

# BMI • Business model canvas

<div>● <b>Key partners</b></div> <div><div>- In addition to the dentist, the following roles are vital for creating a successful dental practice:<ul style="list-style-type: none"><li>-Front desk manager</li><li>-Dental Hygienist (at least 1)</li><li>-Dental Assistant (at least 1)</li></ul></div><div>- Key partners must show up to work, strive to increase their own performance, and be dedicated to overall success in the office by attending/ contributing to team meetings</div><div>- Other partners will be small business loan servicers, insurance companies, reliable equipment suppliers and/or sales representatives</div></div>	<div>● <b>Key activities</b></div> <div><div>- We will have daily team meetings to coordinate appointments and procedures</div><div>- I will perform all typical restorative procedures, cleanings, and educate my patients on proper oral hygiene</div></div> <div>● <b>Key resources</b></div> <div><div>- A dental office in which to practice (either my own or a group practice)</div><div>- Dental equipment</div><div>- Newer technology (laser, 3D printer, high speed computer system for teledentistry, etc.)</div><div>- Proper sterilization equipment</div></div>	<div>● <b>Value propositions</b></div> <div><div>- I strive to provide customers with patient-oriented, customized, and accessible dental care by taking an educational, preventative, and restorative approach that leaves them feeling happier and healthier</div><div>- My office will have the most up-to-date technology that will allow me to provide the most detailed treatment; every decision I make will first be considered on whether it is best for the patient and their overall health</div><div>- Newer technology also means less inconvenience for the patient; with an in-house laser and 3D printer, for example, I will be able to provide same day crowns</div><div>- All patients will need regular cleanings (twice yearly) and any restorative procedures they personally may need (cavities, crowns, etc.)</div><div>- My office is also willing to refer patients to another office if there is a service I cannot provide</div><div>- I will be open M-F and a couple Saturday’s per month; at least one day I will remain open till 7pm for patients to conveniently schedule appointments after work</div></div>	<div>● <b>Customer relationships</b></div> <div><div>- Loyal customers known by name, not by number</div><div>- I will educate patients on preventative at-home habits</div><div>- New patients are welcome; same-day appointments will be offered, so long as the schedule permits</div><div>- I will fit in emergency patients, even if it means staying at the office past typical hours</div><div>- Nitrous will be offered for nervous patients</div></div> <div>● <b>Channels</b></div> <div><div>- I will promote my office via social media and other advertisement outlets</div><div>- Other ways to increase clientele are outlined in the potential plans of action</div></div>	<div>● <b>Customer segments</b></div> <div><div>- Target patients are 30-50 years old and part of the upper middle class (\$50,000-\$100,000)</div><div>- Through this steady clientele that can pay in full, I will be able to also target patients that are not as financially stable</div><div>- This second segment allows me to provide affordable care to patients without insurance</div></div>
<div>● <b>Cost structure</b></div> <div><div>- I will structure my prices to be affordable, so long as there is still a margin of profit</div><div>- I may not be the lowest priced dentist, but my fees will be worth their value</div><div>- Individuals’ insurance companies decide how much they cover</div><div>- Additionally, I will offer promotions/discounts to increase incentive for patients to come into the office</div></div>		<div>● <b>Revenue streams</b></div> <div><div>- I will be rewarded for dental services through monetary payment that comes from either the patients’ insurance or out of pocket</div><div>- Payment plans will be offered if an individual cannot pay in full</div></div>		