

ABSTRACT

This thesis acquaints the reader with specifics in health care business, it defines closely a field of influence of a medical rehabilitation and also describes a provision of health care services in the field of physiotherapy. The main goal of the thesis is to prepare basis and elaboration of the business plan for establishing of a private health care facility and an independent physiotherapeutic practise in Tachov district in the Czech Republic.

The theoretical part describes the health care system in the Czech Republic, further defines medical rehabilitation and it specifies field of physiotherapy closely. At the same time in my thesis, I mentioned a theoretical basis for establishing of a company including a brief and clear instruction on how to proceed in setting up a private health care facility “step by step”.

In the practical part, an analysis of the internal and external environment in the area of the newly developed health care facility in Tachov district is performed. Furthermore, in this part, a SWOT analysis is processed and described, which determines the strengths, weaknesses and opportunities and threats for the new enterprise. In this part of thesis it is crucial the preparation of the business plan, which takes into account demographic data, the location of health care facility and the impact of local competition. For these purposes, a market survey was made in the form of a questionnaire survey, in order to determine the satisfaction and availability of physiotherapy health care in Tachov district and to determine the amount that potential clients are willing to pay for health care by direct payment.

The thesis is supplemented with information and personal experience from physiotherapy practise and with information obtained from interviews with experts in the health care and health care management, i.e., with the director of the health centre in Tachov and with the operator of a private health care facility in Planá. Another important source of information are professional webinars organized by the professional organization UNIFY (Union of Physiotherapists of the Czech Republic) and also an interview with a former project manager in the field of management and operation of ambulatory health care facilities.

KEY WORDS

healthcare, health, business in healthcare, business plan, health care services, private health care facility, physiotherapy