



MK Medical Center is a state-of-the-art medical facility in Pinellas County, Florida, for urgent care & med spa treatments. Team members provide Family Medicine for all ages, motor vehicle accident exams & nutrition programs. MK's BE FIT, LOOK GREAT Lifestyle Network is the modern, healthy approach to well being, offering a complete preventive medical weight loss program with signature spa services.

### **BUSINESS CHALLENGE**

Anne Marie Balke, majority owner and managing director, applied her experience in medical business administration to this start-up business, working with Nagy Farag, M.D., medical director. Hiring an accountant and establishing a payroll process were immediate priorities. Getting good rates on workers' compensation insurance and a health plan, as well as establishing a solid compliance plan were also critical. The big question was who would tackle which priorities, and how much of the ongoing administration would default into "do-it-yourself" mode. As a start-up business, staffing was limited and business priorities needed to be centered on patient services, without sacrificing good but affordable HR administration and best practices.

### **SOLUTION**

After discussion with FrankCrum, it became clear that priorities would include:

- Secure better workers' compensation rates than would be possible on the open market.
- Select and implement a health insurance plan for employees.
- Gain access to FrankAdvice for HR, to initially include the creation of job descriptions and an employee handbook.
- Obtain Compliance Support, including workers' compensation posters, compliance with training and certification required for a medical practice and safety training from FrankCrum.
- Get payroll under control.

### **RESULTS**

- FrankCrum does all of the important HR functions. MK Medical Center was able to move beyond do-it-yourself mode and reliance on an accountant for services like payroll.
- Business and staff levels are growing, and scaling the business is now easier.
- Compliance has been standardized. For example, the need for needle-stick training and certification was identified and addressed.
- A plan has been developed to maintain best practices in risk management, such as an employee handbook, posters and safety training from FrankCrum.
- HR, payroll and workers' compensation functions are all under control, and managed by FrankCrum, allowing MK Medical Center staff to focus on patient care and growing the practice.