

Madsen Family Chiropractic

RLF Business Spotlight

Montevideo, Minnesota

Dr. Brock Madsen had been a partner at Moseng Chiropractic in Montevideo, which had served the community for 35 years. When the opportunity arose for him to purchase the office, with the encouragement and support from his family, he took the leap and started Madsen Family Chiropractic. This decision fulfilled Madsen's passion of wanting to serve Montevideo and the surrounding area through chiropractic care.

One of Madsen's favorite parts of owning his own business has been making the clinic environment that he had envisioned come to life, creating a place where clients can feel comfortable and confident that they will receive the best care possible. He strives to be a leader in the community, committed to enhancing the quality of life that promotes optimal health through chiropractic care and lifestyle guidance for sustained wellness.

"Montevideo is a nice sized, rural community that is very open to conservative care like chiropractic, as with the area in general, which gives me encouragement owning a chiropractic office. It is a town that is diverse, and I have really enjoyed getting to walk along many ethnic backgrounds."

The UMRVDC CARES Act RLF helped Madsen in securing funds through gap financing for the business acquisition. Madsen says the RLF was an integral part in making his dream come true of owning his own chiropractic practice.

"RLF is great to work with. If you are looking for some financial assistance for your business, I would strongly encourage you to reach out to them to see what they can do to help you out. That is why they do what they do-helping business in the region thrive!"



with Dr. Brock Madsen

What motivated you to start this business?

I was a partner at Moseng Chiropractic which was the original office for the last 35 years. As I continued treating, collaborating, and serving the many patients within the clinic, my desire to continue to be the provider for this office for my career was motivating and encouraging to myself and my family. So we decided that purchasing this office would fulfill my passion of wanting to serve Montevideo and the surrounding area through chiropractic care.

Where do you hope the business will be in five years?

I hope that in five years when someone hears Madsen Family Chiropractic, they will know that our office is an office that compassionately supports and walks along side individuals wherever they are at in their health journey. That we intentionally work hard to help you get out of pain and to keep you there, allowing our bodies to thrive in this life we are meant to live.

What is your favorite part about owning your own business?

I think the thing that makes me most excited is I get to create the clinic environment that I have envisioned, which ultimately is about the experience that patient's feel when they come to the office. I want this place to be place where they feel comfortable and confident that they will receive the best care possible.

What have been some of the biggest challenges in owning your own business and how have you overcome them?

For my personal situation, the biggest hurdle that I have experienced is making sure the whole conversion from the old business to the new; converting all accounts, ensuring "in-network" status with insurance companies, making sure software systems have been converting appropriately. More of an administrative component that has been the most difficult, but we are almost fully converted and I can see the light at the end of the tunnel. This will allow me to give even more of my energy and focus to my patients and family!

What do you enjoy most about owning a business in Montevideo?

Montevideo was a local town to where my wife, Hillary, and I grew up. We wanted to be in the general area and we wanted to be able to give back to the communities that gave us so much to use growing up. Montevideo is a nice sized, rural community that is very open to conservative care like chiropractic, as with the area in general, which gives me encouragement owning a chiropractic office. It is a town that is diverse, and I have really enjoyed getting to walk along many ethnic backgrounds. I love that our community really seems to be supportive of local businesses, and as we have gotten more involved and integrated within the area, it has only helped out at the office.

How has RLF helped you become the business you are today?

RLF helped allow me to secure the funds through gap-financing for the business acquisition. It was a very efficient process and the team at the UMRDC really communicate with you to ensure that they are there to help you. I had not heard of the RLF until I was meeting with my banker and he was supportive of their rural assistance and help that they can provide in situations like myself. The RLF was an integral part in making my dream come true of owning my own chiropractic practice that was established in our local area!