



## **Awareness Health Consultants, LLC**

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This LLC came to the SBDC in need of funding to open a pain management clinic in Baytown. The partners had a location in Orange and another that they were working on in Pasadena. From the beginning the partners possessed a strong vision of what a pain management clinic should provide to the patient. They had put together a great team who were all like-minded and committed to thoughtful care. Ethical considerations and an empathetic atmosphere were coupled with the realization that cash flow was paramount. In the initial meeting the requirements of the business were known to the participants, but it needed organization for a lender to understand the request. Quickly, the partners gathered the information that they had been collecting and with the director, they created a working Source and Use of Funds table from which to start. One of the partners with considerable skill and drive inputted data into worksheets from which the director could develop the financials for the package.

The meeting with the lender went well. She was impressed with the work and knowledge possessed by the clients. Even though the loan was not structured exactly like they had planned, it was a workable model, much like the business they started. The lead partner on the business plan said, “It (the business plan) provided structure, but we learned that everything has to be flexible. For instance, our psychology services took off in the beginning, while the physical therapy lagged. Now the PT side is really taking off! The business plan was very helpful.”

The entire team got together with family members to paint and refurbish the rented facility. “It was really a family effort,” she stated. The business had 6 full-time and 2 part-time employees who worked in a number of locations. The partners plan to bring 2 more employees on board in the coming months, if cash flow allows. “We are also planning another location in Beaumont. We get tired sometimes, but at the end of the day, it is ours...”

