

Step-by-step launch checklist to launch your TRT telehealth or clinic-based brand the right way.

Planning & Market Research

- ☐ Define your business model: Telehealth, Brick & Mortar, or Hybrid
- ☐ Identify your target demographic (e.g., men 30–55, fitness audience, biohackers)
- ☐ Validate demand with keyword research and competitor analysis
- ☐ Define your brand voice and long-term product roadmap (e.g., GLP-1s, ED meds)

Legal, Regulatory & Compliance

- ☐ Form your legal entity (LLC, S-Corp, etc.) and register your business
- ☐ Obtain NPI, state licenses (or partner with those who have them)
- ☐ Partner with licensed MDs or NPs in each state of operation
- ☐ Ensure DEA compliance — TRT is a Schedule III controlled substance
- ☐ Understand the Ryan Haight Act (in-person visit rules for controlled substances)
- ☐ Use DEA-registered pharmacies for medication fulfillment
- ☐ Ensure HIPAA compliance across all platforms and vendors
- ☐ Research state-specific telehealth and advertising rules

Clinician & Pharmacy Setup

- ☐ Decide: In-house providers vs. white label telehealth partner
- ☐ Vet white label partners (OpenLoop, Wheel, etc.) for licensing, scalability, reviews
- ☐ Confirm partner offers the full service scope: TRT, labs, shipping, patient messaging
- ☐ Decide on pharmacy fulfillment model (compounded vs commercial, mail order vs local)

Tech Stack & Patient Workflow

- ☐ Build a conversion-optimized website (consider Webflow, WordPress)
- ☐ Create or integrate an online intake form with clinical screening logic
- ☐ Set up an EHR (Electronic Health Record) platform
- ☐ Implement payment processor and subscription billing logic
- ☐ Set up automated SMS/email workflows (pre-appointment, onboarding, renewals)
- ☐ Enable secure patient messaging and documentation access

Go-To-Market Strategy

- ☐ Create SEO content around “low testosterone symptoms,” “TRT for men,” etc.
- ☐ Launch paid ads: Google Search + Meta (Instagram/Facebook)
- ☐ Build lead nurture automation (email + SMS drip campaigns)
- ☐ Launch referral program with incentives for customers
- ☐ Partner with influencers in fitness, men’s health, or longevity
- ☐ Set up tracking for KPIs (CAC, LTV, conversion rate, churn, etc.)

Financial Model & Operations

- ☐ Estimate your CAC (customer acquisition cost) and breakeven point
- ☐ Plan monthly recurring revenue via subscriptions
- ☐ Decide on your pricing model: bundled (visit + lab + med) or à la carte
- ☐ Explore upsells: ED meds, GLP-1s, hair loss treatments, etc.
- ☐ Determine if you'll insource or outsource customer support

Branding & Trust

- ☐ Secure your .com domain and professional logo
- ☐ Write a clear value proposition on homepage and landing pages
- ☐ Collect early testimonials and reviews (Google, Trustpilot, etc.)
- ☐ Ensure privacy policy and terms of service are up to date
- ☐ Create educational content (videos, blogs, FAQs) to build authority

Ready to Launch?

- ☐ Soft launch with test patients or in a limited market
- ☐ Monitor legal/regulatory updates monthly
- ☐ Optimize conversion funnel weekly based on performance
- ☐ Plan for scale: more states, additional products, advanced campaigns

PRO TIP:

Want a shortcut? Partner with a trusted white label platform like [OpenLoop](#) to streamline compliance, technology, clinicians, and fulfillment — so you can focus on scaling.

**This content is intended for general informational purposes only and should not be construed as legal advice. For guidance on your specific situation, please consult a licensed attorney.*