

# OKLAHOMA DETOX & REHAB CENTER

2200 N COLTRANE RD

OKLAHOMA CITY, OK 73121



## 1. Executive Summary

### Business Name:

Oklahoma Detox & Rehab Center, Inc.

### Business Address:

2200 N Coltrane Rd, Oklahoma City, OK 73121

### Facility Size:

50 beds Facility

### Number Of Employees:

70 Employees

### Mission Statement:

To provide compassionate, comprehensive, and individualized care to those seeking recovery from addiction, with a focus on detoxification, rehabilitation, and long-term recovery.

### Vision Statement:

To become the leading recovery center in Oklahoma City by offering effective treatment, utilizing evidence-based therapies, and providing a supportive environment for individuals on their journey to sobriety.

### Core Services:

- Drug & Alcohol Detoxification
- Residential Rehab
- Aftercare Support and Relapse Prevention

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## 2. Market Analysis

### Industry Overview:

- The drug and alcohol rehabilitation industry has seen growth in recent years due to rising addiction rates and a heightened societal focus on addiction treatment.
- Oklahoma has a significant need for accessible rehab services, with many people requiring help due to opioid, methamphetamine, fentanyl and alcohol addiction.

### Target Market:

- **Primary:** Adults (ages 18–65) struggling with substance use disorders.
- **Secondary:** Families of those seeking treatment.

- **Geographic Market:** Oklahoma City, surrounding regions, and the state of Oklahoma.

#### **Market Demand:**

- Oklahoma ranks among the top states for overdose deaths, making rehabilitation services essential.
- Increasing mental health awareness has led to more patients seeking comprehensive treatment for dual diagnosis conditions.

#### **Competitive Analysis:**

- **Local Competitors:** Several rehab centers operate in Oklahoma City, but few offer 50-bed facilities with integrated detox and rehab programs.
  - **Differentiation:** Our center will differentiate by offering a holistic approach combining evidence-based treatments, therapeutic activities, and aftercare planning to help clients maintain long-term recovery.
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### **3. Services Offered**

#### **Detoxification Services:**

- Medically supervised detox to safely help individuals eliminate harmful substances.
- 24/7 nursing support and medical oversight during withdrawal.

#### **Rehabilitation Programs:**

- **Inpatient Rehabilitation:** Residential treatment lasting 30 days.
- **Individual Therapy & Group Therapy:** Cognitive-behavioral therapy (CBT), motivational interviewing, trauma-focused therapy, and group support sessions.

#### **Dual Diagnosis Treatment:**

- Treating co-occurring mental health conditions, including anxiety, depression, and PTSD.

#### **Aftercare and Relapse Prevention:**

- Alumni programs, group therapy sessions, sober living arrangements, and continuous support.
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### **4. Marketing and Sales Strategy**

#### **Branding and Positioning:**

- Develop a strong, empathetic brand focusing on healing, recovery, and support.
- Position the center as a compassionate and effective treatment provider in Oklahoma.

### Digital Marketing:

- **Website Development:** User-friendly, informative website with detailed service descriptions, client testimonials, and resource guides.
- **SEO and Content Marketing:** Optimize the website for search engines to rank higher in local search queries for detox and rehab services.
- **Social Media Marketing:** Create awareness through Facebook, Instagram, and YouTube with educational content, success stories, and client testimonials.
- **Google Ads & Paid Search:** Use PPC (pay-per-click) ads to target people searching for drug rehab services in Oklahoma City.

### Community Engagement:

- **Partnerships:** Work with local healthcare providers, hospitals, and mental health professionals for referrals.
  - **Outreach Programs:** Offer educational seminars or workshops to inform the public about addiction and available services.
  - **Open House Events:** Host events to invite the community to visit the facility, meet staff, and learn more about the services.
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## 5. Operational Plan

### Facility Setup:

- **Renovations:** Ensure the facility is comfortable, clean, and provides a therapeutic environment.
- **Staffing:**
  - **Medical Team:** Physicians, nurses, and psychiatrists for detox supervision and mental health services.
  - **Therapists & Counselors:** Licensed addiction counselors, behavioral therapists, and case managers.
  - **Support Staff:** Administrative staff, facility maintenance, and security personnel.

### Treatment Protocols:

- Follow best practices in addiction treatment, including evidence-based therapies like CBT, DBT, and 12-Step facilitation.
- Implement individualized care plans for each client based on their needs and treatment progress.

### Regulatory Compliance:

- Adhere to state and federal regulations for healthcare and addiction treatment centers, ensuring all licensing requirements are met.
  - Implement HIPAA-compliant practices for patient privacy.
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## 6. Financial Plan

### Start-Up Costs (First 6 Months):

- **Facility Renovation & Setup:** \$550,000
  - **Medical Equipment & Supplies:** \$100,000
  - **Staff Salaries & Benefits:** \$400,000
  - **Marketing & Advertising:** \$50,000
  - **Insurance & Licensing Fees:** \$30,000
  - **Contingency Fund:** \$200,000
- Total Start-Up Costs:** \$1,330,000

### Revenue Projections (First 6 Months):

- **Average Cost per Patient per Month:** \$15,000
- **Occupancy Rate Target (Months 1–6):** 50% (25 patients per month on average)
- **Revenue per Month:** 25 patients  $\times$  \$15,000 = \$375,000
- **Revenue for 6 Months:** \$375,000  $\times$  6 = \$2,250,000

### Operating Expenses (Monthly):

- **Staff Salaries:** \$110,000
  - **Facility Maintenance and Utilities:** \$25,000
  - **Marketing & Advertising:** \$25,000
  - **Insurance & Licensing:** \$4,000
  - **Medical Supplies and Equipment:** \$5,000
  - **Miscellaneous Expenses:** \$5,000
- Total Monthly Expenses:** \$174,000

### Profitability:

- **Monthly Profit:** \$375,000 - \$174,000 = \$201,000
- **Projected 6-Month Profit:** \$201,000  $\times$  6 = \$1,206,000

### Funding Requirements:

- Seek initial funding of approximately \$1 million from investors, loans, or grants to cover startup costs and ensure operations for the first six months.
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## 7. Risk Analysis

### Potential Risks:

- **Regulatory Changes:** Federal or state legislation could impact operational requirements or insurance reimbursements.
- **Market Competition:** New competitors or existing centers increasing capacity could affect market share.
- **Economic Factors:** Recession or changes in insurance coverage could influence client access to services.
- **Public Perception of Addiction Treatment:** Stigma around addiction recovery may limit client base.

### Mitigation Strategies:

- **Compliance:** Regular updates on regulatory changes and flexible practices to adapt.
  - **Marketing & Reputation Management:** Focus on client success stories, testimonials, and community involvement.
  - **Diversified Funding Sources:** Seek multiple revenue streams, including private pay, insurance, and government programs.
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## 8. Conclusion and Timeline

Over the first six months, our goal is to establish a strong presence in Oklahoma City, provide high-quality care, and ensure the sustainable financial growth of the facility. The timeline includes completing facility renovations, recruiting and training staff, launching marketing campaigns, and enrolling patients.

### Key Milestones:

- **Month 1-2:** Facility setup, staff hiring, marketing campaign launch.
  - **Month 3:** Begin accepting patients, monitor patient satisfaction, and track marketing success.
  - **Month 4-6:** Reach full capacity (50% occupancy), refine service offerings, strengthen community partnerships.
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This business plan is a starting point. It will need continuous refinement as the center establishes its operational patterns, gains market traction, and adapts to changes in the healthcare and addiction treatment landscape.