

— E-book —

KETAMINE BUSINESS JUMP START

TRANSFORM LIVES. INCREASE
PROFESSIONAL SATISFACTION



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TABLE OF CONTENTS

Let's Begin

3

Meet Jason

5

Why You Probably Won't Start a Ketamine Clinic

6

Finding Your Why

6

Turning Your Dream into a Vision

8

Envisioning Your Practice

9

Setting a SMART Goal

10

Money Talk

12

Staffing

14

Acquiring Patients

15

Creating Your Website

15

Marketing	16
Social Media	17
Getting on Google Maps	18
Types of Insurance You Will Need	18
Regulations, Licensing, Legal	19
Selecting an Office Location	20
Supplies & Equipment	21
Advanced Practice Nurses and Registered Nurses: Overcome Scope of Practice Limitations in Your State	24
Certified Nurse Practitioner Independent Practice Map	26
Certified Registered Nurse Anesthetists (CRNA) Independent Practice Map	27
The Ins and Outs of Spravato (Esketamine)	28
Now What?	35

Let's Begin

If you are reading this, you must be investigating the possibility of starting your own ketamine clinic. You've likely done some basic research into ketamine and know it is being used as an effective off-label treatment option for many conditions, including:

- Treatment Resistant Depression (TRD)
- Anxiety
- Post-traumatic Stress Disorder (PTSD)
- Bipolar Disorder Type 2
- Obsessive Compulsive Disorder (OCD)

Even emergency rooms around the country have discovered the value of ketamine. Today, they administer it to rapidly reduce or terminate suicidal ideations in acute mentally ill patients.

Ketamine has also been used to treat chronic pain syndromes such as:

- Complex regional pain syndrome (CRPS)
- Neuropathic pain
- Radiculopathy

Many clinicians now use ketamine therapy to treat:

- Migraines
- Fibromyalgia
- Lyme disease
- Ehlers-Danlos Syndrome

The three most common indications for ketamine therapy you will encounter in the outpatient setting are for TRD, PTSD, and chronic pain.

Excitingly, in early 2019 a new esketamine nasal spray (Spravato) was approved by the FDA for TRD. This approval demonstrates the legitimacy of ketamine therapy for mental health. However, because of its extensive media coverage it has also created a buzz surrounding increased awareness among patients and healthcare providers. This is wonderful news, of course, but the Spravato (esketamine) nasal spray is certainly not a panacea for patients with TRD.

Spravato (esketamine) has several limitations, including:

1. It contains only half of the ketamine molecule, making it far less effective than the racemic IV ketamine.
2. It must be administered in a healthcare setting.
3. Patients are required to remain under observation for 2 hours post administration.
4. The wholesale cost of Spravato is more expensive than the superior performing IV ketamine.
5. There is no data available regarding whether it will be covered by insurances and how much the reimbursement rate will be.

With this noted, many ketamine clinic owners see the approval of Spravato as a huge win for patients and ketamine practices. If covered by insurance, Spravato could open the door for patients who couldn't otherwise afford the better IV ketamine to try Spravato for some symptom relief. Due to its extremely low efficacy rate those patients who can find a way to pay for the better IV ketamine will likely continue doing so. Toward the end of this eBook you'll find a comprehensive write-up on Spravato to give you more insight into this.

For more detailed information on Spravato, check out this [FREE recording](#) of a Spravato lecture I presented live on my totally [FREE Ketamine Start-up Facebook group](#).

This quick-start guide is designed to provide you with a broad overview and a little guidance to help you work through your consideration of opening a ketamine practice—a practice with the potential to alter the course of your personal and professional life. Starting my ketamine therapy practice allowed me to regain control of my schedule while still earning a high six-figure income AND being able to help patients obtain symptom relief. Yes, it has helped many lives for the better!

Had I not started my ketamine practice, I never would have known that a less than \$15K startup cost and a little motivation were the two things stopping me from living life on my terms, all while skyrocketing my professional satisfaction. If you are still motivated to start this exciting endeavor after reviewing this condensed startup guide, check out my [step-by-step ketamine therapy course](#). This online course provides ALL the detailed information you need to begin the process of opening a

ketamine clinic. More so, it is bound to save you from making mistakes which ultimately will cost you an enormous amount of time, headaches, and even money.

The course includes extensive information—an entire book’s worth. Those details go beyond the scope of this guide. Today, I want you to gain some basic knowledge and recognize you have options. To jump ahead and learn more about the comprehensive ketamine therapy course visit www.KetamineAcademy.com and enroll in the [FREE ketamine training webinar](#) (if you haven’t done so already).

Meet Jason



Jason A. Duprat has been a Certified Registered Nurse Anesthetist (CRNA) for over 4 years and has been working in the medical field for over 10 years, including 8 years in the Navy Reserves Nurse Corps. Currently, he is the detachment training officer for Expeditionary Medical Facility-Dallas, Det A. He has a Bachelor of Science in Management, a Bachelor of Science in Nursing, a Master of Science in Anesthesiology, and he is currently working toward his MBA.

With his background as an Advance Practice Registered Nurse and Infusion Clinic owner, Jason has gain extensive experience with all aspects of Ketamine Therapy & IV infusion therapy. Jason is the founder of The Injection & Infusion Clinic of ABQ which offers Ketamine & IV Nutritional Therapy services in Albuquerque, New Mexico.

He is also the host of The Healthcare Entrepreneur Academy Podcast. This innovative show consists of interviews with real-world healthcare entrepreneurs and other leading business experts who share their entrepreneurial journey as well valuable advice and tips to help educate and inspire other healthcare entrepreneurs.

Why You Probably Won't Start a Ketamine Clinic

Hands down, the most common reason most providers do not start a practice, or any business venture for that matter, is FEAR—the FEAR of leaving your comfort zone.

Most people let fear come between them and their desire to make a change in their lives.

Fear is an instinct deeply embedded within our DNA and an entirely natural reaction to any potentially risky situation. It is human nature to want to stay within the boundaries of your comfort zone—after all, it is called the *comfort zone* for a reason. Everything in this zone is safe; it is nice and cozy and in the average human mind, it is free from risk or struggle. Part of that may be true, but it is also true that the next level of happiness, success, and freedom are never found within your comfort zone. To reach the next level, you must be willing to make a move out of its confinement.

There are two simple truths about comfort zones you need to understand for you to see why your future happiness and success depends on you leaving that cozy space.

- **Truth #1**

A comfort zone is synonymous with a “zone of mediocracy.”

- **Truth #2**

Nothing truly great was ever achieved by anyone who stayed within their own comfort zone.

