations System, Chapter 1-Part 31.

Service Line

Product/Service

Consulting Services Include:

- Information Technology
- Finance and Administration
- Data Analytics

Pricing Structure

SimpleCARE will offer its services at an hourly rate using the following labor categories and rates:

- IT Consulting, \$75
- Finance & Administration Consulting, \$95
- Data Analytics Consulting, \$85

Product Lifecycle

All services are ready to be provided to clients, with signed contracts.

Intellectual Property Rights

SimpleCARE is a trademarked name in the state of North Carolina, and we have filed for protection of our proprietary processes and other intellectual property.

Research and Development

The company is planning to conduct the following research and development:

- Determine the need for additional consulting services within the healthcare industry to expand our company and increase sales and opportunities.
- Research and develop new consulting strategies that would best benefit the customers.

Marketing & Sales

Growth Strategy

To grow the company, SimpleCARE will do the following:

- Networking
- Public advertising, such as billboards, commercials, and website ads
- Create a website that will make it more convenient for new and existing customers to schedule appointments, connect with our consultants, and pay their bills.

Communication

SimpleCARE will communicate with its customers by:

- Communicating through our website
- Social media platforms
- Customer can call us at (336) 555-5555

How to Sell

We will sell our consulting services through customers reaching out to schedule appointments via the website, our phone number, or social media platforms. The actual consulting services will be provided face-to-face, or on Zoom, if necessary. We will increase awareness by networking, advertising, and creating our website.