



CuroRX

Hard work is the prescription for a growth company

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Lina Kalvyté knows that hard work and persistence are the keys to being successful. Even though the road to entrepreneurship is difficult and often treacherous, Lina never ceases to keep trying. She currently runs her own business, CuroRX (pronounced “Curo Pharmacy”). Curo Pharmacy provides pharmacy services to rehabilitation centers, retirement communities, adult foster care homes and other long-term care facilities and home health care providers. After two years in business, Curo Pharmacy is growing rapidly and their success is being recognized by many of their peers. At the 2012 Michigan Celebrates Small Business awards program, Curo Pharmacy will be awarded as a 2012 Michigan 50 Company to Watch and the Michigan Small Business and Technology Development Center (SBTDC) West Michigan Region 2011 Best Small Business award.



The road to entrepreneurship was not easy for Lina Kalvyté. Because English is a fifth language for Lina, the culture of other businesses did not always fit well. Lina decided to write a business plan for starting a pharmaceutical business. However, she needed an outside perspective to review her plan and look at possible weaknesses. She contacted the SBTDC West Michigan office for help. Lina started meeting with small business consultant Jeanne Ferro and senior business consultant and financial expert David Sayers to go over her business plan. Ferro helped Lina identify potential issues and additional market intelligence to develop to enhance her business plan. Sayers helped her review her financial projections and look carefully at how the business could be sustainable.

Not long after meeting with the SBTDC, Lina started Curo Pharmacy and right away, the business grew very quickly. Lina needed to hire additional employees in order to keep up with the growth. She recruited some initial employees who were essential in developing the unique culture of the business that emphasizes dedication to great customer service. One of those employees was Michelle Mahoney, chief of the pharmacy at Curo.



“Lina is great. She allows us the freedom to own our own jobs and say „Yes!“ to the client,” noted Mahoney. “We can follow our passions and follow our dreams and give our patients the best possible care and Lina allows that.”

“I think our positive attitude to overcome any issues and not accept failure has created a very positive culture at Curo,” says Lina.

After the company started growing, Lina continued to meet with the SBTDC for additional help. Curo’s rapid growth required careful vigilance over their financial information and Sayers helped Lina with monitoring and analyzing her financial information accordingly. Together, they worked on financial projections and reviewing a budget to watch their expenses closely. Lina also enrolled in the Fiscal Fitness program to gain a better understanding of her financial information.

“The SBTDC helped me in all aspects of my business. When I had questions, they were very quick to respond with answers. Curo is now a second stage company, on a growth path,” responded Lina. “This success is in part due to how the SBTDC gave me advice when I needed it. They helped me identify my weaknesses and address them as they arose.”

Curo Pharmacy continues to grow and is now up to 19 employees. They are looking for other opportunities to expand across the state, but will always retain their unique culture that allows them offer great customer care to their clients.



Lina does offer some advice for entrepreneurs starting their own businesses. “Persistence and not accepting failure are the two biggest reasons Curo is still in business today. A person must have a personal conviction that their business will succeed even when others tell them it won’t,” explained Lina. “I have always sought out advice from other business leaders whom I respect, even my employees and customers. Persistence, dedication, commitment and not accepting failure made Curo grow stronger and become the Best Small Business for West Michigan. Thank you Michigan Small Business and Technology Development Center.”

Find out more about [CuroRX](#)

Learn more about the MI-SBTDC can provide help for your [growing business](#).

About Michigan Celebrates Small Business

The **Michigan Celebrates Small Business (MCSB)** is an annual awards program that honors those businesses, whether second-stage or recently launched, and their supporters who greatly contribute to



the overall growth of Michigan's economy.

Michigan Celebrates Small Business is a cooperative effort of the Michigan Economic Development Corporation, Michigan Small Business & Technology Development Center, the Edward Lowe Foundation, Small Business Association of Michigan and the U.S. Small Business Administration – Michigan

About SBTDC

The Michigan Small Business & Technology Development Center provides counseling, business education, information based planning and technology commercialization to existing, second stage, technology-based and start-up companies throughout Michigan's 83 counties.





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