You can study history books and learn from thousands of examples of world-class achievers. In these stories about high-level performers, you will find their great successes were ALWAYS accomplished outside their comfort zone.

When you feel yourself starting to settle in—to coast or lose your passion—it is almost always because you have fallen into the trap of your comfort zone. Getting out takes a conscious effort. You must push yourself outwards and upwards step-by-step to the next level, because if you don't, life will simply pass you by.

Failure to leave one's comfort zone often results in a sense of lost passion, a withering desire for dreaming, and it ultimately lessens the motivation to live an enormously abundant life.

The comfort zone dwells in mediocracy.

Have you been feeling like you are stuck working day-in and day-out to build someone else's dream? Make someone else happy? Or rich? If deep down you KNOW you have the potential to achieve a level of greatness that feels impossible to reach at the present time, you MUST fight to get yourself into the right mindset! Start reading and studying how to change your automatic, subconscious actions, including your innate reaction to approach change with a fearful mindset.

The biological fight-or-flight reaction associated with fear is a God-given response, meant to save us from physically harmful situations so we can survive and procreate. This response is great in life or death situations, like in times of war or back when us humans lived in the wilderness, but now it has become a major barrier in achieving success.

Without the proper awareness and mindset training, fear can easily take control over every aspect of your life. It can limit you from making tremendous strides toward improving your future and the future of those around you. Do not let fear hold you back. Study it, understand it, and learn to control it so you will be able to achieve greater things for your life. Everything you want in life is at the end of your comfort zone. Changing your mindset is the most important thing you can do to move yourself outside the limits of mediocrity.

I am neither a life coach or motivational speaker, but I know for a FACT that your mindset—your negative thought patterns, fear, and self-doubt—are likely holding you back from your peak level of success, whatever that looks like for you. My recommendation to you is to find podcasts, books, coaches, conferences, courses, and masterminds to help retrain your mediocre way of thinking and allow you to surround yourself with top performers. Align with those who can pull you forward and upward. After all, you are the average of your five closest friends....

Finding Your Why

Knowing your “WHY” is the most important step you take to remain on course while striving to achieve your goals. When you know your “why” will you find the strength to take the steps needed to get ahead. You will also be able to re-inspire yourself during the most challenging times.

When you understand your “why” you grant yourself permission to move your life in an entirely new, more challenging and more rewarding, path.

Have you ever asked someone why they are starting a business or why they wake up and go to work every day? If you have done this, the most common response you'll hear is "they want to earn money." Money is the most obvious "why," however it is not the most inspiring. Money is a superficial goal, not a deep reason. You must learn what inspires you to get out of bed early in the morning.

For some, money does feel like their true motive for getting up and working each day. In these cases, the real question becomes: Why do you want the money? Is it for freedom from your job? Is it so you can travel? Or so you can spend more time with your family? Is it to have more control of your time?

Money does not drive people; motivation from their deep-rooted "why" does. It is in this understanding that you can generate a vision that resonates with you. In this space, the purpose, cause, or belief that ultimately drives every person to take action exists.

I challenge you to dig deep and to find your true "why." It isn't always easy; in fact, it could be several layers deep. This process of discovering your "why" may work for you. Give it a try.

1. Ask yourself "Why?" one time, and then when you have a response, ask yourself "And why is that?"
2. Continue down this path several times. You'll know when you've found your real "why" because it will feel more vulnerable, more energized.

For a more detailed lesson on this, I highly recommend going to YouTube to watch the TED talk by Simon Sinek, *Start With Why*. It is a fantastic segment, eloquently expressed and it has also been beneficial to many business people in their pursuits of knowing the "why" you may be currently exploring.

Turning Your Dream into a Vision

It is a useful practice to dream about what amazing things your future potentially holds.

- Dreaming is a sign you have hope and some internal desire to change something for the better.
- Dreaming is what keeps people feeling young and keeps us all going.

Entrepreneurs are always dreaming about what could be, how to improve, and how to help more people.

However, dreaming alone will not get you where you want to go. The overwhelming majority of people on this planet dream and just stop there. They don't put in any action toward bringing their dreams to fruition. Taking action is what separates those who achieve greatness from those who swim in a crowded pool of mediocrity. This gives you false ambition, as dreams are blurry and lofty.

A dream begins to work for you when you transform it into a vision. A vision develops as you create a clear picture of your dream.

As an entrepreneur, your vision of your future business is what will drive you and your employees to great success. You must share your vision with your staff and share it often because without a shared vision, your business will eventually wither and die.

I'll share some ideas for creating a vision next.

Envisioning Your Practice

Let's start with a short exercise—envisioning your ideal practice.

- How is it going to look?
- What colors and décor are you going to use?
- How many infusion areas are there?
- What types of additional products and services will you be providing?
- How big is your location?
- Do you have multiple locations?
- How many employees do you have?
- Do you work full-time in your practice or part-time?
- How amazing do your patients feel after their treatments?
- How much fun are you having at work?
- What does your stress level feel like? Are you stress free?
- Are you able to spend more time with family and friends?

These are all questions you'll contemplate. To contemplate them, you'll want to:

1. Stop what you are currently doing.
2. Go to a quiet place.
3. Take three slow deep breaths.
4. Close your eyes.
5. Begin seeing what you wish to create.

Envisioning your ideal practice and planning the steps to take in order to make your vision a reality will set you on the right path. All the questions suggested in the exercise above place you into your dream and breathe life into it, if you will, which is the key to it becoming a vision...a vision you can achieve.

Once you have the vision in place, create a vision board for yourself. In order to make a powerful vision board, you will need to “see” the details of your vision. Do this by:

- Printing or cutting out pictures from magazines or that you find online of what your dream clinic will look like.
- Include images that reveal what you will feel like as a clinic owner.
- Take these images and place them in a frame you will hang some place where you see it daily.

And when you look at your vision board, take moments to pause and look at it—think of how it makes you feel and what it will be like when you achieve your goal. Notice, I didn't say “if” you achieve your goal but “when.”

This simple crafty exercise will help to bring you more clarity and direction for your plans if you use it. You are required to both create it and then spend a few minutes in front of it every single day.

Setting a SMART Goal

Goals force you to take steps in your life to make your dreams become actions in your life.

Once you have dreamed of starting your own clinic, clarified it into a vision, and created a vision board to keep you on track, the time for fearless action begins.

This begins with *setting goals*.

Goals that work meet five criteria. You must address each of these components to stand a chance of developing into reality. A goal brings your wishes, dreams, and visions down to earth by creating a systematic approach toward making it happen. The best way to remember what you should do is to use the acronym SMART.

