Quickstart Roadmap for a Solo Tele-Nutrition Practice

Starting a tele-nutrition practice as a solo provider doesn't require a full IT department or enterprise-level infrastructure. With a clear plan and the right tools, providers can be up and running quickly. Here's a practical step-by-step roadmap to guide your launch:

1. **Define Your Service Mix**
   Begin by clearly outlining the types of services you plan to offer. Will your focus be on reimbursable Medical Nutrition Therapy (MNT) for chronic conditions like diabetes or kidney disease? Or are you offering lifestyle coaching, meal planning, or group education sessions? Will your services be online only, or an in-person and virtual mix. Knowing your offerings upfront will help shape everything from documentation templates to billing workflows and platform selection.

> 💡 **TTAC Tip:** Before selecting or launching a platform, use TTAC's Technology Assessment 101 Toolkit to help guide your selection decisions.

2. **Choose a Platform That Fits Your Needs and Budget**
   Once your services are defined, evaluate telehealth platforms based on your specific clinical and business priorities. Prioritize features like food logging, insurance billing, HIPAA compliance, and client engagement tools. Also consider how scalable the solution needs to be for your practice, will you be seeing a dozen patients, or one hundred? Select a platform that balances functionality with affordability and supports your anticipated growth.

3. **Set Up Scheduling and Intake Workflows**
   Next, customize your appointment calendar and patient intake forms. Most platforms allow you to build branded forms for new client onboarding, consent, and dietary assessments. Enable automatic email or SMS reminders to reduce no-shows, and consider integrating with a scheduling tool like Google Calendar or the platform's native scheduler.

4. **Configure Billing Tools**
   To support both private pay and insurance billing, integrate a payment processor such as Stripe or Square for secure, FSA/HSA-friendly transactions. If you are credentialed with payers, set up your insurance billing workflow—whether that's submitting CMS-1500 forms electronically or generating Superbills for client reimbursement. Make sure fee schedules and CPT/ICD-10 coding templates are ready to go.

5. **Test Video and Client Resources**
   Before seeing your first client, run a mock telehealth session to ensure everything works smoothly. Test both the desktop and mobile experience, including screen sharing, video clarity, and how patients receive forms or follow-up materials. Consider sending yourself a test intake packet and appointment confirmation to see the full client experience.

6. **Launch Softly and Learn as You Go**
   Rather than opening the digital doors wide, begin with a soft launch. Start seeing a handful of clients, preferably ones you know or who have been referred, so you can refine your workflows without the pressure of high volume. This phase is ideal for gathering feedback, identifying gaps, and adjusting your processes before scaling.

7. **Maintain Compliance and Optimize Over Time**
   Lastly, build in regular reviews of your platform settings, documentation templates, and compliance protocols. Ensure that HIPAA, consent, and privacy policies are consistently applied. Stay current with payer policy updates and consider setting aside time quarterly to evaluate whether your technology stack is still meeting your evolving needs.

This guide is designed to simplify the decision-making process so providers can focus on what matters most: delivering compassionate, evidence-based care. As always, TTAC is available as a resource to help with the selection and implementation process.

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