

NJSBDC at Rutgers - Newark (Essex County)

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Brenda B. Hopper, Heidi Cristal, Rosemary Tamunday, Denis Rasugu

Painfully aware of the critical shortage of nurses in NJ, two registered nurses here decided their own company would meet the staffing needs of hospitals, dialysis centers and nursing homes. Heidi Cristal and Rosemary Tamunday formed Nutley-based Health & Technology Professionals in August of 2000 and worked with the Rutgers-Newark Small Business Development Center to find \$275,000 worth of financing from Valley National Bank in July 2002, enabling the two to recruit 20 more nurses from around the world to service pending contracts.

As of November 2003, the company has seven full time employees and maintains a registry of more than 200 registered nurses for filling open positions.

Health & Technology Professionals, L.L.C. (H-Tech) specializes in recruiting registered nurses from locations such as London, Singapore, Saudi Arabia and the Philippines and placing them as contract workers in health care facilities. The company also employs specialists to work in critical care units such as intensive care recovery and emergency rooms. H-Tech contracts primarily with hospitals and other healthcare facilities under fixed price or variable employment terms.

Denis Rasugu, a business consultant with the Rutgers-Newark SBDC, assisted H-Tech with its business plan and contacted potential lenders to determine who would have an interest in the project.

“Without the expertise and assistance of the Rutgers-Newark SBDC, which helped through the whole process, this would not have been possible,” said Ms. Crystal.

And the future is full of possibilities for H-Tech as the Department of Labor projects a 14 percent increase in the number of jobs in the health care industry between 1996 and 2006 due to an aging population and innovative medical technology for intensive diagnosis and treatment.

From a marketing perspective JerseyLite is on the move, both literally and figuratively. They have converted a 34 foot recreation vehicle, which is used as a promotional vehicle to showcase their product on the road