

CLIENT SUCCESS STORIES

Alex Saldarriaga – Home Health Advocates



When **Alex Saldarriaga** was working as a nurse, he noticed a lack of quality home health care services for seniors. In 2003, Alex launched his own company, **Home Health Advocates**, to fill this unmet need. His tagline is “Care without Compromise!” Alex was recently featured in a San Francisco Examiner article titled “Nurse Launches Business to Address Unmet Needs”.

Alex is passionate about his clients, and the foundation of his success is exemplary customer service. Each senior is individually assessed so that every aspect of his or her life can be taken into consideration, and a care plan

designed to fit his or her very own individual needs. Alex has several clients who have been able to return to their homes after being in nursing homes, because of the quality and nature of his custom-tailored services.

Alex was honored as Renaissance’s *Emerging Entrepreneur of the Year* for 2005, and that year grossed \$500,000. Alex was a tenant of Renaissance’s Business Incubator for over two years, and during that time grew his business to a level that required him to move to larger quarters. “The structure that being in the Incubator has given me has been critical to my success. Being connected to expertise and other entrepreneurs is also very important to me,” says Alex. Currently, Alex has 45 employees and grossed over \$1,000,000 in 2006! Alex was named the U.S. SBA’s Small Business Person of the Year for 2007, and as a result, honored by Mayor Gavin Newsom at festivities to kick-off the SBA San Francisco’s Small Business Week in May 2007.

Alex is already looking to the future, and plans to take his business model national within the next five years.

Home Health Advocates

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