

## **Entrepreneurship in Healthcare Franchising: Launching & Scaling a Mental Health Clinic**

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## **Entrepreneurship in Healthcare Franchising: Launching & Scaling a Mental Health Clinic**

### **Course Description:**

This course equips aspiring entrepreneurs with the knowledge and skills to launch, operate, and scale a healthcare franchise, using ABC Mental Health Clinic as a practical case study. Students will learn about licensing, business models, regulatory compliance, financial planning, marketing, and operational excellence in healthcare franchising.

### **Target Audience:**

- Aspiring entrepreneurs in healthcare
- Healthcare professionals seeking business opportunities
- Franchise investors and managers

**Course Duration:** 8 Weeks (Flexible)

**Delivery:** Online, hybrid, or in-person sessions

**Assessment:** Quizzes, case studies, business plan project

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## Module 1: Introduction to Healthcare Entrepreneurship

### Learning Objectives:

- Understand the healthcare business landscape
- Explore franchising as a business model in healthcare
- Recognize opportunities and challenges of healthcare entrepreneurship

### Content:

- Overview of healthcare franchises
- Case study: ABC Mental Health Clinic
- Entrepreneurship concepts: opportunity recognition, value creation, scaling

### Activity:

- Group discussion: Identify gaps in mental health services in your community
- Homework: Write a 1-page reflection on why healthcare franchising is a viable business opportunity

### References:

- Fasken (2020), Franchise Canada (n.d.)
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## Module 2: Legal & Regulatory Framework

### Learning Objectives:

- Understand licensing requirements for healthcare professionals
- Learn franchise disclosure rules in Canada and the U.S.
- Comprehend privacy laws (PHIPA, HIPAA) in clinical settings

### Content:

- Licensing for psychologists, social workers, psychotherapists
- Franchise disclosure requirements in Quebec, Ontario, and the U.S.

- Telehealth privacy and compliance standards

**Activity:**

- Case study: Determine licensing and compliance requirements for opening a clinic in Ontario vs. Texas
- Quiz: Identify correct compliance procedures for telehealth

**References:**

- DJ Holt Law (2025), Tazi et al. (2023), International-Franchising.com (n.d.)
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## Module 3: Business Models & Franchise Structures

**Learning Objectives:**

- Understand franchisor vs. franchisee roles
- Learn royalty and marketing fee structures
- Explore operational manuals and standard operating procedures

**Content:**

- Franchisor responsibilities: brand, training, manuals
- Franchisee responsibilities: local operations, compliance
- Sample royalty model (5–10% revenue, 2–3% marketing fees)
- Standardized manuals for therapy, billing, telehealth

**Activity:**

- Role-play: Franchise negotiation between franchisor and franchisee
- Exercise: Draft a one-page operational plan for a sample clinic

**References:**

- Sanchelima (2024), Lexpert (2025)
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## Module 4: Financial Planning & Revenue Models

**Learning Objectives:**

- Estimate startup costs and ongoing expenses
- Analyze revenue potential per location
- Forecast ROI and break-even points

**Content:**

- Startup costs: lease, renovation, equipment, licensing, marketing
- Ongoing costs: staff, rent, utilities, insurance, royalties
- Revenue projections: private therapy session pricing, multi-therapist scaling

**Activity:**

- Spreadsheet exercise: Create a financial model for a new clinic
- Case study: Compare Canadian and U.S. costs

**References:**

- Franchise Canada (n.d.), Fasken (2020)
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## **Module 5: Marketing & Branding Strategies**

**Learning Objectives:**

- Learn centralized and local marketing strategies
- Explore digital marketing for healthcare franchises
- Understand telehealth promotion and community outreach

**Content:**

- Branding guidelines, social media campaigns
- Local marketing: schools, flyers, community workshops
- Telehealth expansion strategies

**Activity:**

- Design a social media campaign for a new clinic launch
- Assignment: Create a local marketing plan including partnerships

**References:**

- Tazi et al. (2023)
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## **Module 6: Franchise Agreements & Contractual Management**

**Learning Objectives:**

- Understand franchise contract components

- Learn about renewal, termination, and non-compete clauses
- Recognize the importance of territorial rights

**Content:**

- Franchise agreement elements
- Confidentiality, operational standards, and compliance
- Case study: Sample ABC Mental Health Clinic franchise agreement

**Activity:**

- Draft a simplified franchise agreement with key clauses
  - Quiz: Identify critical contractual elements for franchise protection
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## **Module 7: Operations, Supervision & Quality Control**

**Learning Objectives:**

- Learn to implement operational standards across franchises
- Understand clinical supervision and compliance reporting
- Explore quality control audits and feedback systems

**Content:**

- BCBA supervision requirements for RBT
- Peer supervision for psychologists and therapists
- Quarterly compliance reports and audits

**Activity:**

- Role-play: Conduct a supervision session
  - Create a compliance checklist for a franchise clinic
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## **Module 8: Capstone Project – Launching a Healthcare Franchise**

**Learning Objectives:**

- Apply all course knowledge to develop a franchise plan
- Prepare a pitch for potential investors or franchisees
- Integrate legal, operational, marketing, and financial strategies

**Assignment:**

- Create a **complete franchise business plan** for ABC Mental Health Clinic in a selected location
- Include: licensing, franchise agreement, operational manuals, marketing strategy, financial model, and supervision plan

**Presentation:**

- Present business plan to class or instructor panel for feedback
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## Course Materials & References (APA Style)

- DJ Holt Law. (2025). *HIPAA compliance for franchise systems*. <https://djholtlaw.com/minnesota/minneapolis/hipaa-compliance-for-franchise-systems/>
- Fasken. (2020, August 18). *You have been told that franchise disclosure is not mandatory in Québec: This is “fake news”!* Mondaq. <https://www.mondaq.com/canada/franchising/978974/you-have-been-told-that-franchise-disclosure-is-not-mandatory-in-qu%C3%A9bec-this-is-fake-news>
- Franchise Canada. (n.d.). *Legal aspects of franchising*. Canadian Franchise Association. <https://cfa.ca/franchisecanada/legal-aspects/>
- International-Franchising.com. (n.d.). *Canada franchising regulations*. <https://www.international-franchising.com/en/canada>
- Lexpert. (2025). *Canada’s franchise acts: How do they work?* <https://www.lexpert.ca/news/legal-faq/canadas-franchises-acts-how-do-they-work/377127>
- Sanchelima, A. (2024). *Franchise law in healthcare and fitness businesses*. <https://www.sanchelima.com/2024/12/20/franchise-law-in-healthcare-and-fitness-businesses/>
- Tazi, F., Nandakumar, A., Dykstra, J., Rajivan, P., & Das, S. (2023). *Privacy, security, and usability tradeoffs of telehealth from practitioners’ perspectives*. arXiv. <https://arxiv.org/abs/2306.05725>