



Business Plan Template for Clinical Facilities in DHCC

GUIDELINE

Department: Facility Licensing Department

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Introduction

Dubai Healthcare City Authority – Regulatory (DHCR) regulates and licenses facilities licensed with Dubai Healthcare City Authority (DHCA). This guideline has been prepared to define the minimum requirements to prepare a complete business plan to be reviewed by DHCR at the time of application for clinical facilities. This document should be read in conjunction with the

- Commercial Services Licensing Regulation and
- Rule 1 – Concerning Permitted Activities and Licensing Categories for Dubai Healthcare City

which can be accessed/downloaded from the Dubai Healthcare City Authority - Regulator website at

<https://dhcc.ae/regulations/dhca-governance-laws>

1. PURPOSE

1.1	To set the minimum required information to be included in the business plan for the proposed clinical facility/activity.
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2. SCOPE OF APPLICATION

2.1	This guideline communicates to prospective business partners regarding the minimum requirements to apply for a New Commercial License under the healthcare segment.
2.2	This guideline communicates to current business partners how to add a new activity to provide any service under the Healthcare segment.

3. APPLICABLE TO

3.1	All new or current facilities intending to set up a healthcare facility or to add a new activity to their existing activity, under the jurisdiction of DHCA.
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4. BUSINESS PLAN DETAILS

4.1.	Executive Summary
4.1.1	<p>The Clinical Business Program:</p> <p>4.1.1.1 Brief description of the proposed healthcare operation: Treatment, therapies, procedures and/or services to be offered (Include the link and/or references; international approvals and/or certifications)</p> <p>4.1.1.2 Support activities if applicable (in house lab / pharmacy) etc.</p> <p>4.1.1.3 Target population and applicable conditions: State projected number(s) and target patient population/types for first 3 years of operations.</p>



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	<p>4.1.1.4 Examination /Treatment / Consultation Rooms: Planned number of clinical areas. State if to be phased in and if so timelines of each phase.</p> <p>4.1.1.5 Healthcare Professionals: State the credentials and projected minimum and maximum number of Healthcare Professionals by type and specialty in addition to the Medical Director/ Clinical Manager's area of expertise and experience.</p> <p>4.1.1.6 Products to be used if applicable (supplied from outside or inside the country; to be produced at the planned facility, etc.). Include supplier information and the UAE MOHAP product Registration Number and accreditation of the supplier.</p> <p>4.1.1.7 Equipment to be used if applicable (supplied from outside or inside the country; to be produced at the planned facility, etc.). Include supplier information and the UAE MOHAP product Registration Number and accreditation of the supplier.</p> <p>4.1.1.8 Process Flow</p> <p>4.1.1.9 Risk Management: Describe major risks associated with the healthcare operations within setting up your clinical facility and steps that will be taken to mitigate such risks.</p> <p>4.1.1.10 Quality Assurance: Describe methods or means that may be employed to assure quality of care and patient safety within your clinical facility.</p> <p>4.1.1.11 Supporting Documents: You may provide any additional comments or materials in support of this application.</p>
4.1.2	<p>Strategic Alliances</p> <p>Does the company have a strategic alliance? Please provide the details of the partner and the nature of the alliance (Including the risk and opportunities of this alliance).</p>
4.1.3	<p>Unique Features or Proprietary Aspects of Product</p> <p>How are your products and services unique? What is the differentiator of your products and services compared to competitors?</p>

4.2	The Market
4.2.1	<p>Market Definition</p> <p>4.2.1.1 What is your niche market and how unique is your clinical service?</p> <p>4.2.1.2 What are the market facts you obtained and wish to target? Identify where you got this information, and how up to date it is.</p>
4.2.2	<p>Market Research</p> <p>4.2.2.1 Have you conducted a market study of the target market?</p> <p>4.2.2.2 If so, state the supporting details to your business.</p>
4.2.3	<p>Market Segment</p> <p>4.2.3.1 Define your market segment.</p> <p>4.2.3.2 What is the weakness of your services/products in your market segment?</p>

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4.2.4	<p>Marketing, Advertising, Promotion Strategies</p> <p>4.2.4.1 How are you planning to penetrate in the above segment(s)?</p> <p>4.2.4.2 What will be your primary marketing channel?</p> <p>4.2.4.3 What percentage of market share do you plan to obtain in your first two years of operation?</p> <p>4.2.4.4 Patient/client referral system and what resources do you have to approach and attract patients and clients.</p> <p>4.2.4.5 What is the advertising and promotion strategy?</p> <p>4.2.4.6 What would be the most efficient method? Product sampling, demonstrations, pilot projects, trade shows etc.</p>
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4.3	Competition & Risk
4.3.1	<p>Competition</p> <p>4.3.1.1 Tell us about key competitors in regard to product/service, price, location, promotion, management, and financial position.</p> <p>4.3.1.2 Who do you compete directly with?</p> <p>4.3.1.3 Does the competition use the same or different suppliers?</p>
4.3.2	<p>Ownership</p> <p>List the persons or organizations that are significant owners of the company, list shares held and percentages of ownership.</p>
4.3.3	<p>Professional Support</p> <p>Do you have any professional services such as corporate attorney, accounting firm, other consultants? If so list companies and the nature of the service.</p>
4.3.4	<p>Board of Advisors/ Directors]</p> <p>If the company has a board of advisors, list the names, and current positions of the individuals?</p>

4.4	Capital Requirements
4.4.1	Brief your proposed capital requirement. Provide the breakdown of funds that would be spent (in AED) and the payback period.
4.4.2	Complete development, Purchase S/W, H/W, Market the new/next product line, Fund working capital etc.



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4.5	Financial Plan
4.5.1	<p>Assumptions</p> <p>State the main assumptions of your business including:</p> <ul style="list-style-type: none"> 4.5.1.1 Number of forecasted clients 4.5.1.2 Size of forecasted clients 4.5.1.3 Other related assumptions
4.5.2	<p>Income statements</p> <p>An income statement, otherwise known as a profit and loss statement, is a summary of a company's profit or loss during any one given period of time, such as a month, three months, or one year. The income statement records all revenues for a business during this given period, as well as the operating expenses for the business. The income statement would include:</p> <ul style="list-style-type: none"> 4.5.2.1 Revenue and 4.5.2.2 Operating expenses
4.5.3	<p>Balance Sheet Summary, Cash Flow and Break Even Analysis</p> <p>Comment on any large or unusual items, such as other current assets, other accounts payable, or accrued liabilities.</p>
4.5.4	<p>Actual Cash Flow Statements</p> <p>These show a historic view, showing the actual flows of cash into and out of a business that have occurred over a previous trading period, e.g. 6 months, or 1 year.</p>
4.5.5	<p>Forecast Cash Flow Statement</p> <p>The Cash Flow should show the expected flows of cash into and out of a business over a trading period in the immediate future, e.g. next 3 years.</p>

4.6	Exhibits
4.6.1	<p>Include details from the below as applicable:</p> <ul style="list-style-type: none"> 4.6.1.1 Product literature and brochures, 4.6.1.2 Sales sheets, 4.6.1.3 Media coverage, 4.6.1.4 Clips from industry publications, 4.6.1.5 Relevant patents, 4.6.1.6 Market research data, and 4.6.1.7 Past advertising campaigns etc.



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5. DEFINITIONS

5.1	DHCA. Dubai Healthcare City Authority
5.2	DHCR. Dubai Healthcare City Authority- Regulatory
5.3	DHCC. Dubai Healthcare City
5.4	UAE. United Arab Emirates
5.5	MOHAP. Ministry of Health and Prevention
5.6	AED. The United Arab Emirates dirham