

# weVENTURE™

BISK COLLEGE OF BUSINESS AT FLORIDA TECH



## CASE STUDY:



Champion Home Health Care—Amy Luhn

## OVERVIEW

Established in 2012, Champion Home Health Care, an AHCA accredited Nurse Registry, offers a full spectrum of home health care services in Brevard County for seniors and disabled individuals. These services include skilled nursing services, day-to-day care, medical facility staffing and around-the-clock care. Champion specializes in delivering customized care for each patient, which may include fulfilling needs such as meal preparation, personal care, bathing and dressing, reminders about medication, and light housekeeping or transportation. Under the leadership of Amy Luhn, Administrator, Champion Home Health Care currently has nine employees and 160 independent contractors.

## OBJECTIVES

- Develop a strategic plan that includes a detailed operations list, time estimate for major activities, procedures, job postings, etc.
- Create a recruitment plan for growth.
- Learn about and select different types of financial/business and contractor tracking software that are compatible with Champion's current systems.
- Evaluate accounts receivable/collections processes.
- Identify Champion's target customers/audience.
- Determine Champion's most profitable lines of service and new channels for revenue growth.
- Determine how to differentiate Champion; create appropriate client/payer-based messaging; and then evaluate marketing tactics based upon audience.

## OUTCOMES

- Revenues increased approximately 115%, year-over-year, following graduation.
- Expanded client base by 80% and on-boarded six internal employees and 160 caregivers.
- Increased to 25 streams of potential revenue through new provider contracts.
- Purchased a building for team-building and office space.

## TESTIMONIAL

"The IGNITE 360® program was the opportunity of a lifetime! I would highly recommend it to anyone who has started a business. Before IGNITE 360® I didn't know if I was sustainable, but during the program my mentors challenged me to set goals for my business and they kept me on track to achieve them. IGNITE 360® taught me how to think and plan strategically, to use my resources, and to be a true leader."—Amy Luhn



## COMPANY INFO

[www.championbrevard.com](http://www.championbrevard.com) | 321-608-3838

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weVENTURE's IGNITE 360® Business Mentoring Program provides three distinct levels of customized coaching and mentoring for growth and second stage small businesses—in all industries. IGNITE 360® participants are matched with a hand-selected group of expert advisors who address current business challenges and determine steps needed to reach desired outcomes.

## WHAT IS IGNITE 360®?

- IGNITE 360® mentors assist business owners in identifying and pursuing their most efficient and profitable revenue streams.
- weVENTURE's IGNITE 360® Program teaches participants how to spend more time ON their business, not just IN their business.
- weVENTURE's IGNITE 360® mentors guide each business owner through monthly goals and hold participants accountable for addressing business challenges, which may include legal, financial, marketing, HR, succession planning issues and more.
- The IGNITE 360® program was designed to work around the hectic schedules of today's entrepreneurs.
- IGNITE 360® offers highly effective mentoring in three distinct levels; IGNITE 360® TRANSITIONS for organizations that need strategy before growth or change; IGNITE 360® ADVANTAGE for companies that are committed to growth; IGNITE 360® PREMIER for larger companies that are focused on transformational activities and gross over \$500K/year.

## DATA AND OUTCOMES

93% of IGNITE 360® graduates have created additional jobs after completing the program.

85 companies have graduated from the IGNITE 360® Business Mentoring Program since its inception.

Clients have an average 40% increase in revenue after completing the program.

15% of clients have reached the \$1M+ revenue mark.

Graduated 3 International Companies (8%) from IGNITE 360®.

## DID YOU KNOW?

- IGNITE 360® is the only program of its kind for entrepreneurs.
- weVENTURE at Florida Institute of Technology's Bisk College of Business offers a variety of other programs for women and entrepreneurs including no cost, one-on-one consultations, Biz Byte learning workshops, strategic and financial resource referrals and purposeful networking.

Proud Recipient of the 2017 SunTrust Foundation Lighting the Way Award



## LEARN MORE:

Contact us at [weventure@fit.edu](mailto:weventure@fit.edu) or visit [weventure.fit.edu](http://weventure.fit.edu)