



Rite of Passage Women's Health & Birth Center

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In April of 2005, Bernadette Olivier came to the San Jacinto College Small Business Development Center (SBDC) to get assistance with her business plan to start and operate a women's health and birthing center. She was a Registered Nurse and Certified Midwife, but the idea of running a business concerned her.

The initial business plan was thorough and well-written, but it required another set of eyes to examine it to see if the message was concise and clear. A cash flow sheet was also needed for the business plan. A monetary injection from a lender was to be requested. There were certain questions to be addressed for the bank.

"The business planning process helped me condense my business idea into a format that made sense to the lender and me," stated the Ms. Olivier.

It is clear that she had an organized plan to create a business that would provide a supportive atmosphere for the issues close to women's hearts. The center is spotless and efficient. It houses birthing rooms complete with a Jacuzzi for water births. There are cupboards for each sterile item possibly needed during the birth. There are waiting rooms, so the family can give the woman in delivery her privacy, while being close enough to offer instant support. She also provides classes for childbirth, breast feeding, newborn and infant massage.

Ms. Olivier has 3 nurses and 3 birth assistants scheduled on a part-time basis as well as herself and a receptionist who are full-time. She opened Rite of Passage in Pearland at 2206 E. Broadway (FM518), in April of 2006 and is active in networking and marketing her business in the area. Already she is receiving referrals from members of the community including pediatricians.