- Goals must be **Specific**
- Goals must be **Measurable**
- Goals must be **Attainable**
- Goals must be **Relevant**
- Goals must have a **Time Limit**

Goals must be SMART!

SMART goals work because of two attributes.

1. The goal is your own, not someone else's
2. The goal is in writing

Do you know what ambiguous means? It means open to interpretation. If you look at what you believe to be a goal and it is open to interpretation, you are looking at a wish or fantasy.

Additionally, goals without a time limit are unable to be broken down into mini-goals, which are small milestones within the large goal to help you measure your progress and observe your traction.

It seems simple to put a goal down in writing, but you might be surprised at how few people do so. Writing it down is an important step. The correlation between writing your goals down and accomplishing them is that you increase your chances of succeeding. Furthermore, only a limited number of people have been able to achieve greatness and most of those who have recognized authentic success are those who have created written goals they read daily. Why? It works!

It is extremely difficult to stay on track without a written goal because it must be seen, reviewed daily, and imprinted into your subconscious.

With a solid vision that leads to creating specific SMART goals, you are prepared to get into some of the details of a big question I'm sure you have: How do I get this ketamine clinic started?

Money Talk

As it stands today, IV ketamine therapy is not covered by most insurance companies. Consequently, IV ketamine is mostly a self-pay service. Ketamine therapy can be a lucrative service when

- offered at a stand-alone clinic specializing in ketamine
- or when offered as an additional service in an existing practice.

Providers may add ketamine therapy as adjunct to nearly any office location, assuming appropriately trained staff and proper equipment is available.

The revenue generated by a ketamine clinic is highly variable and is dependent on many factors, including:

- Location
- Area competition
- Marketing
- The amounts of dedication and skill the owners bring to the table

According to the Ketamine Treatment Centers (KTC) partnership brochure, a typical stand-alone ketamine clinic with the capability to run a minimum of four infusion chairs can easily obtain gross revenues that exceed \$1MM per year. This estimate is based on treating only depression and excludes the variety of other conditions treated with ketamine. Clinics offering ketamine infusions for chronic pain and various other conditions could easily reach projected gross revenues up to \$1.6MM or more per year (once well established)!

As a clinic owner you can even decide to add additional services (revenue generators) to your practice. Many clinics, including mine, also offer IV nutritional therapy, because it is a good companion product that makes sense because the clinic is already set up to run IV infusions.

If you are interested in learning IV Therapy, I have partnered with an IV Therapy expert to create a course on how to safely offer this service. You can learn more about the course at <http://www.ivtherapyacademy.com>.

IV Therapy is one option, and I wanted to let you know a few more revenue streams other clinics are also looking at. These include (but are not limited to):

- Medical marijuana evaluations
- Transcranial magnetic stimulation
- Mental health counseling
- Ketamine-assisted psychotherapy

These types of additional services you may consider offering are only limited by your imagination and willingness to learn or hire staff with the knowledge needed.

When estimating potential ketamine practice revenues, it is important to look at two factors.

1. The cost per infusion
2. The volume of potential patients

Around the United States, IV ketamine providers are charging anywhere from \$350-\$600 for a mental health infusion all the way up to \$2,000 for a single chronic pain infusion.

You will want to take the details of your market into consideration before setting your price point. A few things to consider when contemplating pricing is

- the income demographics of your area
- and what nearby clinics are charging for similar services.

In my opinion, setting your prices lower than your competitions is a terrible mistake. Basically, you are entering a race to the bottom; at minimal, a race you do not want to win. Eventually, this type of decision is likely to drive you out of business.

Instead, you could consider charging average or above average prices for your area. This cost is substantiated by your focus on delivering exceptional service and value for the patients—a much better strategy for long-time survival of your practice. Patients associate quality with cost and if you are the Dollar General of ketamine infusions, your clinic will earn a reputation as a cheap, low quality practice. You don't wish to welcome that into your business, do you? Unlikely! Avoid this by committing to not setting your prices as the lowest in your area, unless there is a valid reason for doing so. (At this time, I am unaware of valid reasons.)

Expenses for most ketamine clinics is minimal, if you do not opt to lease high-end office space or waste money on top-of-the-line equipment and exotic décor or furniture. Your top three expenses will be

- rent,
- marketing,
- and payroll expenses.

Staffing Your Practice

Most providers of ketamine therapy begin working as the primary provider and then hire an assistant or two. As volume increases, they add on staff.

As your business grows, you want to consider which type of professionals can provide the infusions. This will be based on what the rules in your state dictate.

There are a variety of ways to structure your clinic staffing. For example, some clinics are staffed by one or any combination of the following medical professionals: CRNAs, NPs, MDs, DOs, RNs, Paramedics, EMTs, Counselors/Therapists, and Medical Assistants. The most important aspect of determining your staffing structure are the laws of the state in which you practice. You will want to check with your state's Medical Board, Board of Nursing, and other professional boards in order to get a firm understanding of the scope of practice for each medical professional.

The next most important thing to consider when structuring your staffing is patient safety. The staff in your clinic must be able to handle any potential emergency that could arise—as rare as they might be. At the very least, there should one ACLS-trained professional in the clinic during infusions.

Additionally, non-medical staff may assist with running the office, answering phone calls, ordering supplies, and helping to assure your operation runs smoothly.

Acquiring Patients

After you establish your clinic's presence online with a website and social media pages (more info on this later), it is important to get the word out! Let people know you are opening your clinic and encourage them to visit your website.

You, and only you, will be the best marketer for your clinic. This means you need to tell everyone you encounter about your exciting new practice.

Once others start to hear about your clinic, you will begin to get calls from patients and providers. Some inquiries are very general, but others come from patients who are well-versed in ketamine and its uses. You will be surprised that some patients have been researching and studying ketamine longer than you have! Initially, I was quite shocked at how knowledgeable some of my patients were. Many had been researching, studying the efficacy, and following ketamine's availability for quite some time. What really surprised me as I grew the practice was realizing what a small percentage of providers around the nation were knowledgeable about the versatile uses for IV ketamine.

Some patients are self-referred and others will arrive with a written referral. It will be up to you to decide if you will require all patients to have a referral and which patients are appropriate candidates for infusions. Part of this decision is based on what types of options you'll offer in your practice (some are mandated by your state's practice laws).

Physicians, regardless of specialty or residency, tend to have a limitless scope of practice. They can perform treatments or services for anything in which they feel they have received training in and are competent at. All other professionals must investigate the scope of practice rules in their state in order to ascertain what is within their scope of practice and what is out of scope.

Creating Your Website

When it comes to building your clinic's website there are a couple of options.

