



# Phillip J. Clontz

## **Education**

J.D., Elon University, 2012

B.A., Economics, North Carolina State University, 2008

## **Background**

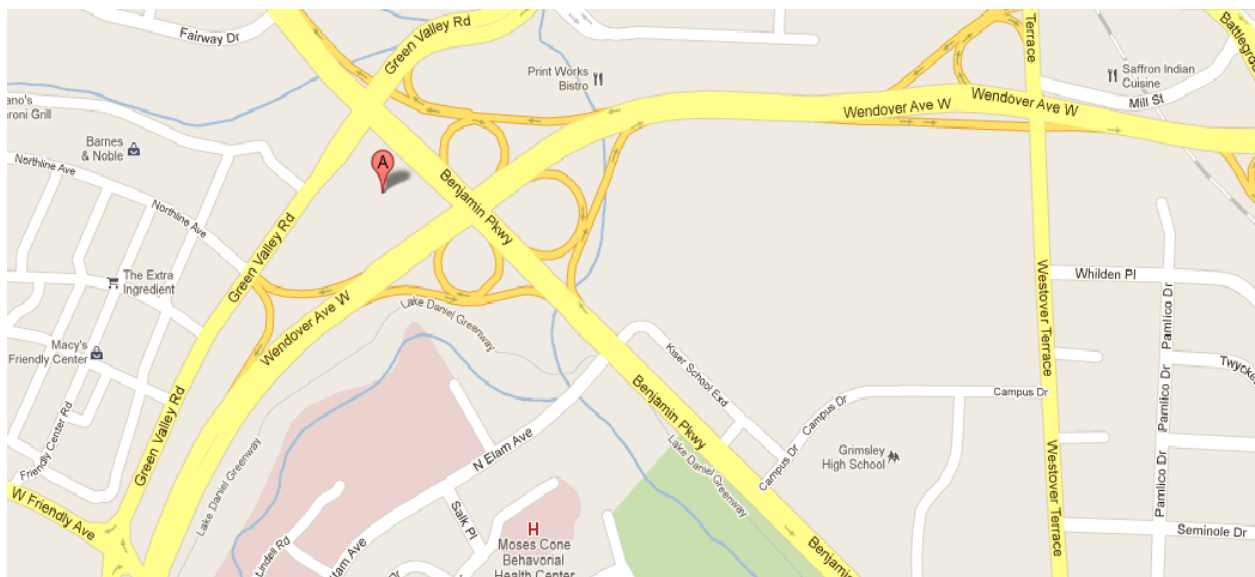
Have held past positions with Novant Health, Cone Health Systems, and two stints with the United States Department of Veterans Affairs handling FTCA claims, though neither of these were full-time or salaried positions.

## **BANK LOAN REQUEST**

I request a loan of \$25,000 in order to cover my lease as well as advertising, licensing fees, materials, as well as other start-up and operating expenses depicted pages below in my budget sheet for the FY 2013.

## **Site Selection**

I have entered into preliminary discussions to rent a 680 sq. ft. office located in the Suntrust Building within Friendly Center here in Greensboro, located at 628 Green Valley Rd. This is unofficially the medical hub of the Greensboro area, and serves to be a prime location for a healthcare law practice such as my own.



## ***Strategic Plan***

### *Vision Statement*

I will provide the highest quality counsel in assisting and advising North Carolina hospitals, acute and long-term care facilities and physician groups on matters specific to corporate compliance, EMTALA, Anti-Kickback and Stark Laws, qui tam/FTCA claims, HIPAA, patient care, medical ethics, professional licensing, certificates of need (CON) and risk management and acquisition of facilities and practices. My quality assistance and utmost professional demeanor and client relations will permit my practice to maintain the reputation and social awareness necessary of a growing practice in law. Utilizing a friendly referral service, my practice strives to develop a continually growing clientele base, not only for myself, but for all fellow attorneys.

### *Business Plan Objectives*

My firm will dedicate themselves to improvement in the following areas: customer services, operational efficiency, networking, as well as innovation in marketing.

