

# 2010 BUSINESS RECOGNITION

HOSTED BY  
Salt Lake  
Community College,  
Salt Lake SBDC



STEP AHEAD.

## Business Details

**OWNER**  
Todd Eldredge

**NATURE OF BUSINESS**  
Patient Monitoring

**CITY**  
Salt Lake City

**COUNTY**  
Salt Lake

**PHONE**  
801-957-5445

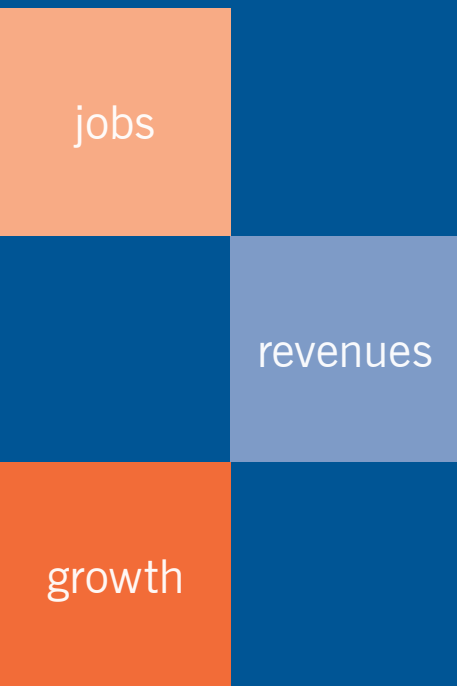
**WEB SITE**  
www.cardiorisk.us

**BUSINESS STRUCTURE**  
S-Corporation

**BUSINESS BEGAN**  
May 2001

**EMPLOYEES**  
12 full-time, 10 part-time

**SBDC CONSULTANT**  
Jeff Chance



## CardioRisk Laboratories

At the Heart of Good Health

Although Todd Eldredge knew his company was saving lives, it didn't hit home until he went home.

Eldredge, president and CEO of Salt Lake City-based CardioRisk Laboratories, took the company's equipment with him to Thanksgiving dinner one year to screen his brother, Brian, for plaque in his arteries. Eldredge was surprised to find a dangerous build-up of plaque and immediately got his brother to a doctor. Without fast diagnosis and quick treatment, Eldredge said his brother would likely have died.

So it was personal when Eldredge wanted to find a way to make CardioRisk's procedure, a way to find artery disease using ultrasound technology, more accessible to patients. Instead of just guessing at the risk of heart disease, their procedure, carotid intima media thickness (CIMT) screening, lets patients see whether disease is already an issue.

"Today's tests tend to measure risk of someone getting heart disease, which is a precursor to a heart attack or stroke," Eldredge said. "At CardioRisk we can immediately see how much disease a patient has."

Now with the launch of CardioRisk VIP, the company is leading the way in affordable, preventive medicine and Eldredge has a firsthand look at what it can do for people. CardioRisk VIP is a brick-and-mortar building in Houston, Texas, which provides a place patients can go for testing five days a week. It also allows the company to assume financial risk for testing, while saving doctors time. Eldredge said he is excited to create a new way of delivering services and would like to open more CardioRisk VIP locations across the country. The new building opened for service Oct. 1.

**Secret to Success**

"We have a philosophy that if we treat our employees well they'll treat our customers well."



Doctors no longer have to look at and explain the results of every test with CardioRisk VIP. Instead, CardioRisk provides analysis to the patient and the doctor making it quicker, easier and more convenient for both.

Under CardioRisk's old model, the CIMT screening was taken to a doctor's office so the physician has to schedule all the tests for patients on one day.

Not everyone could make it on the same day, and doctors were assuming financial risk for the procedure if Medicare refused coverage.

The company's hard work and creativity is paying off. Despite the national economic recession, CardioRisk is pushing forward and has been named one of Utah's top 100 fastest growing companies for two consecutive years.

To get the word out about their lifesaving service, CardioRisk is getting help from the Small Business Development Center, based on Salt Lake Community College's Miller campus. Eldredge said he has gotten valuable marketing advice as CardioRisk begins opening VIP centers.

"We are happy to be able to directly help the growth of local-based business," said SBDC Director Rex Falkenrath.

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The Utah SBDC network is comprised of 11 regional centers hosted by Utah colleges and universities. The centers serve entrepreneurs and small businesses across the state. The centers are funded in part through a cooperative agreement with the U.S. Small Business Administration.

"The Salt Lake Small Business Development Center is providing our company with press release expertise and marketing assistance that we need to grow our business. These are great resources for our company."

*Todd Eldredge, President & CEO*