- **Build your own**

If you are even remotely tech savvy AND a do-it-yourselfer, you can create your own website and easily save thousands of dollars. The ease-of-use for many online website creation tools is truly amazing. Furthermore, the best website creation platforms are no more difficult to use than your typical word processing application, like Microsoft Word. In fact, today you can create a website with zero coding knowledge with easy to use graphical user interfaces (GUIs). I personally use Wix and Squarespace, but there are many great options out there. For the intermediate and advanced users, Word Press can be a great user-friendly option. It has a variety of available plug-ins and minimal-to-no coding knowledge required.

- **Pay a website designer**

If you decide to go this route, you can find a website designer online or locally. Most designers will build the basic site for you and then provide you with administrative (admin) access. This admin access allows you to log in and edit text and add or update photos or videos. If you choose this route, I would highly recommend working with someone local or someone who can have face-to-face meeting via video chat. There is something to be said for having a face-to-face relationship with someone who controls your business's online presence. If a fly-by-night online web designer creates your site and disappears, you may have an extremely difficult time gaining access to the site.

TIP

If you choose to have a designer create your website, make sure you have a contract stating you own everything they create on your behalf.

Marketing

The moment you have committed to starting and growing your own ketamine clinic, you should start your marketing program. It is a good idea to start marketing at least two to three months prior to opening. This will increase your chances of having several appointments booked before you officially open your doors. This is a smart way to offset your overhead for your first month of operation.

Before you begin, you will want to make sure you have your website up and running. The site should provide:

- Fairly detailed information about ketamine protocols
- Indications for treatments and costs
- Frequently Asked Questions (FAQs)

I have found that the more thorough your website information is, the fewer phone calls you will receive with time consuming generic questions. This may go against your instincts, but even in this business there are those “tire kickers,” people who have a lot of time to take up your time with no intention of using your services. As a business owner, reducing the time you spend on the phone is one small way to maximize your clinic's productivity. Once your website is up and running and you have a business phone number, you can start your marketing campaign.

Next we will talk about some places to start marketing your clinic.

Social Media

Social media marketing is the process of gaining traffic or attention for a product or service by social media platforms.

Your business must have a strong online presence for patients and providers to be able to discover your ketamine clinic.

One of the easiest places to start is by creating social media accounts for your new ketamine clinic. It is possible to create an entire course on social media marketing for clinics (I have one in development, so stay tuned! You can check for updates on new courses to help healthcare entrepreneurs on my website www.jasonduprat.com, but to get started, you will need to create accounts and make daily posts on your social media platforms. Constant and consistent engagement with potential patients is important.

To begin your social media presence, you should create accounts on the following platforms (listed in the order of priority):

- Facebook
- YouTube
- Instagram
- LinkedIn

I recommend starting with 1-2 platforms (Facebook and YouTube). Then once you are familiar with and established on those platforms, you can start building your business presence on the next one. This way, you are not going to feel overwhelmed with learning all the social media platforms at once.

Tip

As you start using more social media platforms you'll want to consider finding applications that allow your posts on one to go to all the platforms. This will save you time and you'll more easily establish consistency. Hootsuite is one of many such softwares.

A note on LinkedIn: while this platform is good for networking and maybe marketing to other providers for referrals, this is not the best platform for acquiring patients. Don't waste your time—save this platform for last.

Getting On Google Maps

Once you have a location selected and a mailing address, create a “Google My Business Page” for your new clinic. By doing this, you are creating the information required to have your business show up on Google Maps. Google will require you to verify your location. To do this, they will send a postcard to your business address with a special code. When you receive the code follow the instructions on the card and your listing on Google Maps will go live.

Types of Insurance You Will Need

There are insurance agents who will sell insurance for absolutely anything in order to make a dollar. Therefore, it is important you know which insurances are required and which ones may be optional, if not unnecessary. I have listed the top four required insurances below:

Medical Malpractice

This expense is mandatory for your business. Obviously, the prices will vary depending on the type of license the provider holds and the amount of coverage needed.

General Business Insurance

You should consider a general business insurance policy that is specific to your medical business or practice. Typically, general business policies include interruption insurance to cover your practice expenses (such as employee payroll) in the event something happens to temporarily shut down your business.

Unemployment (Reemployment) Insurance

This is required by law in all states. Your payroll company will help you with this.

Workers' Compensation Insurance

If you have any W2 employees, workers' compensation insurance is required by law in every state. Some states allow a business to buy into a state

sponsored workers' compensation insurance fund, while in other states, you will need to contact a W.C. insurance licensed agent to purchase it through an independent insurance company.

Regulations, Licensing, Legal

This is probably the most intimidating topic for you to think about when starting a ketamine clinic, but it is not as complicated as you may have built it up to be. In addition to scope of practice regulations (which are discussed later), there are several other things you will want to consider.

Does your clinic need any special licenses? Of course, every business is required to have a general business license, but some states also require certain types of business to get additional licenses. For example, in some states, medical clinics are required to have a special license that is sometimes referred to as a “clinic license” or “facility license.”

The department of health in your state is typically the place to check for this information. Many states do not require a special license for a ketamine clinic, if they are owned and operated by a licensed provider. Most states allow a clinic to be operated under the license of the owner when said owner is a medical or nursing provider licensed in that state.

When it comes to your DEA license, know that clinics can apply for their own license OR they can purchase controlled substances using the DEA license of a provider (more details on this is the [online ketamine therapy course](#)).

TIP

If you do not already have a DEA number and you intend to open a ketamine practice, apply for one and do it early! Don't wait until you are ready to open to apply for this license. To order controlled substances from a pharmaceutical distributor you will need to have a DEA license in hand. The process can be slow—don't let it hold you up.

If you have employees, labor laws require certain signs to be posted in the clinic. These are typically inexpensive, and many payroll companies will tell you what you need. Oftentimes they will provide them to you, so you won't have to purchase them elsewhere.

Selecting an Office Location

Choosing an office location is one of the most important decisions you will make. It can make or break your ketamine practice. Once you sign a lease you are usually committed to that location for a minimum of one year and often for as many as three-to-five years.

The first decision you will need to make regarding location is selecting the town or city you will choose to start your practice. When determining which town or city, there are many factors that come into play from both a personal and business standpoint. We will focus on the business factors considered relevant to determining the exact location within your market for your ketamine clinic.

The first thing you will want to look up is the population of your potential market and surrounding catchment area, which for most clinics will be a one-to-two-hour drive.

If you are striving to create a ketamine clinic capable of completely replacing or multiplying your current level of income, the population size of your area will be the most important factor.

Areas with less than a 50K population will likely only result in a part-time side business that supplements your full-time income. This is not to say that a person can't make a profitable full-time clinic in a market with a population under 50K. I am sure it can be done, but you want to give yourself the best possible chance of success and that typically means setting up in a highly populated area. The odds of having a successful clinic increase as the population in your area increases.

