



## Maricopa SBDC February Newsletter

### Small Business Success Story

#### Passion for Patients

Client Name: Passion for Patients

SBDC Client since: 2017

SBDC Counselor: [Paula Wittekind](#)



Gina W. Ore, Founder & CEO of [Passion for Patients](#)<sup>™</sup>, started the business in 2015. Her inspiration originated when her 86 year-old mother was in ICU for 4 days and her attending physician entered her room twice only, made some notes in the patient chart, and exited the room without ever offering a compassionate word or a healing touch. She was also disappointed with the overall "lack of feeling cared for" by the staff at many medical offices. Gina was determined to bring medical etiquette back to healthcare.

The Passion for Patients<sup>™</sup> Coaching Program is designed to increase patient satisfaction and engagement, galvanize staff loyalty and empower the team, and improve reimbursements in healthcare organizations. This mission-based work was inspired by the simple question: how can we bring Medical Etiquette back to healthcare? Organizations that have completed the Passion for Patients<sup>™</sup> Workshops report improved patient satisfaction scores, fewer patient complaints, more collaborative and communicative teams, and a more congenial work environment.

In December 2017, Passion for Patients<sup>™</sup> provided their customized and interactive workshops to the staff at Health City on Grand Cayman to provide interpersonal and intercultural training for staff.

Gina brings an extensive and well-rounded background to her business. She has devoted her career to leading grassroots, established, and start-up foundations to the next level of success. She has a Masters Degree in Innovative Leadership and has worked at the largest physician-owned practice in Arizona. Her experience includes working closely with medical professionals, generous donors, and dedicated volunteers who have supported healthcare, human services, and medical research.

"It was at the two-year mark of launching Passion for Patients™ that I realized I was spending most of my time, energy, and creativity on only half of the business, the pieces I enjoyed and knew well, training, curriculum development, and the sales part of the business. I was ignoring other business development tasks, especially the financial areas.

Paula Wittekind, the SBDC business analyst I had the good fortune to be assigned to, changed all of that in our first meeting. Paula has consistently and patiently coached me to a much higher level of understanding the importance of cash flow into and out of my business. In addition, she has provided me with specific tools and resources to improve the financial activity of the business and increase profit potential. Paula has also given me the confidence to 'own' that very important part of my business. Through our conversations, she has challenged me to think much more strategically about the direction and growth of the business that I now know will enable Passion for Patients™ to have worldwide impact. The SBDC has been a tremendous resource and support to me as a new entrepreneur - and I am so pleased to work with Paula. What good fortune I had to learn about the SBDC."

Make sure to check out their website and [Facebook](#) page!

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## **Four Maricopa Community Colleges in College Choice's Top 50 Best Community Colleges**

Colleges recognized for diversity, innovation, and job training.

College Choice has ranked four Maricopa Community Colleges among the top 50 best community colleges in the United States. South Mountain Community College (SMCC), Scottsdale Community College (SCC), GateWay Community College (GWCC), and Estrella Mountain Community College (EMCC) are recognized for their excellence in education and workforce readiness.

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