

Joe Adelman

Everything Medical • Redding, CA



Everything Medical Grabs the Gold

Like an Olympic athlete, Joe Adelman spent years preparing for his time in the spotlight. That invaluable experience gave him the fortitude to tackle his greatest test yet: running his own business. With help from his coach, Northeastern California Small Business Development Center (SBDC) at Shasta College, Mr. Adelman opened the doors of his medical supply business, Everything Medical, in Redding, CA on February 1, 2008. He's been on a winning sales track ever since.

Mr. Adelman began his training regimen while attending CSU, Long Beach and working for his uncle, who owned Moulton Plaza Pharmacy in Laguna Hills, CA. He started at the bottom, delivering and setting up equipment, and eventually moved into inside and outside sales, purchasing, and store management. Those years gave him the opportunity to work with the infirm and ill, developing the diplomacy skills that would serve him later.

After his uncle sold the pharmacy, Mr. Adelman worked for a major durable medical equipment distributor that had accounts in San Diego and Orange counties. Armed with a well-rounded view of the industry, he returned to Redding in the fall of 2007 and was referred to the SBDC at Shasta College. A financial consultant reviewed his business plan and financing needs and helped him create financial projections. Mr. Adelman simultaneously started obtaining billing information from Medicare and other major medical insurance plans.

He opened the doors of Everything Medical on schedule and quickly earned a gold medal for sales success. His many years of training have honed his ability to run a lean business with low overhead and a customer-centric focus. Mr. Adelman already has a reputation as a problem-solver: he's the guy who will make it happen when you visit his store with a request, no matter how esoteric.