

## Health Care Visions—Going it Alone

Number 3 in a series

*Entrepreneurs are rarely prepared for the isolation they feel as business owners. While being the boss certainly has its perks, it also means there is no superior to praise you or to offer you constructive criticism without fear of repercussions. And there is no one on your level to provide support. It may sound cliché, but it is true, “it’s lonely at the top.”*

### History

Health Care Visions, an expert in advanced medical technologies and best clinical practices for cardiovascular care, provides consulting services to hospitals nationwide. Owner Barb Sallo started the company with a partner and when she came to PowerLink, the partners were dissolving their partnership agreement.

### Primary Goal

Sallo’s primary goal was to transition from partner to a successful sole owner/CEO/leader without losing sales.

### The PowerLink Advantage

The PowerLink Advisory Panel provided Sallo with a sounding board for her ideas and fears. They provided her with support and advice she needed to not only survive her partnership split, but to thrive as a solo act.

Sallo felt less alone being able to bounce ideas off of her panel and getting encouragement from the members. Sallo learned how to work with advisors, giving her the confidence to appoint a board of directors.

More importantly for Sallo, she met other women business owners and found that they all juggle the same three balls: operations, sales and human resources. PowerLink provided Sallo with opportunities to mentor, to be mentored and to network.

### Results

Not only has Sallo has been able to keep sales steady since the partnership dissolution, her profit has significantly increased. She developed her leadership skills, recruited a permanent board of directors that includes some of her PowerLink advisors, and she has become an active part of the PowerLink community.

### Health Care Visions

First Year of Business: 1997

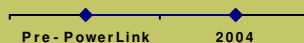
Year Became Owner: 1997

Year Owner Took Sole Control: 2001

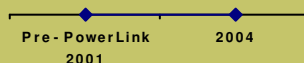
PowerLink Year: 2001

### Progress

Revenue Increase—0%



Employee Increase—0%



### About PowerLink

“There’s a lot of honesty and an absence of chest-thumping among PowerLink owners.”

“While my company’s revenue has not grown, since my panel, my margin has improved every year as a result of the guidance I received.”