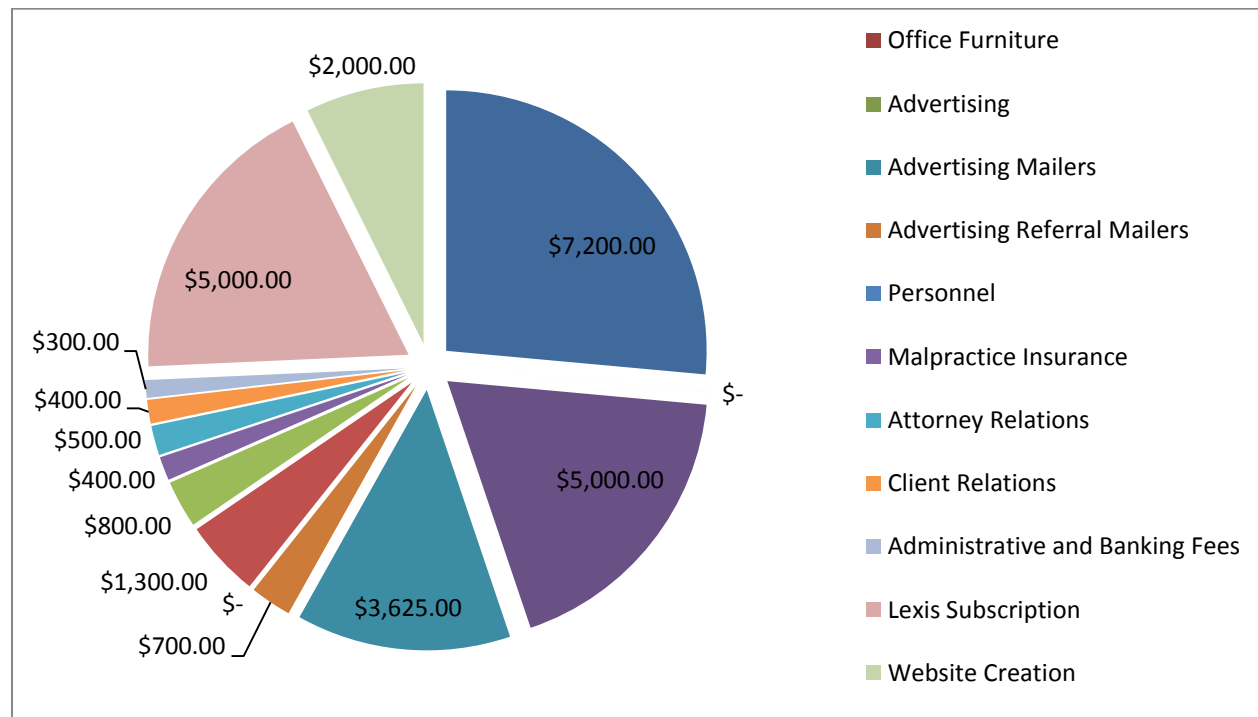
Customer Services – my practice will place focus upon a customer referral process. Every step of the client relationship could mean a world of a difference. I will ensure that each client updates me as to their satisfaction with my services as the relationship is ongoing. Improving telecommunications is key, and will at times includes being available to my clients during off hours, via Skype as well as other intermediary communication resources.

Operational Efficiency – the struggle with any practice is limiting costs, increasing revenue. My startup costs will be significant and working against me, thus my strategy will include limiting expenses on unnecessary services and supplies. Many of my fees will be non-existent in year 2 and will permit me to increase my productivity, both through avoided costs and fees, as well as learning and supplemental attorney education. I speak namely of AHA and NCHA materials. More importantly, I will keep updated budget sheets each week, and use these to create personal evaluations of the profitability of my practice. This will allow me to alter my methods in assisting clients, and permit to also alter some of my spending where I see necessary. As far as work product is concerned, I will look to improve my efficiency with regards to time and quality, ultimately increasing my return on investment (ROI) through more efficient practice procedures.

Networking – arguably the most important value of a start-up solo practice is the emphasis placed upon networking. This couldn't be more true for a practitioner entering a select field such as healthcare law. Fortunately, many of my clients will be seeking help on federal laws and regulations as North Carolina practices or facilities. As such, my expertise will be derived mostly upon learning and education from those outside of my state as well. This could include Skype, e-mail and cloud capability correspondence with notable adversaries both private and government across the country. Not only will this spread my name through referrals, more importantly I'll gain the confidence and knowledge necessary to compete in a rather obscure market.

Innovation in Marketing – the problem with many solo practitioners is their ability to spread social awareness of their services amongst potential clientele. In healthcare law, I will be pitching my services to a much older and sufficiently educated crowd (MD's, CEO's, etc.). As such, I must be willing to shift my visions of marketing. I will seek to develop a marketing “plan” for each individualized aspect of my practice. Federal statutory and regulatory issues can be marketed to individuals both within and outside of North Carolina. However, CON's and physicians acquisitions will derive a plan specific to North Carolina due to the appurtenant laws governing such. These plans will continue to be re-defined based upon need and benefit.

