



SOUTHERN ARKANSAS
UNIVERSITY
Magnolia
College of Business

Client Success Story

Arkansas Small Business Development Center Southern Arkansas University



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Southern Arkansas University
College of Business
P.O. Box 9192
Magnolia, AR 71754-9192

(870) 235-4005

www.saumag.edu/sbd/

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HealthQuest Multidisciplinary Therapy & Rehabilitation Inc. Christy Cheatham

Christy Cheatham has been working as a licensed Occupational Therapist for 10 years, but always as an employee or contract worker for someone else. She dreamed of owning her own clinic so she contacted the Southern Arkansas University Small Business Development Center in July for information about the steps she needed to take to do so. The SBDC supplied Christy with two publications, a "New Venture Guide" and "Business Blueprints". A month later Cheatham returned with much of the information that was needed for the foundation of her business plan and loan request.

Paul Considine, Center Director, worked with Cheatham to further develop the plan, find industry data, and tailor the plan so that it could be used as a loan request. Since most of the billing would be going to Medicare, Medicaid, and large insurance companies which historically have a long pay cycle, Cheatham and the consultant spent a great deal of time on the cash flow budget to be sure she would have adequate cash available.

Convinced that she had the experience, ability, and a workable plan, she presented the plan to Farmers Bank and Trust for consideration of a loan in early October. The loan was approved on October 12, and she did not waste any time putting the plan into action. She opened her new business October 23 and is moving forward very smoothly.