



RV2025-033
RECEIVED
Apr 15 2025
STATE HEALTH PLANNING AND
DEVELOPMENT AGENCY

Purple Oasis Telerehab & Wellness LLC Virtual Rehabilitation
Services Platform 10411 Sunnyland Drive, Tuscaloosa, AL **Phone:** (205) 207-6816 **Email:**
doctorfcole@gmail.com

Purple Oasis Telerehab & Wellness LLC Virtual Rehabilitation Services Platform, 10411
Sunnyland Drive, Tuscaloosa, AL **Phone:** (205) 207-6816 **Email:** doctorfcole@gmail.com
Website: www.purpleoasis.com

Providing wellness and care, wherever you are.

Date: April 14, 2025

To: Mrs. Emily Marsal, Executive Director RSA Union Building 100 N. Union Street-Suite
870 Montgomery, AL 36104

Subject: Request for Review Regarding **Certificate of Need** for Virtual Rehabilitation Services

Dear Certificate of Need Review Board/SHPDA,

I am writing to formally request a review to determine whether a **Certificate of Need (CON)** is required for my business, Purple Oasis Telerehab & Wellness LLC, which provides virtual rehabilitation services. As a telehealth platform, we connect patients with licensed Physical Therapists, Occupational Therapists, and Speech-Language Pathologists for virtual sessions.

Our services are exclusively online. We do not operate a physical clinic, nor do we employ providers directly. Instead, practitioners independently contract through our platform to offer services to patients, ensuring high-quality, accessible care in compliance with healthcare regulations.

I understand that a **Certificate of Need (CON)** may not be required for our business model. However, I am seeking formal confirmation to ensure alignment with all applicable state regulations. Our commitment to regulatory compliance includes provider licensing, HIPAA standards for data security, and adherence to telehealth laws.

Your guidance and determination are invaluable as we continue to expand and enhance our services. If additional information is needed, please do not hesitate to reach out.

Thank you for your time and consideration.

Sincerely, Dr. Felecia Cole-Purple Oasis Telerehab & Wellness LLC doctorfcole@gmail.com

(205) 207-6816 *Dr. Felecia Cole*



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Apr 29 2025


STATE HEALTH PLANNING AND
DEVELOPMENT AGENCY

Dr. Felecia Cole
10411 Sunnyland Dr
Tuscaloosa, Al 35405
doctorfcole@gmail.com

AFFIRMATION OF REQUESTING PARTY Purple Oasis Tele-rehab & Wellness LLC Reviewability Determination Request (RV2025-033)

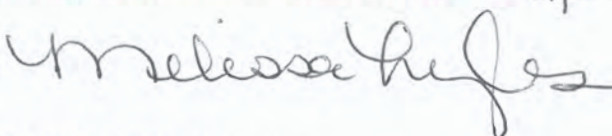
I, Dr. Felecia Cole, D.H.A., as the authorized representative of Purple Oasis Tele rehab & Wellness LLC, affirm that the information provided in the Reviewability Determination Request submitted to the State Health Planning and Development Agency (SHPDA) is true and correct to the best of my knowledge.

I acknowledge that any false statements or misrepresentations may result in consequences as outlined under applicable state regulations.

Signed: **Dr. Felecia Cole D.H.A.**, 

Date: 4/29/25

Notarization Section: Sworn to and subscribed before me on: April 29, 2025.

Notary Public Signature: 

Notary Seal:

MY COMMISSION EXPIRES MARCH 23, 2026



Dr. Felecia Cole
10411 Sunnyland Dr
Tuscaloosa, AL 35405
doctorfcole@gmail.com

Dear Ms. Marsal,

Thank you for your letter dated April 25, 2025, regarding our request for reviewability determination. We appreciate the opportunity to provide additional details regarding our proposed online rehabilitation services.

1. Service Area

At this time, Purple Oasis Tele Rehab & Wellness LLC will primarily serve residents within the state of Alabama, as defined by ALA. ADMIN. CODE r. 410-1-2-.03.

2. Estimated Costs

While final cost estimates are still in development, we anticipate the following expenses based on industry standards for telehealth rehabilitation services:

Equipment Costs

- Secure telehealth platform & HIPAA-compliant software: **\$15,000 – \$50,000**
- High-quality webcams, headsets, and microphones for providers: **\$5,000 – \$10,000**
- Cloud storage & patient data management system: **\$3,000 – \$8,000 annually**

First-Year Operating Costs

- Contracted provider payments (Physical, Occupational, & Speech Therapists): **\$125,000 – \$150,000**
- Liability insurance & regulatory compliance fees: **\$5,000 – \$15,000**
- Customer support & administrative expenses: **\$50,000 – \$120,000**
- Marketing & outreach: **\$25,000 – \$75,000**



**Purple Oasis
Telerehab**
® Wellness LLC

Dr. Felecia Cole
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These figures are **general projections** and may be subject to adjustment as we finalize operational planning.