Very small markets are just not exciting for me as a practice owner. I like to think BIG. I personally would only consider markets with a population of 250,000 or greater. My current market (the greater Albuquerque area) is around 900K. A population of this size gets me excited for the future possibilities of a high-growth, high-income ketamine clinic. I need excitement to stay motivated, but that's just me. You may be this way too!

Once you have narrowed down your choice of town, then you will need to determine which specific part of the town or city you think will produce the greatest likelihood of success. A few things to consider are

- location relevant to competitors,
- ease of access to highways,
- costs,
- and parking.

Supplies & Equipment

There are many sources for your medical and office supply needs. When selecting a medical supply distributor, you will want to take a few things into consideration. These include

- prices,
- service,
- shipping speed,
- and shipping costs.

Once you have your accounts open you can easily compare prices.

The lower you keep your expenses, the better it will be for the bottom line, and in turn, the better for your take-home pay.

When ordering equipment, you can get new, brand-name items from medical supply distributors. You can also contact local sales representative for the brand of equipment you wish to purchase—just be prepared to pay top dollar for new, brand-name equipment.

Alternatively, you can search for medical equipment online. There you can find generic, used, or refurbished equipment for just a fraction of the price. Online stores like eBay and Amazon—along with various medical equipment auction sites—are great resources to check for inexpensive equipment.

When purchasing a recliner, you will want to think about getting a vinyl or faux leather surface for easy cleaning. Make sure you find a recliner that is easy to get in and out of, easy to recline, and one that is sturdy and large enough for tall and obese patients.

Other furniture items you might need are:

- Filing cabinets
- Reception desk with reception desk chair

- Waiting room chairs
- Tables

Lastly, you may consider TVs or art work to enhance the aesthetics of your clinic and patient's experience. (Just don't go overboard, as these expenses can add up quickly.)

You will need both monitoring equipment and an infusion pump. You have the option to purchase these items or rent them. The good part about renting is that you are not responsible for maintenance and repair. Obviously, the downside is that you must pay for them every month. I recommend each room have the exact same pump and monitor because it will be easier for staff to learn and to operate the same systems.

You'll need to order the supplies that are necessary to start and maintain your clinic, which includes:

- IV catheters of various sizes
- Syringes
- Tape
- Gauze
- Bandages
- Alcohol wipes
- Gloves
- Cleaning agents
- Etcetera...

If you are using an infusion pump, you will need the appropriate IV fluid bags in various sizes. If you choose a syringe pump, you'll still need tubing, but you won't need large bags of fluid.

There are several companies from which you can order these supplies from. I have put a full list of distributors in the [ketamine course](#).

Additionally, the [ketamine therapy course](#) includes a downloadable supplies list to take the guess work out of it. You'll be grateful for this!

You'll need medications to treat nausea and hypertension, as well as some controlled substances for anxiety like Ativan or Versed, and obviously, ketamine. You will

keep controlled substances on site, which means you'll need to be sure you are able to keep these properly secured based on federal and state requirements.

I think it is important to have video surveillance equipment in place, as well. It is known that ketamine is a drug that can be abused recreationally, thus there is potential chance of theft. Also, you should have some cameras inside the infusion area for live monitoring. This is good for observing what's happening in a room when not directly in there. Some patients do prefer to be alone during their infusions.

REMEMBER: If you choose to record patients, you will need to check with your attorney because there are rules regarding whether recordings can be part of the treatment record, how long recordings are to be kept for, and patient consent.

Being Prepared for Emergencies

There must always be at least one ACLS certified provider in the clinic . Most ketamine providers have a modified crash cart on site with an AED available.

Setting Up Your Infusion Rooms

Some clinics have a single infusion area with divider curtains or retractable screens between each patient. Other clinics choose to have private rooms for each patient. There are pros and cons to each.

The biggest factor involved in your decision will be cost. Individual private rooms are costly to build if your clinic space does not have them already. If you find a clinic space to lease that does have private rooms, you will generally find that the rent will be substantially higher.

Safety and comfort are the two most important things to consider when setting up your rooms. At minimum, an infusion space for each patient will need a recliner, cardiac monitor (ekg, b/p, hr, spo2, rr), infusion pump, blankets, pillows, eye masks, dimmable lights, and ear plugs. In addition to the basics this eBook is sharing, greater detail is offered in the [ketamine course](#).

Advanced Practice Nurses and Registered Nurses: Overcome Scope of Practice Limitations in Your State

Some of the most common questions I get come from APRNs and CRNAs, wondering if and how they can start a ketamine practice. Both providers can start

clinics in every single state. The only difference between each state is in how to structure the clinic operations and ownership.

Several states allow Nurse Practitioners and Certified Registered Nurse Anesthetists to practice completely independent of a physician. However, some states require varying degrees of physician involvement with practices that are owned by Nurse Practitioners or CRNAs. The levels of involvement ranges from the least restrictive, which is a completely independent practice, to verbal collaboration with a physician, all the way up to the most restrictive model, which is physician supervision with written protocols.

In states with restrictive scopes of practice, it will be vital for you to obtain and read your Nurse Practice Act (NPA) word-by-word, looking for various ways to structure your practice in such a way that it falls within your state's NPA.

While creating potential models under which to operate your clinic, you will want to consider

- patient safety,
- costs,
- and ease of implementation.

CRNAs often have the most restrictive language in their scope of practice regulations. If you are a CRNA, when reading through your NPA, you will want to be on the lookout for language that limits the location where you can practice. For example, some states restrict CRNAs to practicing in the perioperative setting only.

As an APRN, you will also want to look for language within the NPA regarding the formulary from which someone with your license type can prescribe. You want to be certain that if such a formulary exists in your state, it allows for the administration and or prescribing of ketamine.

Be aware that some states may have regulations restricting an RNs ability to administer ketamine. If you are considering having an RN help in the clinic, or if you are an RN and considering owning a clinic, examine the NPA of your state closely. Don't make assumptions! You may also want to contact your state Board of Nursing. Some states do not allow RN administration of ketamine, period. Other

states only allow ketamine to be administered by an RN if it is on an infusion pump or only when a patient is intubated.

