

# Your Patient's Advocate Helps Individuals Navigate the Healthcare System

► Your Patient's Advocate is a concierge nurse-based patient advocacy business founded in 2018 that supports clients with navigating the healthcare system. Serving where needed, the patient's care advocate can attend physician appointments, review medications and medical records, set up medication trays and assist with hospitalization and/or care relocation, as well as collaborate with a patient's current care team to provide optimal care for their unique situation.

"After losing my mother to an unfortunate accident during a hospitalization and dealing with end-of-life challenges, I felt the need to advocate for others who find it difficult to navigate the healthcare system," says Janie Dalrymple, founder and CEO, who brought to the enterprise her 18-plus years' experience in nursing, including hospital-based bedside care, home health and the outpatient clinic setting. She has a strong neurology background and was an ALS Clinic Coordinator for Mayo Clinic for several years.

"The most valuable piece of advice I received was to grow the business based on our belief that everyone should be supported in their healthcare journey," Dalrymple shares. "It has been the basis of the service we provide, and so many have benefited from the support we provide. My goal is to treat every client as if they were part of my family, and I strive to find team members who give the same high standard of care."

In addition to a full staff of nurse-based advocates, Your Patient's Advocate includes a respiratory therapist,



social worker and physical therapy assistant to assist with providing complete guidance for nearly all healthcare needs. And Dalrymple recently hired a director of client services to help her meet one of the biggest challenges she's faced in launching her company. Explains Dalrymple, "Her main role is to reach out to independent and assisted-living facilities to get the word out about how we can assist their residents." ■

—RaeAnne Marsh

Your Patient's Advocate [yourpatientsadvocate.com](http://yourpatientsadvocate.com)



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# The Journey Disrupts with Diversity in Venture Funding

► The Journey is a mission-driven venture studio building disruptive healthcare companies in partnership with the next generation of diverse founders. Unlike an accelerator or incubator, a venture studio doesn't fund existing startups but rather is a company that creates multiple startups in-house and then partners with entrepreneurs who take over to launch and scale them. "Our mission is to close the racial and gender opportunity gap by empowering diverse founders to pursue entrepreneurship while providing resources and support to increase their odds of success," says Mark Moeremans, managing director of the nonprofit that launched in January of this year.

"There is a massive gender and racial opportunity gap in the venture world that continues to go unresolved," Moeremans explains. "Entrepreneurship is meant to be a merit-based pathway for success in this country, yet less than 2% of all venture funding goes toward women or minorities. We wanted to launch a studio that removed the systemic barriers that prevent talented diverse leaders from pursuing entrepreneurship, while providing the tools and support to improve their odds of success."

After extensively researching what programs and resources already existed, so as to not duplicate or take away from the efforts of others, The Journey founders combined the most impactful pieces of different models (a traditional venture studio, leadership development and business acumen training) to create something new and differentiated. That was the first challenge. The second stemmed from succeeding at the first. "Any time you create something new, you must spend time educating the community about what exactly you have to offer, and so we have spent a lot of time working with partners to establish community support and understanding," Moeremans says.

Citing the African Proverb, "If you want to go fast, go alone. If you want to go far, go together," Moeremans says, "We are lucky that Phoenix is home to a thriving healthcare and bio-science hub, a city with a maturing investor community and a network of entrepreneurial support organizations and service providers. We know we want to 'go far' as an organization and we are ready and excited to 'go together' with like-minded individuals and organizations across the state." ■ —RaeAnne Marsh

The Journey Venture Studio [thejourneyventures.com](http://thejourneyventures.com)