3. Financial Disclosure

Currently, Purple Oasis Tele rehab & Wellness LLC operates as an independent entity. We do not hold financial partnerships or affiliations with other healthcare facilities or groups

May 01 2025

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Purple Oasis Telerehab & Wellness LLC Virtual Rehabilitation Services
Platform 10411 Sunnyland Drive, Tuscaloosa, AL Phone: (205) 207-6816 Email:
doctorfcole@gmail.com

Dear Ms. Marsal,

I am writing to provide the supplemental information requested by your agency regarding Reviewability Determination RV2025-033 for Purple Oasis Telerehab & Wellness LLC. Please find the responses below

1. Service Area Definition:

The listed physical address at **10411 Sunnyland Drive, Tuscaloosa, AL** serves as the administrative base for Purple Oasis Telerehab & Wellness LLC. However, the **service area** for our proposed virtual rehabilitation services is **statewide**, covering all counties in Alabama. This aligns with **ALA. ADMIN. CODE r. 410-1-2-.03**, as our telehealth platform facilitates services beyond a single geographic region by connecting patients with licensed providers throughout the state.

We are initially launching with a **small team of licensed physical and occupational therapists, as well as speech-language pathologists**, to ensure high-quality care and scalability of the platform.

2. Certificate of Need (CON) Expenditure Thresholds:

The proposed project falls below the expenditure thresholds outlined in **ALA. ADMIN. CODE r. 410-1-4-.01**:

- **Major Medical Equipment:** Laptops and telehealth tools necessary for virtual services are estimated at **\$15,000**, well below the threshold of **\$3,379,066**.
- **New Annual Operating Costs:** Initial operating costs, including platform maintenance, staff wages for contracted practitioners, and administrative expenses, are projected at approximately **\$125,000 annually**, significantly below the threshold of **\$1,350,305**.
- **Capital Expenditures:** Purple Oasis operates as a virtual service with no plans for leasing, construction, or purchasing land/buildings at this time. Total capital expenditures remain at **\$0**, well below the threshold of **\$6,751,537**.

Sincerely,

Dr. Felecia Cole

Purple Oasis Telerehab & Wellness LLC

A handwritten signature in dark ink, appearing to read "Dr. Felecia Cole", is written over a horizontal line.



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Affirmation of Requesting Party

I, **Dr. Felecia Cole**, as the authorized representative of **Purple Oasis Telerehab & Wellness LLC**, affirm that the information provided in response to the State Health Planning and Development Agency's request dated May 1, 2025, is true, accurate, and complete to the best of my knowledge and belief.

Specifically, the following information is affirmed:

1. The **service area** for Purple Oasis Telerehab & Wellness LLC is **statewide**, covering all counties in Alabama, while the administrative base is located at **10411 Sunnyland Drive, Tuscaloosa, AL**.
2. The proposed project's estimated **Certificate of Need (CON) expenditures** are as follows:
 - **Major Medical Equipment:** \$15,000 for laptops and telehealth tools.
 - **New Annual Operating Costs:** \$125,000 for platform maintenance, staff wages, and administrative expenses.
 - **Capital Expenditures:** \$0, with no plans for leasing, construction, or property acquisition.

I affirm this information is provided in good faith and complies with the requirements of **ALA. ADMIN. CODE r. 410-1-3-.09**.

Signed:

A handwritten signature in black ink, appearing to read "Dr. Felecia Cole", is written over a horizontal line.

Dr. Felecia Cole
Purple Oasis Telerehab & Wellness LLC

Date: May 1, 2025



Purple Oasis Telerehab & Wellness LLC Virtual Rehabilitation Services
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doctorfcole@gmail.com

Notary Public Certification

NOTARY FORM

STATE OF Alabama

COUNTY OF Tuscaloosa

I, Eric K. Smith, a Notary Public, do hereby certify that on this
1 day of May, 2025 personally appeared before me
TELEGIA COLE known to me to be the person whose name is subscribed to the
foregoing instrument, and swore and acknowledged to me that he executed the same for the
purpose and in the capacity therein expressed.

Printed Name:

Eric K. Smith

[Signature]

Notary Seal/Stamp:

(Provide ample space here for the seal/stamp)

My commission expires: MY COMMISSION EXPIRES JUNE 2, 2025

Notary Registration Number:

