



Southeast Idaho

Speech therapist branches out to better serve kids

2017



Bloom Therapy

Michelle Lance
Pocatello, Idaho
Started: 2016



“I was new to planning for and owning a business, and I couldn’t have opened without my SBDC consultant’s help with the business plan.”

Speech therapist Michelle Lance starting working with the SBDC in the fall of 2015. At that time, Lance was working full-time as a speech therapist for a clinic. As she watched management struggle with employee relationships and effective service delivery, she saw ways to better run a clinic. She had a hunch the market could support a new speech therapy clinic, and her specialties were in demand.

Over the next year, Lance worked with the Idaho SBDC’s Pocatello Office to develop a business plan and secure an SBA loan. Lance also worked with a group of ISU students on market research.

In the fall of 2016 she opened for business, hired an additional therapist and now sees kids 0-18 on a full schedule. She continues to work on expanding and renovating the spacious facility she purchased and plans to add more services as she grows.



**EMPOWERING
BUSINESS SUCCESS**