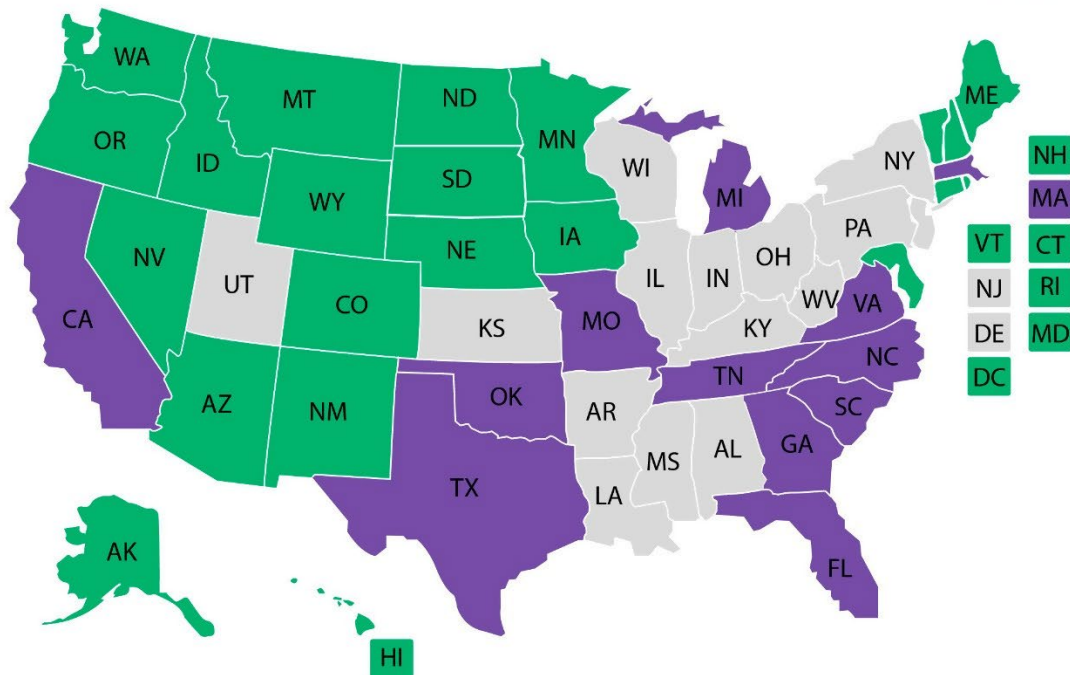
In situations where RN's are not allowed to administer ketamine, the clinic needs to be operated in such a way that the RN does not administer it. For example, the RN could start all the IVs, assist patients, and monitor vitals, while the provider draws up the ketamine and pushes the start button on the infusion pump.

Be sure to involve an attorney who is familiar with

- the regulations in the NPA
- and general healthcare regulations, including the subjects of corporate practice of medicine, the anti-kickback statutes, and Stark laws.

APRNs/Certified Nurse Practitioners (CNP): The following map shows a quick overview of the level of physician involvement required for CNPs by state. And while this map is intended to be a quick reference, the devil is in the details. When it comes to scope of practice rules, the details are found within your state's NPA.

CNP Independent Practice



DISCLAIMER:

The material contained in this is offered as information only and not as practice, financial, accounting, legal or other professional advice. Correspondents must contact their own professional advisors for such advice.

Legend

Full Practice
Reduced Practice
Restricted Practice

Full Practice

State practice and licensure laws permit all NPs to evaluate patients; diagnose, order and interpret diagnostic tests; and initiate and manage treatments, including prescribing medications and controlled substances, under the exclusive licensure authority of the state board of nursing.

Reduced Practice

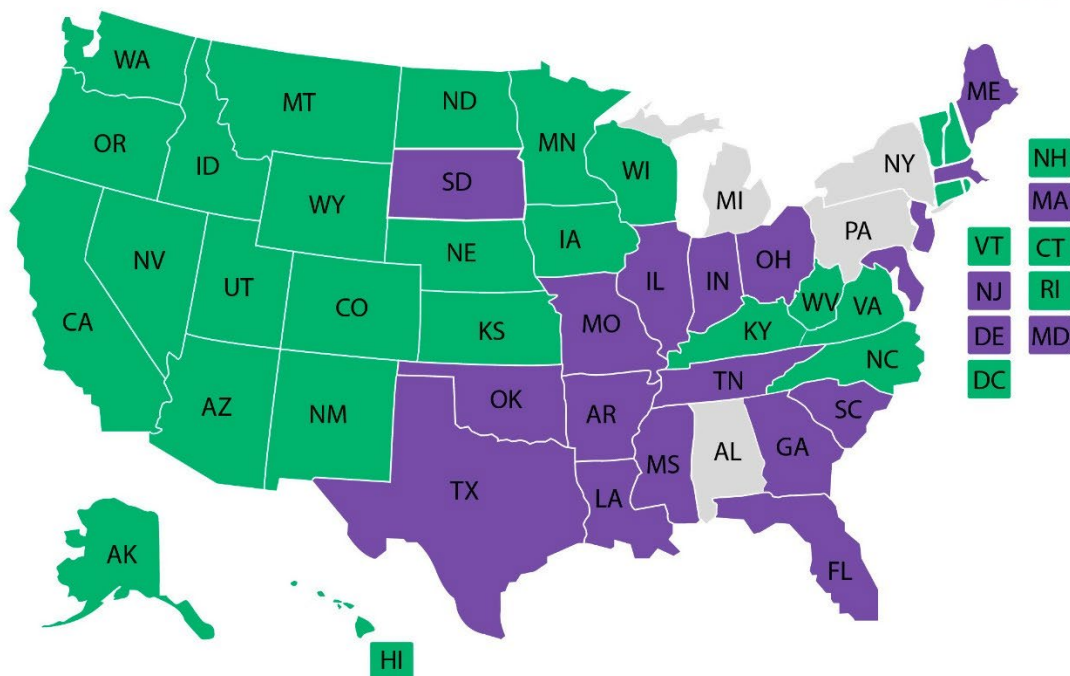
State practice and licensure laws reduce the ability of NPs to engage in at least one element of NP practice. State law requires a career-long regulated collaborative agreement with another health provider in order for the NP to provide patient care, or it limits the setting of one or more elements of NP practice.

Restricted Practice

State practice and licensure laws restrict the ability of NPs to engage in at least one element of NP practice. State law requires career-long supervision, delegation or team management by another health provider in order for the NP to provide patient care.

For CRNAs: Again, this map below shows a quick overview of the states where CRNAs can independently operate a ketamine clinic or if they need some level of physician involvement. Once again, this map is intended to be a quick reference. Always check your state's Nurse Practice Act for all the laws and details.

CRNA Independent Practice Map



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Legend

Independent
Not-independent
No Advanced Practice Authority
No data/not recognized as APRN

Conclusion

Obviously, there is a lot to think about when it comes to starting your own ketamine practice. Expect both opportunities and challenges.

