

# VITALITY FAMILY MEDICAL GROUP

McAllen, Texas

“ SBDC played a pivotal role in our success!”

Omar Longoria, Criselda Garza-Molina, and Sarah Adkins, Co-Owners



THE UNIVERSITY  
OF TEXAS  
RIO GRANDE VALLEY

The University of Texas  
Rio Grande Valley

## Call to Care

**The Situation:** Vitality Family Medical Group, PLLC is a primary care practice that provides comprehensive preventative, acute, and chronic disease-management services for patients. The new business in McAllen is co-owned and operated by nurse practitioners Omar Longoria, Criselda Garza-Molina, and Sarah Adkins.

Focused on compassionate, culturally-competent care, the clinic offers physical exams, screenings, sick visits, and chronic condition monitoring to patients of all ages.

**SBDC Assistance:** Omar Longoria, Criselda Garza-Molina, and Sarah Adkins visited the UTRGV Small Business Development Center (SBDC) for guidance to launch their practice. With assistance from Senior Business & Digital Media Advisor Marivel Mata, the group obtained startup information, market research, and a business plan with financial projections.

Longoria shares his gratitude: “The UTRGV Small Business Development Center simplifies the business opening process, offering invaluable guidance and resources that we've been so grateful to have received. With Marivel Mata's assistance, what seemed nearly impossible became achievable. From helping us craft a business plan to connecting us with local resources, Ms. Mata and the SBDC played a pivotal role in our success. We are now running a family clinic, doing what we love, and creating a happier and healthier Rio Grande Valley. We extend our heartfelt gratitude to Marivel and the SBDC team!”

IMPACT

1 BUSINESS  
START

6 JOBS  
CREATED

1  
CAPITAL FORMATION

Learn more about the UTRGV SBDC at [utrgv.edu/sbdc](http://utrgv.edu/sbdc)

