

AFC URGENT CARE

Responding to a need to launch an enterprise that filled a gap in health services

THE MOMENT:

Dr. Steven Heffer, a 20-year veteran of emergency medicine, saw an underserved need for a community-based medical center in Connecticut's largest city, Bridgeport. It meshed with his own desire to use his ER skills to practice family medicine.

He chose the AFC Urgent Care model as he developed his business plan. But Dr. Heffer himself had no business track record—and a small, freestanding hospital demands high start-up financing.

Dr. Heffer got a mixed reception from big national banks and local banks alike. They went strictly by the book.

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“It’s Catch-22: Most banks require you to have a successful business history with good balance sheets before they’ll loan a large sum of money.”

—Dr. Steven Heffer, AFC Urgent Care

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For a year, Dr. Heffer tried to launch his vision without success. All that changed the moment he walked into Webster Bank.

THE RESPONSE:

Webster Bank executives immediately saw three things: Dr. Heffer's exceptional medical credentials, his firsthand knowledge of the local market, and the untapped business potential there for urgent care.



Dr. Steven Heffer, Medical Director and Owner

CLIENT BACKGROUND:

Dr. Steven Heffer, Medical Director and Owner
AFC Urgent Care
Webster client: 4 years

Type of business: Four walk-in medical centers treating almost all non-life-threatening illnesses

Location: Bridgeport, Connecticut area

What mattered most: Financial backing for a vital community service, despite no track record as an entrepreneur

The Webster response: Immediate support to obtain financing and planning expertise as the enterprise grew



THE RESPONSE: (CONT.)

“They loved the idea. And they went out of their way to help.”

Dr. Heffer brought the medical skills. The Webster team provided the business expertise. They saw opportunities to refine his business plan, conducting a thorough analysis: the working capital he'd need, the state of his personal finances and the possibilities for enduring growth.

THE RESULTS:

Webster financed Dr. Heffer's first AFC Urgent Care center. It quickly became one of the top five busiest AFC locations in the U.S. Webster now also handles his personal banking needs. And today, Dr. Heffer has four AFC Urgent Care centers across the area, with plans to expand even more.

“Webster made the whole process as painless as possible.”

—Dr. Steven Heffer, AFC Urgent Care

Watch his story and others at WebsterMoments.com

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WebsterBank.com

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