

Dr. Dwayne applied to GPA Capital for a \$40,000 working capital loan six months ago. Due to the cyclical nature of his practice (in a resort area location), he had times during the year when it was difficult making payroll. Additionally, he was losing market share, due to a larger practice opening near him with the latest testing and therapy machines which he couldn't afford with his current cash flow.



**PROBLEM** For a \$40,000 loan from a traditional source, the borrower must have a great credit score, good cash flow, liquidity and reserves. Due to a personal situation, as well as the other challenges mentioned, Dr. Dwayne met none of the requirements. When he came to GPA, he had also received a merchant advance from a “fast cash” lender who drafts his account daily.

After an initial fifteen-minute call, a follow up email and Dr. Dwayne's reply, he was on his way to a healthy cash flow, expansion and money savings as well. GPA went through his office workflow, patient population, demographics and some key questions on billing along with a review of documentation and we presented a plan for his practice success.

**DISCOVERY**



## **SOLUTION**

As we analyzed the great practice that Dr. Dwayne had nurtured for so many years, we were able to bring him 3 state-of-the-art solutions. After six months with GPA Capital as his financial consultant, he has received the liquidity needed, increased his net revenue by six figures and implemented a payment system that saves him four percent (4%) of his gross receipts.

- 1.** Initially, it made sense to start performing mobile Nerve Conduction Studies on his patients in his office. This gave him the data needed for better treatment plans, required no investment on his part and enhanced his income by over \$100,000 annually.
- 2.** In our discovery, we saw that Dr. Dwayne had a substantial amount of accounts receivable. We could provide him a Factoring Facility which advanced him money against these accounts, without debt. He then completely payed off all cash advances.
- 3.** We also saw that he was paying exorbitantly for merchant services - as well as being out of PCI compliance. We brought him into complete compliance and implemented Zero-Cost Processing – adding another \$10,000 a year to his net income.

### **Contact Information**

GPA Capital

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