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During her time at the Jackson Clinic, Piercey felt she needed an academic challenge and decided to pursue a Master of Business Administration degree through Bethel University. In order to complete her practicum in a real world setting she turned to Dave Roberts, MD, CMO at West Tennessee Healthcare to collaborate on a healthcare improvement project. "I loved how business and healthcare intersected," said Piercey. "After finishing my practicum, I decided to split my time between private practice and working in administration at the hospital since I felt like I could affect a bigger change on a more strategic level," said Piercey. "That eventually was the motivation for me to make the leap to full time administration. While I miss the one on one everyday interaction with patients and families in the clinic, I know I can have an affect on a community and regional level."

In 2010, Piercey became assistant medical director under Roberts focusing on case management utilization and some quality initiatives. In 2011, she became a vice president overseeing the development of The LIFT Wellness Center, which opened in 2013. Today she is Vice President of Physician Services where she is responsible for the West Tennessee Medical Group employed physicians, Sports Plus Rehab Centers, The LIFT, senior services and employers' services.

Piercey's responsibilities span not only across clinics but across county lines as well, which means she is on the go quite a bit. "I am in every clinic or facility that I oversee at least once each quarter. It is very important to me to try to make staff meetings as well as celebra-

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tions at each location, so I am pretty much heading somewhere each day," said Piercey. "I also think it is important to live by and use the services I am always touting to others. I believe in them and know they are the best."

Although she oversees a wide range of employees from physicians to pool techs to physical therapists, Piercey says her management style is the same across all. "I think autonomy and empowerment are crucial," she said. "It is my role to set the parameters but it is the folks in the trenches that need to figure out the details. They know the minute workings better than I. I am always happy to help in any way but sort of see my role as greasing the wheels and removing barriers for them to be successful."

Though she may not don a white coat and stethoscope everyday, Piercey has not given up her role as a child abuse pediatrician in the area. She serves as the medical director for the Carl Perkins Child Abuse Center and sees patients in their local clinic one afternoon a week as well as does inpatient consultations for patients at the hospital. "There are very few resources in the state for these patients and being able to fill that need is very rewarding," said Piercey. "It also helps build some credibility with the physicians I manage because I know all the hoops they have to jump through and the issues they deal with."

Five steps to starting your side business

By Christy Wright
Author/Business Coach

October is National Women's Small Business Month, and it's no wonder we're dedicating a whole month to celebrate. There are 12.3 million women-owned businesses, and over 30 million Americans working as independent workers or "solopreneurs." With the endless free social media and selling platforms available to us today, there's never been a better time or bigger audience for women to launch their own side gig.

Maybe you've always had a knack for repainting old thrift store furniture. Or maybe you're a gifted musician who could coach other young aspiring talent. Maybe you have a specific education, training, experience or skill that you could develop into a freelance business such as financial planning or graphic design. Whatever your "thing" may be, there are plenty of great reasons to get going.

First, you can make extra money on the side. Extra money is always a good thing! Second, you can set your own schedule. That way you can build your business around your life versus the other way around.



Also, a good thing!

Finally, you get to utilize something you're good at and enjoy. Also, a good and fulfilling thing!

Regardless of where you are now, this can be the year that you get started.

But, of course, getting started is the hardest part! I coach women with side businesses through my Business Boutique events all over the country, and I know how difficult and overwhelming it can seem. So, here are the first five steps you can take to jumpstart your side business:

Find community. Just because you're doing it on your own doesn't mean you have to do it alone. Find other people who can help support your dream, provide resources or connections that may help you, or give you advice when you need it.

Create a plan. It doesn't

have to be fancy or fourteen pages long. You can make your own, or search for a template online. It doesn't matter how you do it; it just matters that you do it!

Be prepared to get scared. Fear is just a part of the journey, and if you know that going in, you can set yourself up to overcome it. Putting yourself out there can feel vulnerable and scary, but you can't succeed unless you do it! I write on this topic frequently because I battle fear just like you do.

Just take the first step. Business can be overwhelming with all that you have to do, especially when you're starting out. But don't focus on all that you have to do. Just focus on one thing that you must do. When you take that one baby step, it fuels your focus and gives you the confidence and momentum to take that second baby step.

Do it now. If you wait until you're ready, until you have more experience, or until all the details are perfect before you go for it, you'll never do anything. Go for it now—when you're not ready, you don't have experience, it's not perfect, and you're scared out of your mind. Do it anyway. Do it scared. Ready is a myth.

These are the first five things you need to do to

get started. And notice not one of them was "go buy a bunch of equipment and materials" or "pay \$10,000 for a professional website." Those things aren't a bad investment later down the line when your business revenues justify it. But when you're starting out, the problem isn't the design of your website; it's your fear, doubt, hesitation and feeling overwhelmed.

If you do these five things, you'll be well on your way to joining the movement of people making money doing what they love!

About Christy Wright

Christy Wright is the #1 national best-selling author of *Business Boutique*, host of the *Business Boutique Podcast*, a *Certified Business Coach* and a *Ramsey Personality with a passion for equipping women with the knowledge and steps they need to successfully run and grow a business*. Since joining *Ramsey Solutions* in 2009, she has spoken to thousands across the country at women's conferences, national business conferences, *Fortune 500* companies and her own sold-out live events. You can follow Wright on Twitter and Instagram @ChristyBWright and online at christywright.com or [facebook.com/OfficialChristyWright](https://www.facebook.com/OfficialChristyWright).

