



The Kutztown University SBDC Offers a Clear Image of Success for ProView Ultrasound

Dauphin
Lebanon
Berks
Lancaster
Chester

KU SBDC

Lancaster City

ProView Ultrasound is located in Lancaster, PA

Rob and Bethann Greenawalt
ProView Ultrasound, Inc.
<http://www.proviewultrasound.com/>

Industry: 3D/4D Ultrasound

Year Founded: March 2007

SBDC Assistance: Business planning, marketing assistance, loan package development

Kutztown University SBDC
Ernie Post, Director
www.kutztownsbdc.org

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Faced with the challenges of cultivating their newborn business, the owners of ProView Ultrasound, Rob and Bethann Greenawalt, knew they needed to boost cash flow to take their business to the next level. In August of 2007, a few months after opening, they contacted the Kutztown University Small Business Development Center for guidance. Since then, ProView Ultrasound has doubled its business, and in March the company celebrated its highest revenue to date.

Both Rob and Bethann have backgrounds in the medical industry. Bethann earned her Masters in Nursing Administration, and still works as a registered nurse at the Lebanon Valley Medical Center. Rob earned his graduate degree from the Sanford Brown Institute, and worked as an ultrasound technician in a hospital near Ben Salem. Rob now serves as ProView's president, and manages the company's daily operations – scheduling appointments, serving as ultrasound technician during client sessions and developing and editing the photographs and videos.

Bethann acts from behind the scenes, managing the finances, the company website, and developing



Bethann and Rob in the ultrasound room

marketing initiatives. Through the engagement process, the KU SBDC gave insights into the world of marketing, something Bethann quickly adopted. “It’s all about trying to figure out what works, trial and error, and funding, she explains.”

The two have been married for nine years. During the pregnancy of their first child, Rob and Bethann saw an ad for 3D ultrasound. Intrigued, the pair began researching opportunities for 3D and 4D ultrasound in their area. They came into contact with a successful 3D ultrasound business, but none in the Lancaster area, and soon realized this could be a business opportunity that suited them. They thought, “If we don’t do it now, someone else will,” and decided to pursue establishing ProView.

When the Greenawalt’s founded ProView, it was only the business of its type in the area. However, within months of opening, three other 3D Ultrasound facilities opened up nearby. Though competition is now tight in the Lancaster area, the couple’s attitude remains steadfast. “Now that we’re here, we’re determined to succeed,” they’ve stated. Perseverance in the face of stiff competition is often a common denominator among entrepreneurs and can be the driving force that enables them to succeed.

Bethann and Rob saw that ProView could differentiate itself from the competition by providing personal attention in a comfortable setting, in an effort to ensure customers enjoy an intimate experience conducive to the inclusion of family and friends. They just needed to convey their message to the public and sought a loan to boost marketing activities.

With help from KU SBDC consultant Scott Schaeffer, the Greenawalts developed an effective financial package that landed them the financing they needed to expand their marketing activities and maintain a healthy cash flow while they attracted new clients. The Greenawalts also utilized several of the free online courses and templates offered on the KU SBDC website, including the *Creating a Loan Package* course, and the *Active Plans* financial template to develop their package. As a result, they submitted a well organized, detailed loan application. “We were better prepared, and that may have affected our bottom line,” says Rob.



Rob and Bethann stand in front of some of their 3D ultrasound images

With help from the KU SBDC, Rob and Bethann Greenawalt have harnessed their passions and added business sense, creating success for ProView Ultrasound.

3D and 4D ultrasound is not medically necessary, but provides parents-to-be with a life-like image of their baby, much like a photograph. Facial features are clear and distinct, and the ultrasound image resembles the physical appearance of the baby upon birth.



ProView Ultrasound, located at 255 Butler Ave, Suite 101 Lancaster, PA, is family owned and operated, and offers prenatal 3D imaging and 4D video to its clients. For information on their services and appointments, as well as examples of their product, visit ProView Ultrasound on the web at

<http://www.proviewultrasound.com>, or you can contact ProView Ultrasound by phone at 717.735.BABY, or 1.866.498.BABY, or by email at info@proviewultrasound.com.

The Kutztown University Small Business Development Center provides one-on-one consulting, business planning tools, and free online business courses. Information about these free services is available at [our interactive website](#).

www.kutztownsbdc.org