Proper planning before opening your clinic is key to successfully starting your own practice. Your vision for your clinic and your start-up budget will help you determine the best way to get started.

I would encourage anyone interested in starting a ketamine clinic to complete a self-evaluation. Some individuals have chosen to only get into this business for the money—this type of mentality does a great disservice to the patients and yourself. This is a business that requires genuine compassion and the desire to help patients through their illnesses. These treatments are life-changing and in some cases life-saving. Facilitating a patient's healing through ketamine is both challenging and rewarding. If you are only in it for the money you will not find your true happiness and it will show through in the care you provide.

I wish you all the success in your entrepreneurial journey! It will be a fun and exciting ride; I can assure you that.

The Ins and Outs of Spravato (Esketamine)

Why Spravato is not the same as the original ketamine and why you shouldn't be fooled

What is Spravato?

Spravato is the creation of Janssen Pharmaceuticals, a subsidiary of Johnson & Johnson. The Spravato (esketamine) was approved by the FDA in March 2019 and the only FDA approved use for Spravato is for TRD (Treatment Resistant Depression). The diagnosis of TRD is commonly made when a patient has been treated with at least two traditional antidepressant medications that have failed to provide adequate results. Spravato has not been FDA approved for anxiety, Post-traumatic Stress Disorder (PTSD), or any other mental health conditions. It is also not approved for the treatment or relief of any pain disorders, chronic or acute. Spravato is classified as a Schedule III controlled substance, according to the Drug Enforcement Agency (DEA).

Let's Talk Chemistry for a Moment...

When you're talking about a typical drug molecule, many have two mirror images of each other. These are called enantiomers. Think of enantiomers like your hands—they look the same, but you can't overlap them exactly without one being

“backwards.” When both enantiomers are included in a final pharmaceutical product, the product is called a racemic compound. One example is a racemic epinephrine nebulizer.

Spravato (esketamine) is a nasal spray that consists of one part of the generic (racemic) ketamine product. For those who are well-versed in chemistry, Spravato is the S-enantiomer pulled out of the original racemic ketamine. Therefore, Spravato contains only one of the two enantiomers (S & R) that make up the original racemic ketamine (generic ketamine), which has been available for over 50 years.

Oftentimes, when it comes to pharmacology, many drugs have one enantiomer that tends to produce most of the medical benefits, while the other enantiomer produces many of the side effects.

What Janssen was trying to do by creating Spravato (esketamine), was to take the enantiomer of the molecule they believed was responsible for most of the medical benefits, while eliminating the half they postulated was responsible for the “negative” side effects, like dissociation for example. However, most ketamine practitioners believe dissociation is a very important part of ketamine’s mechanism of action and is not a “negative” side effect. As a result, by containing only a part of the original ketamine product, the effectiveness of Spravato has not played out as well as Janssen had planned. In fact, it failed multiple studies, including two of the Phase III clinical trials.

The original generic (racemic) ketamine is the version of ketamine that consists of both enantiomers. It is this original version of ketamine that produces the maximum efficacy for TRD. For this reason, the original version of ketamine has been heralded as the most effective anti-depressant ever discovered. I do applaud Janssen’s attempt to create a version of this original ketamine product that could be patented (i.e. making them money). Unfortunately for them, their product is far less effective than the original generic ketamine.

Let’s Dig a Bit Deeper

Why would a company like Janssen try to make a slight change to the already effective generic ketamine molecule? Since ketamine’s original patent has expired it can now be bought and sold as a generic medication. Pharmaceutical companies cannot make

a large profit on a generic medication because anyone can produce and sell a generic medication, which drives down prices.

From a pharmaceutical company's perspective, the proverbial gold-mine is in patented medications. A pharma company **MUST** be able to patent the drug in order to protect their financial investment and guarantee they have the exclusive rights to produce their drug. When a company has exclusive rights to produce a drug they control the market. And when they control the market they get to set the prices as high as they choose. So, with a patent in place, the pharmaceutical companies can ensure they are equipped to recoup the hundreds of millions of dollars it takes to get FDA approval for a new medication.

Janssen essentially took half of the original ketamine product to create Spravato (esketamine). They did this because it allowed them to patent their “new” drug. By having a patent, Janssen was able to ensure they could make massive profits from their “new” drug so long as it received FDA approval. Unfortunately, their drug turned out to be far less effective than the commonly available, extremely low cost, generic ketamine that had been available for decades.

Potential versus Research

Most patients and many providers have gotten caught up in the Spravato (esketamine) hype and fancy marketing. They haven't investigated the studies or the efficacy data, both of which are disappointing compared to the results that have been obtained by the generic ketamine.

The fact that Spravato (esketamine) is intended to be taken alongside a traditional antidepressant is one not well known among providers. Every study Janssen conducted involved patients that had received nasal esketamine and were prescribed a traditional antidepressant to take along with esketamine.

When talking about side effects, the Spravato package insert states some of the following.

Side Effects

1. Sleepiness & Sedation: Clinical trials show that 49% to 61% of patients develop some level of sedation. 0.3% of Spravato patients lost consciousness after administration.

2. Dizziness
3. Fainting
4. Spinning sensation
5. Anxiety

Just like IV ketamine, the patient may still have some dissociation. This manifests as feelings of being disconnected from themselves, disconnected from thoughts, feelings, or space-time.

No adverse effects of Spravato nasal spray on cognitive function were observed in the one-year study.

When it comes to other unwanted side effects with Spravato found in clinical studies, there was a higher rate of lower urinary tract symptoms (pollakiuria, dysuria, micturition urgency, nocturia, and cystitis) in Spravato-treated patients than in placebo-treated patients. No cases of esketamine-related interstitial cystitis were observed in any of the studies, which involved treatment for up to a year.

Additional side effects consisted of nausea, vomiting, and other side effects similar to those of generic ketamine.

Increased blood pressure is another side effect of Spravato. This is a side effect that we also see with the IV ketamine infusions.

Shockingly, Janssen reported an increase in blood pressure that was much higher for Spravato than most IV ketamine clinicians might have expected. 8% to 17% of patients experienced an increase of more than 40mmHg in their systolic blood pressure and/or 25mmHg in their diastolic pressure within the first one-and-a-half-hours of administration. One possible explanation for this substantial blood pressure increase appearing to be more severe than the blood pressure increase from IV ketamine is that the Spravato nasal spray device delivers the dose much faster, compared to the slower IV infusion of ketamine. IV ketamine infusions are typically administered over forty-to-sixty minutes. Janssen's studies indicate that the blood pressure peak is something that happens about forty minutes after the administration of Spravato and can last up to four hours.

