

# The First 90 Days of Starting Your Independent NP Practice

A practical guide to what happens after you decide to explore practice ownership, from initial planning to your first patients.

Most NPs don't struggle because they lack the clinical skill to own a practice. They struggle because the path feels unclear. This guide walks through the early stages of launching an independent, insurance-based practice so you can see what the process actually looks like.


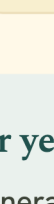
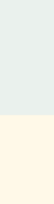
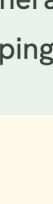
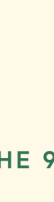
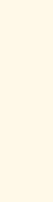
[Book an Intro Call →](#)

Book online at [www.kinsteadhealth.com/intro](http://www.kinsteadhealth.com/intro)

## BEFORE DAY 1

### Getting clear on your practice vision

Before anything operational happens, it helps to get clear on a few foundational questions. You don't need precise answers yet, just a sense of direction:

-  Who you want to serve
-  What services you want to offer
-  Virtual, in-person, or hybrid care
-  The state you plan to practice in
-  Starting part-time or full-time
-  Your schedule and income goals

**ⓘ You don't need to have every answer yet**  
Many providers come to Kinstead with a general idea, not a fully formed business plan. That's okay. The early process is about shaping the idea into a launchable practice.

## THE 90-DAY LAUNCH JOURNEY

### What the first 90 days can look like

Four phases move you from idea to your first appointments. Each one builds on the last.

- 1 Set the foundation** DAYS 1-15
  - Confirm your practice model and services
  - Review state-specific requirements
  - Finalize basic business setup
  - Begin payer and credentialing preparation
  - Align on your launch plan
- 2 Build the infrastructure** DAYS 16-45
  - Credentialing and payer enrollment work begins
  - Core administrative systems are set up
  - Scheduling, intake, billing, and patient communication workflows are prepared
  - Website and online presence start coming together
  - Practice positioning becomes clearer
- 3 Prepare to go live** DAYS 46-75
  - Insurance enrollment progress continues
  - Practice website and patient-facing materials are refined
  - Google Business Profile and local visibility are prepared
  - Referral and community outreach planning begins
  - Intake, documentation, and billing workflows are tested
- 4 Start seeing patients** DAYS 76-90+
  - First appointments begin as payer participation allows
  - Patient acquisition efforts ramp up
  - Reviews, referrals, and rebooking patterns start to matter
  - You begin learning what works in your market
  - Kinstead continues supporting operations and growth

**⚠ A note on timing:** Exact timing varies by state, payer, specialty, and whether the practice is virtual, hybrid, or in-person. Credentialing can take longer than 90 days in some cases, but the first 90 days are where the foundation gets built.

## THE PARTNERSHIP

### What Kinstead helps with

A clear division of work: Kinstead handles the operational scaffolding, and you stay in control of the practice itself.

#### Kinstead helps with

- ✓ Credentialing and payer enrollment support
- ✓ Billing and revenue cycle operations
- ✓ Website and online presence
- ✓ Scheduling and intake workflows
- ✓ Patient communication infrastructure
- ✓ Launch planning and growth coaching
- ✓ Administrative support
- ✓ Operational systems that help the practice run

#### You stay in control of

- Your clinical practice
- Your brand and patient relationships
- Your schedule
- Your services and care model
- Your clinical decision-making
- Your long-term vision

*Kinstead is designed to make practice ownership more accessible, without taking away what makes ownership meaningful.*

#### Wondering how this maps to your situation?

A short conversation is the clearest way to find out what's possible. Book online at [www.kinsteadhealth.com/intro](http://www.kinsteadhealth.com/intro)

[Book an Intro Call →](#)

## EARLY GROWTH

### What your first patients might look like

Early patients usually arrive through a mix of channels, not a single source. Over time these reinforce each other:

- Insurance directories
- Google search
- Word of mouth
- Existing professional networks
- Local referrals
- Community relationships
- Specialty-specific patient demand

**➤ The first patients are often the hardest.** Over time, visibility, reviews, referrals, and repeat visits can begin to compound.

## COMMON QUESTIONS

### First-90-day questions, answered

#### Do I need to quit my job to start?

Not necessarily. Many providers explore or launch part-time before deciding whether to grow into a fuller schedule.

#### Do I need to know exactly what kind of practice I want?

No. A clear starting point helps, but many providers refine their niche, services, and schedule during the launch process.

#### How long does credentialing take?

It depends on the state, payer, and provider profile. Some payers move faster than others, and it's normal for credentialing to take weeks to several months.

#### Will Kinstead find all my patients for me?

Kinstead helps build the infrastructure and growth foundation, but patient acquisition is a shared effort. The most successful practices combine Kinstead's support with the provider's own local presence, reputation, and relationships.

#### What if I'm nervous?

That's normal. Most providers feel some uncertainty before starting. The goal of the first 90 days is not to have everything perfect. It's to build the foundation and start moving.

## A GROUNDED PICTURE

### What success looks like early on

- ✓ A clear practice model
- ✓ Basic operational systems in place
- ✓ Progress on credentialing
- ✓ A patient-facing online presence
- ✓ A plan for local visibility and referrals
- ✓ Confidence using core workflows
- ✓ A path toward first patients and repeat visits

## You don't have to figure this out alone.

Starting an independent practice is a big step, but it does not need to be a mystery. Kinstead helps nurse practitioners move from idea to launch with the infrastructure, guidance, and operational support needed to build something of their own.

[Book an Intro Call →](#)

[www.kinsteadhealth.com/intro](http://www.kinsteadhealth.com/intro)