### ***Costs/Expenses for FY 2013***



**Budget Sheet for FY 2013**

<b>Income</b>		
Estimated Client Revenue		
qui tam/FTCA claims	\$	32,643.00
EMTALA/HIPAA	\$	16,646.00
Anti-Kickback/Stark Regulation	\$	8,200.00
Physician and Facility Acquisition	\$	19,450.00
	<b>\$</b>	<b>76,939.00</b>
<b>Expenses</b>		
Salary	\$	43,000.00
Office Space Lease (12 months @ \$600/month)	\$	7,200.00
Office Furniture	\$	-
Advertising		
Google	\$	5,000.00
Mailers	\$	3,625.00
Referral Mailers	\$	700.00
Personnel	\$	-
Office Supplies	\$	1,300.00
Licensing/Bar Fees	\$	800.00
Malpractice Insurance	\$	400.00
Attorney Relations	\$	500.00
Client Relations	\$	400.00
Administrative and Banking Fees	\$	300.00
Lexis Subscription	\$	5,000.00
Website Creation	\$	2,000.00
Federal Communications	\$	600.00
AHA and NCHA Materials	\$	1,500.00
Telecommunications	\$	-
	<b>\$</b>	<b>72,325.00</b>
<b>Income</b>	\$	76,939.00
<b>Expenses</b>	-	\$ 72,325.00
<b>Profit Potential - FY 2013</b>		
	<b>\$</b>	<b>4,614.00</b>

## ***Marketing Plan***

I touched upon this aspect a bit in my strategic plan. To start, my client based will consist of North Carolina practices and hospital and care facilities. However, I ultimately seek to branch out based upon availability and benefit. I will advertise myself in the NCHA and NCBA journals and newsletters for starters. A key aspect of marketing lately has involved the growing use of computers, thus online marketing will be essential. It must be noted that most of the resources concerning the issues I handle aren't readily available by paper source unless mailed directly. So, much of my target client based is already accessing computers. This should allow my online marketing to be supremely effective. However, I won't discount word-of-mouth either. While health law is a rather obscure and tight-knit practice area, I am unaware of whether fellow attorneys are keen on referrals. Thus, while I will send direct mailers to local hospital(s), physician and acute and long-term care facilities, I can't denote the importance of also mailing, calling, corresponding with other local, and national, healthcare attorneys in the hopes of attracting clients.

As I gain the capability to attract clients from outside North Carolina, I will make myself more available via Skype to converse with these practices and facilities. This will allow me to be more personable and available to my clients, while also cutting down on costs. Further, with health records hopefully going online within the next 20 years, this might make my virtual correspondence seem more attractive to potential clients. Computers will surely help shape my solo practice both from Year 1 and beyond.

## ***Networking/Referral Plan***

I have also touched upon this both within my strategic plan as well as just above in my marketing plan. I have already made numerous contacts within the area, those including Karen Schaede (*Schaede Law*), Robert Carter (*General Counsel, Cone Health*), Meredith Stubbs (*FTCA claims, U.S. Dep't. of VA – Winston Salem*), Dan Rattray (*General Counsel and Government compliance coordination, U.S. Dep't of VA – Winston Salem*), Kathryn Simpson (*Assistant General Counsel, U.S. Dep't of VA – Washington, D.C.*), Doug Bradshaw (*General Counsel, U.S. Dep't. of VA – Washington, D.C.*), Maureen Murray (*Health Law, Smith Moore*), Melissa Phipps (*Patient Care Counsel, Novant Health*), among others. I anticipate coordinating lunches (2x/ month) with both these individuals as well as others in North Carolina (notably Charlotte and Raleigh) over the course of my 1<sup>st</sup> year in practice and beyond. I will utilize these resources to the fullest extent in not only obtaining information, but also in hopefully gaining credibility and ultimately referrals. I believe that despite being quite young to the area, my extensive connections will serve me as well going forward, and my continued loyalty and devotion to the field and fellow attorneys will additionally serve benefit. I'd mentioned that upon branching out to clients foreign to the State of North Carolina, that I would utilize Skype and e-mail correspondence in order to touch base with other fellow health law attorneys. As I delve more into the PPACA and previously existent federal statutory and regulatory issues, these will become increasingly necessary to advancing my knowledge and client base. These can't be done without the correspondence and referrals of professionals in the field outside of North Carolina.