

**Small Business Development Center
Penn State**

Helping businesses start, grow, and prosper.

Community-Oriented Chiropractor Gives Back



“I was supported in every area I needed, and my attention was directed to other areas that I had overlooked. Any expectations I *did* have were more than exceeded...”

- Dr. Matthew Hertert

Dr. Matthew Hertert
Centre Chiropractic
128 East Boal Avenue
P.O. Box 680
Boalsburg, PA 16827
814-466-2000
Centre County

www.centrechiro.com

Industry: Chiropractic

Year Founded: 2006

SBDC Assistance: Start-up assistance, marketing, market and industry research

Penn State SBDC
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Background:

Dr. Matthew Hertert had just moved to Centre County after finishing his chiropractic training at the University of Southern California and at the Cleveland Chiropractic College. He was new to the area and was looking for assistance with the best way to start up his chiropractic practice and what options might be available. Being a doctor directly out of school with little collateral and school debt, he felt his options were limited. He knew the SBA provided assistance to business owners, so he called the SBA who then referred him to the Penn State SBDC.

Assistance Provided:

After meeting with Dr. Hertert and discussing his situation, the consultant and Dr. Hertert determined there were some options available, but these options would take research and leg-work on his part. These options included partnering with another chiropractor, buying an existing business, practicing with a chiropractor in anticipation of taking over the business upon retirement, starting his own business or partnering with a related business such as a massage therapist or a spa. After identifying these options, the SBDC provided him with some general demographic information, information on the chiropractic industry, research on local chiropractors and related businesses, and a list of SBA lenders. It was then up to Dr. Hertert to meet with prospective partners to discuss potential options. He began by joining the local Chamber of Business and Industry and meeting with chiropractors.

After meeting with many people, a deal was struck with two chiropractors that were willing to help set him up in his own practice by providing him with financing. He chose a location and as soon as he signed a lease and began remodeling, he contacted the SBDC for marketing assistance. In addition to providing him with some marketing and advertising strategies, the SBDC reviewed his business plan. Some of the marketing ideas included a grand opening and distribution of a press release. The SBDC provided him with a list of local companies that might want to use his services for worker's compensation claims.

Dr. Hertert is extremely community minded. He began introducing himself by knocking on doors in the neighborhood to introduce himself. The SBDC also encouraged him to look into joining organizations to get his name into the community. He developed relationships with other health professionals in the community including podiatrists, massage therapists, and a rolfer. He also developed strategic relationships with local health food stores, gyms, and is currently assisting another chiropractor with starting a business. His impact, with developing these relationships, is far more than just one business opening; it brings financial benefits to all.

Dr. Hertert opened his practice on August 14, 2006 and according to him “business has been booming...averaging 2 new patients a day.” Dr. Hertert hired one office assistant to help him in his practice.