





Squat Dental Practice Setup Checklist

Conception Phase



Define Vision and Goals:

-  Determine the type of dental services to offer.
-  Define long-term business objectives.



Market Research:

-  Analyse demographic data to identify potential patient bases.
-  Study local competition and market demand.

Financial Planning:



-  Create a preliminary budget for startup and operational costs.
-  Explore financing options (loans, investments, partnerships).

Business Plan Development:



-  Outline the business structure (sole proprietorship, partnership, corporation).
-  Develop a detailed business plan including marketing, operational and financial strategies.

Planning Phase



Location Scouting:

-  Identify potential locations based on research findings.
-  Evaluate lease agreements or purchase terms for selected sites.

Legal and Compliance:

-  Register the business and obtain the necessary licenses.
-  Consult with a lawyer to understand local regulations and compliance requirements.

Planning Permissions:

-  Apply for planning permission, considering local regulations.
-  Engage with local authorities to ensure compliance with all land use requirements.



Building Regulations:

-  Ensure that the design and renovations comply with building codes and safety standards.
-  Submit detailed plans to local building authorities for approval.



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Design and Build Phase



Interior Design and Layout Planning:

-  Work with architects and designers to finalise the practice layout.
-  Focus on patient flow, staff efficiency and ergonomic design.



Contractor Selection:

-  Select contractors who have experience specifically in dental practice setups.
-  Ensure that all work is carried out in accordance with the latest health and safety regulations.

Equipment and Technology Procurement:



-  Purchase essential dental equipment and technology.
-  Plan for delivery and installation in line with construction progress.

Regulatory Compliance Checks:



-  Schedule interim inspections to ensure compliance with building codes and safety regulations.
-  Adjust construction plans based on feedback from inspections to avoid any compliance issues at project completion.

Pre-Opening Phase





Staff Recruitment:

-  Begin recruiting and hiring clinical and administrative staff.
-  Set up training sessions for all new hires.

Marketing and Public Relations:

-  Develop a website and establish social media presence.
-  Plan and execute a pre-opening marketing campaign to generate interest and appointments.



Operational Preparations:

-  Set up administrative systems, including patient management software.
-  Organise utilities setup (internet, water, electricity).
-  Conduct final inspections with contractors.
-  Ensure all equipment is installed and functioning correctly.



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Opening Phase

Soft Launch:

-  Conduct a soft opening with limited appointments to test operational workflows.
-  Gather feedback and make adjustments as necessary.



Grand Opening:

-  Organise a grand opening event to officially launch the practice.
-  Engage with local media and community groups to maximise exposure.





Post-Opening and Maintenance



Continuous Marketing Efforts:

-  Implement ongoing marketing strategies to attract new patients and retain existing ones.
-  Monitor and adapt marketing efforts based on performance metrics.

Regular Maintenance and Upgrades:

-  Schedule regular maintenance checks for all equipment.
-  Plan for periodic upgrades to keep technology and facilities up-to-date.

Quality Control and Patient Feedback:

-  Implement a system for collecting and analysing patient feedback.
-  Continuously improve service quality based on feedback and performance reviews.

This checklist provides a structured approach to setting up a dental practice, covering critical aspects from initial conception to post-opening operations and beyond.

Each step includes actionable items that pave the way for a successful launch and sustainable practice management.