

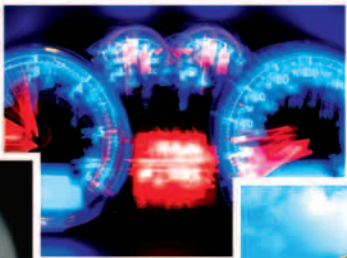
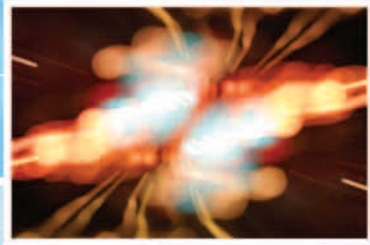
# future

MMAC/COSBE'S

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# 50

DRIVEN BY SUCCE\$\$



THE FUTURE 50 PROGRAM WAS CREATED BY THE MMAC'S COUNCIL OF SMALL BUSINESS EXECUTIVES TO RECOGNIZE TOP LOCAL FIRMS THAT ARE GROWING IN REVENUE AND EMPLOYEES.

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1ST YEAR WINNER

## The Sleep Wellness Institute



**LOCATION:** 2356 S. 102nd St., West Allis

**WEB SITE:** [www.sleepwell.org](http://www.sleepwell.org)

**YEAR FOUNDED:** 1995

**PRODUCT OR SERVICE OFFERED:**

Diagnose and treat sleep disorders.

**PROJECTED 2006 REVENUE:**

20 percent growth for 2006 and 25 percent growth for 2007.

**LEADERSHIP TEAM:** Mark Stoiber, president; Ron Baake, chief executive officer, Craig Muri, clinical director; Rand Sherfinski, controller; Cody Glorioso, durable medical equipment director.

**TARGET CLIENTELE:** Anyone who needs a better life through better sleep.

**BUSINESS ORGANIZATION MEMBERSHIPS:** American Academy of Sleep Medicine, Association of Polysomnographic Technologists, Tech Executive Committee, Independent Business Association.

**WHAT HAS FUELED YOUR COMPANY'S GROWTH?** We restructured our sales philosophy. Increasing our marketing frequency to grow public awareness on the impact sleep disorders have on our health. We recruited local radio talent to endorse our services. We realigned our focus on our people and took a concerted effort to improve internal relationships and efficiencies. We developed a leadership team and instilled a team approach to management. We have built a corporate culture that puts the improvement of our patients' lives first. Everything we do here is about the patient. We have built a reputation of quality and respect within the medical and public communities. We have never stopped asking if it can be done better.

**DO YOU PLAN ANY CHANGES IN YOUR COMPANY IN THE UPCOMING MONTHS?**

On Sept. 1 we switched to electronic medical records. We are also restructuring our clinical administrative departments. We are moving away from the traditional system of individual departments (scheduling, insurance pre-authorization and billing) and going to patient account representatives. When a patient calls for an appointment they will no longer have to be on hold or deal with three to four different people. Each patient will have one representative that will assist them from start to finish. These changes will make it much easier for the patient and streamline the process. We will be obtaining accreditation through the American Academy of Sleep Medicine and working toward establishing a certified sleep school. We are developing an



Ron Baake & Mark Stoiber

educational series for physicians that will offer continuing medical education programs.

**WHO ARE THE BUSINESS PEOPLE, LOCALLY OR NATIONALLY, WHOM YOU ADMIRE? AND WHAT TRAITS DO THOSE PEOPLE EXHIBIT THAT MAKE YOU ADMIRE THEM?** I have simple guidelines everyone should live by. This is from noted 19th century psychologist William James. "People by and large become what they think about themselves."

I admire anyone who has the fortitude to stick to their convictions when everyone else said it couldn't be done.

**WHAT IS THE OUTLOOK FOR THE BUSINESS CONDITIONS OF YOUR INDUSTRY OVER THE NEXT SEVERAL MONTHS?**

The outlook is promising. There are currently 70 million Americans who suffer from sleep disorders and are looking for answers. We are focused on doing one thing great, giving our patients a better life through better sleep.

We have strategically positioned ourselves in the industry as an independent cost-effective alternative. The programs we have put in place will allow us to adapt to the changing health care landscape.