

## FAST FACTS

### Physicians Weight Management Centers, Inc.

Type of Business:  
Healthcare Service

Owner:  
Marcia Cox

Address:  
1930 Mesquite Ave. #2  
Lake Havasu City, AZ 86403

Phone:  
(928) 854-7962

Website:  
www.pwmccenters.com

Business Began: 2009

Employees at Startup: 2

Employees in 2010: 3

First Year Revenue: \$87,995

Revenue in 2010: \$216,500

Startup Capital: \$76,000

Source of Initial Capital:  
Borrego Springs SBA Patriot  
Express Loan, Owner Investment,  
Personal Loan from Owner

SBDC Counselor:  
Kelley Keffer-Marsh  
Mohave Community College SBDC  
(928) 757-0895

## Physicians Weight Management Centers, Inc.

— Lake Havasu City, AZ



Owner Marcia Cox (third from left) and the Team at Physicians Weight Management

**Marcia Cox** didn't need market research to know exactly what her target customers were looking for when she started **Physicians Weight Management Centers** (PWMC).

Cox had undergone a gastric bypass procedure in 2005 and was committed to maintaining her weight loss. "I was scared to death that I would regain the weight," she said. "I needed the same tools as someone losing and maintaining their weight without surgery, so I began educating myself."

Cox talked with local physicians and realized that she wasn't alone on her journey to health maintenance. "I wanted a program that was medically supervised, but there wasn't anything around our area," she explained. "Physicians can't spend 30 minutes with someone every week and that is what's needed with a health maintenance program."

By 2006, Cox — now a certified post-op bariatric group leader and bariatric program director — had unsuccessfully tried to establish a program with a local doctor. She incorporated instead and opened PWMC in 2009.

The primary focus of PWMC, according to Cox, is to provide care for individuals interested in losing weight and maintaining a healthy lifestyle through weekly interaction, which includes group meetings and one-on-one encounters. PWMC originally only worked with clients who were monitored by their family physician. Today, the company has its own physician, dietitian and fitness specialist on staff.

"If you don't start a business for the right reasons, you're going to fail," she said. "I wanted to help people go through the same journey that I went through."

Cox worked with **Kelley Keffer-Marsh** at the **Mohave Community College SBDC** to refine a business plan that she had developed for her fledgling company. "Kelley taught me what a business plan should look like and what lenders want to see," Cox said. "She kept me in line with the steps and processes and told me that I needed to paint a picture of my business so that everyone could see my vision."

The plan grew to 35 pages in length (from 10) and Cox was approved for a loan "in less than a week" by Borrego Springs Bank, which told the new business owner that her presentation was the best business plan that they had ever seen. "I'm so glad that I listened to Kelley," Cox said. "She really reinforced my vision and passion."

Cox said that she receives a lot of satisfaction from helping others achieve and maintain their health goals. "From a business perspective, you want to thrive and make a profit, but it still gets down to 'do what you love and get paid for it,'" she stressed. "I've had the opportunity to speak all over the country at the corporate level. If I can convince even one person to get healthy, then it's all worth it."

Cox encourages new business owners to "seek out professionals like the SBDC, who do this for a living". "Use the tools that are out there," she advises. "Don't think that you have to reinvent the wheel, because it takes a lot of time to do that."

## Mohave Community College SBDC



Mohave Community College Campus

The **Mohave Community College SBDC** is located in Kingman. Center Director Kelley Keffer-Marsh and her team served 145 counseling clients and 199 training clients in 2010.



Kelley Keffer-Marsh  
Center Director



LeeAnn Benton  
Administrative Assistant



Dr. Michael Kearns  
President  
Mohave Community  
College

