

# Urgent Care Association of America



**Kevin J. Ralofsky, MBA**

A Chief Executive Officer to one of the largest Credit Unions in the state of Ohio, Kevin J. Ralofsky's areas of expertise in business services include business plan and financial statement generation, corporate structure, mergers and acquisitions, and credit administration and adjudication.

Kevin's experience also propelled him to be an accomplished consultant, owner and entrepreneur in the urgent care industry with the startup of his company MedCapital, Inc. By focusing on the challenges that face medical practices and organizations, he has helped businesses ranging from the single practitioner to major hospital systems to non-medically trained entrepreneurs. He has coached and consulted owners and organizations in three major areas: identifying opportunities for growth in start-up entities and existing organizations focusing on market strategy, positioning, business plan generation and obtaining much needed bank financing; identifying and exploiting opportunities for incremental revenue through appropriate ancillary service offerings; positioning organizations for sustainable growth through management coaching and process organization.

Kevin's experience as an entrepreneur extend to owning an operating several startup ventures including urgent care centers (of which were successfully sold to a competing hospital system), diagnostic x-ray and open MRI centers, physician guided medical spas, as well as managing, consulting and coaching for many specialty medical practices and multi-specialty groups.

Kevin has consulted in fourteen states, consulted for and obtained financing for over twenty-five startup urgent care practices, and has presented his areas of expertise at industry conferences on topics such as the financial challenges facing the industry, how to obtain financing in the medical industry, benchmarking standards in the urgent care industry, medical membership plans and the cost-benefit analysis of leasing versus purchasing, as well as others.

His insights have been seen in regional newspapers and magazines as well as being a business contributor for The Better Business Bureau News, Credit Union Business and Credit Union Magazine. Additionally, his no-nonsense approach to managing a clinical delivery model from a business perspective was published in industry journals such as The Journal of Urgent Care Medicine.

Kevin holds an MBA from the Weatherhead School of Management at Case West Reserve University, where he graduated with concentrations in Banking and Finance and Mergers & Acquisitions. He earned his Bachelors of Science degree from the University of Dayton.

In the past, Kevin has served as Treasurer and Board of Director for the Urgent Care Association of America (UCAOA). Kevin worked with National City Corp., Fifth Third Bancorp, and CitiGroup as Vice President before starting MedCapital, Inc.

Kevin lives in Sandusky, Ohio with his wife Nancy, daughter Celia, and two sons, Noah and Kyle.

## **Contact Information:**

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