



Tracee Holzendorf, Success Story, HP5 Consulting – December 2022

By Lorrie DeFrank

Tracee Holzendorf, MSN, RN, attributes the success of her business development opportunities to the relationships, connections and mentorships she cultivated through the Jacksonville Women's Business Center.

The Jacksonville native who began her career as a labor and delivery nurse is now president and CEO of HP5 Consulting, LLC, which she founded in 2019. Specializing in health care management consulting, she works with clients from startups to established entities in such areas as regulatory/compliance, infection control, medical staff recruitment and billing, and social media presence. HP5 Consulting is 8(a) certified and holds certifications as a woman- and minority-owned small business through the U.S. Small Business Administration.

In addition to her degrees, which include a bachelor's in nursing and a master's in nursing administration, Holzendorf relied on her extensive clinical and managerial work experience to launch her own business. She quipped that she "grew up at UF Health," where she worked for more than 20 years and received a series of promotions in recognition of her leadership and other accomplishments. Positions included director of clinical services, Women's Services, and nursing administration. She later had various responsibilities as practice administrator at Kids and Families Medical Clinic before starting HP5 Consulting.

"Because of structures and initiatives I put into place, I started getting calls from different physicians and administrators inquiring about our structure and processes so I decided to take the knowledge gleaned from my history to help other practices," she said.

Just as she took the leap, COVID-19 shut everything down. But the resourceful new entrepreneur used 2020 to get all her certifications, including the SBA 8(a) Certification, which put her in a better position to be successful. Also an expert in telehealth, Holzendorf sought out the resources of the JWBC, attending as many classes and engaging in as much networking as she could. Holzendorf graduated from the University of North Florida Center for Entrepreneurship and Innovation's first health and medical cohort and Cornell University's Women in Entrepreneurship programs provide by a JWBC partnership with Bank of America.

"JWBC was very critical in helping me develop a formal blueprint, business strategy and customer base," said Holzendorf, who completed its Financial Matters program even though she had previously overseen a budget of \$300 million. "It's a lot different when you are the business owner. They taught us how to look for trends, set goals, interpret reports and identify revenue strategies."

A member of Venture Services Society of Small Businesses, Holzendorf has been actively involved in JWBC Monthly Success Circles for nearly a year. "They have been fantastic from the perspective of being able to network with other women business owners who have the expertise to hold us accountable for setting goals and challenge us to succeed as a business owner," she said. "It's a safe space for sharing, getting feedback and finding solutions."

She said the sessions have been invaluable in strategizing and building trust with peers who share the same goals and problems, professionally and personally.

Across the board in all its programs, she has found JWBC to be the most supportive group of women she has ever encountered. “Everyone is interested in the success of one another, which is unusual,” she said. “I can pick up the phone and call anyone for advice or to network. I obtained two clients through my activities with JWBC.”

The strong support has given her confidence to eventually grow her business, which now hires contract employees as needed. “Many of the skills are transferrable to other industries,” she said. “I plan to expand outside of health care”

Holzendorf said JWBC has been a valuable asset to her and her consulting company by serving as a resource and sounding board, and providing the crucial networking. As a result, she met people she likely would not have and she owes quite a bit of her success to them and their guidance.

“JWBC is a huge asset to the community, particularly for women business owners. No other initiative in the city has this level of support from a networking and brainstorming perspective. When you start out you don’t know what you don’t know. We are constantly receiving information about what is going and requesting input from them,” she said. “We need to make sure all women in business know it’s a resource.”

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