Some of the contraindications listed on the package insert are related to the rapid, occasionally steep, increases in blood pressure. Contraindications listed on the

package insert include vascular aneurysms, abdominal aneurysms, hemorrhagic brain bleeds, and any AV malformations.

Drug Approval, Marketing, and Administering

After a medication receives FDA approval, pharmaceutical companies can market and sell the newly approved drug, but they need to continue collecting data for studies. Janssen has set up a Risk Evaluation & Mitigation Strategy (REMS) to continue gathering data related to the use of their product.

For a healthcare setting, a pharmacy or patient receiving Spravato must enroll in the REMS program.

According to the FDA approval, Spravato must be administered in a supervised office setting and the patient needs to remain supervised for a minimum of two hours after administration. Just like after IV infusions of the racemic ketamine, the patient cannot drive themselves home. Therefore, it offers little in the way of added convenience for the patients.

On the day of Spravato treatment the patient should not have eaten solid foods within two hours and should not have consumed clear liquids for thirty minutes prior to the administration. At minimal, the patient's blood pressure should be monitored before administration and then two hours after administration (per package insert).

Spravato must be administered in a healthcare setting and according to the FDA, patients are not all allowed to be directly dispensed Spravato to take with them for self-administration away from the healthcare setting. In other words, this must be done on-site at the healthcare facility.

The initial Spravato treatment consists of Spravato (esketamine) administration two-times a week for the first four weeks, then once every one-to-two weeks thereafter. The recommended starting dose is a 56 milligrams dose. So, day one, the dose starts low at 56 milligrams. On subsequent doses the dose can be increased up to 84 milligrams. Spravato comes packaged in a nasal spray administering device, each device will deliver two doses that total 28 milligrams. A typical patient will require 2-3 Spravato devices per visit.

Performance in Studies

Now you have a basic understanding of Spravato (esketamine) and its administration, let's review its performance in various studies. The most important take away is that two-out-of-five Phase III clinical studies failed to demonstrate any improvements over placebo that had a statistical significance. These poor study results were disappointing and somewhat shocking. Remember that in all the studies by Janssen, Spravato was administered and studied in combination with another antidepressant. So essentially Spravato was bolstered by the addition of a traditional antidepressant and yet it still failed to deliver the results that Janssen had hoped for.

Although a direct comparison of generic ketamine and Spravato (esketamine) has not been conducted, it is safe to conclude that Spravato (esketamine) is substantially less effective than the generic ketamine that has been administered for decades.

A limitation of Spravato that may contribute to its low efficacy rates is its lower bioavailability. Janssen documents state that Spravato has a low 48% bioavailability. Generic ketamine given via different routes of administration have different levels of bioavailability, for example intravenous (IV) ketamine has 100% bioavailability, intramuscular 90% to 93%, and oral bioavailability of ketamine is around 16% to 30%. Given that esketamine is essentially half of the generic ketamine molecule and has less than half the bioavailability of IV ketamine, it is easy to see why Spravato (esketamine) produces very poor results.

Another problem existing with Spravato is a result of inconsistent absorption, which is inherently a challenge with the nasal route of administration. The most obvious cause of poor absorption during nasal administration is that the administration requires squeezing the dose into the patient's nose, opening the potential for a substantial amount of the medication to be swallowed. Additionally, some of it could be sneezed out or drip out, all leading to the patient receiving a smaller than intended dose. Other patient-specific conditions that can adversely affect Spravato absorption include allergies, nasal congestion, inflammation, and colds. All of these can result in a massive decrease in the amount of medication absorbed into the body.

Overall, Spravato is half of the original the ketamine product and will likely play out to be half as effective as the original racemic ketamine that has been available for years.

The Positives

Not everything is a negative for Spravato. First, the FDA approval of this partial ketamine molecule has allowed for a massive increase in public awareness. Immediately following the FDA approval and for several weeks after, ketamine was highlighted on nearly every national news outlet as a viable FDA-approved treatment option for depression. This massive increase in public awareness is certainly beneficial for existing ketamine practices.

Additionally, the FDA approval of Spravato may potentially open the door for patients to receive esketamine that may be covered by their health insurance plans.

Summation

Although Spravato is far less effective than IV ketamine, insurance coverage will allow patients who otherwise can't afford the more effective IV ketamine to at least gain access to the less effective Spravato (esketamine). It is still too early to know if insurance companies will provide coverage for Spravato or even if the amount they reimburse the providers will be worth it. But, if everything falls into place and reimbursement is good, lower income patients could potentially get access to a product that falls within their budgets.

Even though Spravato (esketamine) is less effective there is a chance it can still help some patients obtain symptom relief and maybe even save lives. With that said, if you are a patient who has tried Spravato (esketamine) and it didn't work for you, do not be disheartened. There is still a chance the original IV ketamine could help you. Patients should consider seeing a ketamine provider who also treats patients with the commonly available generic IV ketamine because the generic ketamine is the version that can deliver the best chance for symptom relief.

Now What?

This e-book certainly didn't cover every detail of starting a practice but was intended to give you a solid overview of the process. Now you should understand most of the basic considerations involved launching a ketamine practice.

If you still wish to embark on this, or any other endeavor, you must act!

Find somebody in this space to help you along the way. I would be honored to be this person who helps you get your ketamine practice started. I have succeeded in this industry the hard way. I've made mistakes and learned what the common sticking points are. Because of this, I can help guide you based on the theoretical knowledge I have gained as an MBA student, as well as the knowledge I gained through my own extensive ketamine and business experience.

If you would like my help you can learn more about my online course at www.KetamineAcademy.com. While this e-book provides a good overview, I want you to understand it is just that, an overview. I have created a highly detailed, step-by-step [course](#) that will teach you all you need to know to start up and successfully run, lucrative ketamine clinic.

You can enroll in my FREE ketamine practice start up webinar training at:
KetamineAcademy.com

You can also join my FREE Facebook group for in depth discussions and experiences of providers who offer ketamine therapy at:
<https://www.facebook.com/groups/ketamineclinicstartup/>

If opening a ketamine clinic is not for you, but you'd like to join the world of entrepreneurship in another way, check out my FREE Healthcare Entrepreneur Facebook group:
<https://www.facebook.com/groups/HeathcareEntrepreneurAcademy/>

In this group you can connect with other healthcare entrepreneurs & get behind-the-scenes access to the live recordings of the Healthcare Entrepreneur Academy Podcast!

Running a clinic has been both satisfying and lucrative for me as a practitioner. With a passion for helping people and a dedication to setting up a practice the right way, it can be for you too!

It's been my pleasure sharing this with you. Please feel free to reach out to me on Facebook (Jason A. Duprat) or Instagram @jasonaduprat.