

# Diversifying Revenue: Integrating DOT Physicals into Campus Health Services

*A Data-Driven Strategy for Financial Sustainability and Community Service*

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## THE STRATEGIC NEED

### 1. THE CHALLENGE (Background)

**The Funding Gap:** Decreasing state funding / rising operational costs for student services

**Market Demand:** Local CDL holders and vocational students lack accessible certification sites.

**The Opportunity:** High demand for Certified Medical Examiners to perform mandatory DOT physicals.

### 2. THE OBJECTIVE

**Establish** a reliable, non-insurance-dependent revenue stream.

**Leverage** existing clinical staff and infrastructure with minimal capital outlay.

**Improve** student and local CDL holders “workforce readiness” by providing mandatory certifications on campus.

### 3. IMPLEMENTATION (Methods)

**Provider Training:** Certification via the **FMCSA National Registry (NRCME)**.

**Minimal Investment:** Mandatory Training Course: ~\$199 - \$400

National Exam Fee: ~\$79 - \$80

Total Entry Cost: \$280 - \$500+ per provider

**Credential Longevity:** Certification is valid for **10 years**.

## THE PROOF OF CONCEPT

### 4. PERFORMANCE DATA (2023 – PRESENT).

Our program has been a success in validating market demand with no external marketing.

Metric	Program Result
Total Exams Conducted	36
Total Gross Revenue	\$5,680.00
Average Revenue per Exam	\$157.78
Average Appointment Time	60 Minutes

### 5. OPERATIONAL EFFICIENCY

**Recoupment:** Initial certification costs were recovered within the first 4 exams.

**Workflow:** Uses existing clinical space and equipment



## SCALABILITY & OUTREACH

### 6. MARKETING ACTION PLAN

**Campus Outreach:** Include program details in orientation packets for programs that need CDL licensed drivers

**Employee Wellness:** Partner with Campus Transit/Facilities to become the preferred provider for university drivers.

**Digital SEO:** Optimize the clinic website for “DOT Physicals Near Me” to capture the local community.

**Retention:** Automated text/email reminders for 24-month recertification.

### 7. CONCLUSION

Integrating DOT physicals is a low-risk, high-reward strategy. It transforms the campus health center from a cost-center into a revenue-generating asset. By providing a high-value service with a 10-year ROI, the clinic ensures financial sustainability while supporting the university’s mission of workforce readiness.

#### Citations:

1. **Indiana University Student Health Center Financial Department. (2026).**

*Annual revenue and operational cost analysis: FY2023-2026 [Unpublished internal report].* Indiana University

2. **Federal Motor Carrier Safety Administration (FMCSA)** Federal Motor Carrier Safety Administration. ([2026]). *Medical examiner exemptions and regulations.* U.S. Department of Transportation. [<https://nationalregistry.fmcsa.dot.gov/home>]