
Business Model Worksheet

Business Model Worksheet

Use this worksheet to think through the basic structure of the practice you are considering.

You do not need every detail figured out yet. The purpose is to make sure the model fits the way you want to practice and has a reasonable chance of working in your market.

1. What Practice Model Are You Considering?

- ☐ Traditional insurance-based practice
- ☐ Direct Primary Care
- ☐ Concierge or membership practice
- ☐ Cash fee-for-service practice
- ☐ Hybrid practice
- ☐ Other: _____

Why are you considering this model?

2. Your Patients

Who do you expect the practice to serve?

Why would these patients choose your practice?

If patients will pay you directly, what will they be paying for?

Have you talked with potential patients about the idea?

Yes / Somewhat / Not Yet

What have you learned so far?

3. How Will the Practice Make Money?

How will you get paid?

- ☐ Insurance reimbursement
- ☐ Monthly or annual membership
- ☐ Cash payment for visits or services
- ☐ Combination of the above
- ☐ Other: _____

What do you expect to charge?

How many patients, members, visits, or procedures do you think you will need for the practice to work financially?

Do you know how you arrived at that number?

Yes / Somewhat / Not Yet

4. How Do You Want to Practice?

How many patients would you like to see on a normal day?

How much time would you like to spend with a typical patient?

How many days per week would you like to see patients?

What kind of access will patients have to you outside of appointments?

What will happen when you are away from the practice?

5. What Will the Practice Require?

What staff do you expect to need when you open?

Will you need office space?

Yes / No / Unsure

Will you need significant equipment?

Yes / No / Unsure

Will you bill insurance?

Yes / No / Unsure

Will you need credentialing with insurance companies or government payers?

Yes / No / Unsure

Are there any services you plan to offer that create additional licensing, equipment, staffing, or compliance requirements?

6. Does the Model Fit Your Vision?

Go back to your Practice Vision Worksheet.

Does this model allow you to practice medicine the way you want?

Yes / Mostly / Not Yet

Does it fit the schedule you want?

Yes / Mostly / Not Yet

Does the expected patient volume seem reasonable?

Yes / Mostly / Not Yet

Does it have the potential to meet your financial goals?

Yes / Mostly / Not Yet / Unsure

Does it fit the amount of administrative work you are willing to manage?

Yes / Mostly / Not Yet

Does it fit the life you want outside of the practice?

Yes / Mostly / Not Yet

If you answered Mostly or Not Yet, what concerns you?

7. What Still Needs to Be Confirmed?

Before you commit to this model, what do you still need to confirm?

- ☐ Patients in my market are likely to want this type of practice
- ☐ The pricing or reimbursement can support the practice
- ☐ The patient volume I need is realistic
- ☐ The startup costs are manageable
- ☐ The ongoing expenses are manageable
- ☐ The staffing needs are realistic
- ☐ The model fits the schedule I want
- ☐ I understand the legal or regulatory requirements
- ☐ I understand any insurance or credentialing requirements
- ☐ I have talked with physicians using a similar model
- ☐ Other: _____

What are the biggest unanswered questions?

What do you need to do next to answer them?

8. Your Current Thinking

At this point, does this model still look like a good fit for you?

Yes / Maybe / No / I Need More Information

Why?

What is the next thing you need to do before deciding?

Using This Worksheet

This worksheet is a general planning resource and does not constitute individualized consulting, legal, tax, accounting, or financial advice from Practice Freedom Advisor.

Use it to think through whether the practice model you are considering fits your goals, your market, and the way you want to practice.

If you want help working through your specific practice model, you can schedule a Practice Freedom Strategy Session.

After the Strategy Session, you can take your Practice Freedom Action Plan and move forward on your own, or continue working with Practice Freedom Advisor through ongoing consulting.

Practice Freedom Advisor

Helping Physicians Build Practices That Support the Life They Want.

© 2026 Practice Freedom Advisor. All rights reserved. This publication may not be reproduced, distributed, modified, republished, or used to create derivative materials without prior written permission from Practice Freedom Advisor, except as permitted by law.

Practice Freedom Advisor

Helping Physicians Build Practices That Support the Life They Want.