

Draft Proposal
(Confidential not to be circulated)

The Brain Bio Centre (BBC, Richmond, Surrey) merges with Cactus Clinic (Teeside) which adopts the BBC business model to become a sustainable business in its own right and provides research and evaluation support to both clinics.

Social Objectives

Overall to realise our mutual goal of providing high quality, effective nutritional interventions to people with mental health difficulties by combining the commercially viable Brain Bio Centre business model with the University based, academic research expertise of the Cactus Clinic.

- To assist recovery of patients with mental health difficulties, thus lessening the burden on the NHS and social services
- Continually develop and evaluate effective treatment protocols
- Publish research papers
- Help integrate learning into social and educational agenda and projects.

Commercial Objectives

- Cactus Clinic becomes a self sufficient and profitable clinic in its own right the "Brain Bio Centre of the North".
- Cactus Clinic replicates the Brain Bio Centre business model and is owned by the Charity "Food for the Brain Foundation"
- Cactus Clinic expands its operations to offer nutritional interventions to adults as well
- The University of Teeside, Psychology Department, under the supervisions of Dr David Woodhouse, would become the independent evaluator and research partner for the Brain Bio Centre.
- Both clinics generate research necessary to attract NHS commissioners and private medical insurance cover

Discuss what this means for the relationship between the Cactus Clinic and the Steve Baldwin Foundation Charity.

The Business and Financial Model

Below is the financial model and assumptions for the Brain Bio Centre Richmond. Nutritionists and psychiatrist are self employed. Fees, lab test fees and costs may need to vary North and South according to local markets.

Model	
No. of applications	No.
No. of new clients	No. x £Fee
Revenue	£
Cost of Sales	£
Gross Profit	£
Gross Margin	%
Operational Costs	£
Net P/L	£
Net Margin	%

Draft proposal Cactus Clinic / Brain Bio Centre

Monthly Assumptions

	Brain Bio Centre	Cactus Clinic
Income		
Clients		
<i>No. of New Clients per month</i>		
No. Initial Consultations		
No. Follow-ups		
<i>No. working days per nutritionist</i>		y
Other income		
<i>Information packs</i>		
<i>Psychiatric Assessments</i>		
<i>Laboratory Tests</i> 15 or so tests available dependent on specific client needs		
Costs		
Staff		
<i>Staff</i>		(would share a researcher?)
<i>No. of Nutritionists needed for target clients per month</i>		
<i>Additional staff</i>		
<i>Laboratory Tests</i>		
<i>Marketing and PR</i>		
<i>Rent</i>		
ION space		
admin rent		y
University		
<i>Other</i>		
printing, stationary, telephone, fax, insurance, accountancy, IT, security, travel costs, beverages, post and packing, bank charges, contingency		

Operational Policies

Standardise client access through websites Brain Bio Centre / Food for the Brain, telephone access and branded information packs for clients (see Brain Bio Centre Example)

Share operational policies and procedures so that clients receive standardised, branded and evaluated services from both clinics.

Standardise client information questionnaires, clinical records, client databases, client administration systems and procedures.

Contracts for staff and contractors, plus reporting arrangements need to be standardised and agreed

Clinical Protocols and Research

Establish a clinical protocol steering group with expert input to develop and refine the treatment protocols for: ADHD, autistic spectrum, depression/anxiety, schizophrenia, dementia, Alzheimer's disease. These would be enacted by the clinics' nutritional therapists under the supervision of a psychiatrist, and the results evaluated by Teeside research team under the supervision of Dr David Woodhouse.

Data would be provided from clients treated at both clinics to evaluate the efficacy of treatment protocols. This data would be harvested by a research assistant (appointment underway) who would also process results to provide independent evaluation as required by NHS Commissioners and Private Healthcare Insurers.

PR, Marketing and Development

The cactus Clinic would benefit from the PR and marketing already in place for the Brain Bio Centre (assume some cost for this).

- Publicity for, and launch of the Brain Bio Centre (North) in February or March 2007. (Timing and date to be agreed)
- Success stories / transformational testimonies collected and published from both clinics to promote the product, North and South.
- Schools projects expanded
- Supplement sales at the clinics considered
- Marketing to NHS Commissioners, Private Health Insurers, Company occupational Health Schemes, Mental Health Charities and self help groups
- Increase nutritional therapy student placements, developing nutritionist assistants, mentoring and succession planning.
- Ultimate goal - Centre of Excellence, North and South with a world wide reputation.

Risks, contingencies and implementation plan

Full business plan in preparation needs to include these issues.

