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# Memphis Business Journal

Memphis Business Journal

June 1, 2012 Friday

## StatLink sees growth as health care industry embraces reducing expenses

**BYLINE:** Michael Sheffield**LENGTH:** 515 words

Continuing a theme set during an address by 2011 Executive of the Year Lisa Rossmeyer Wade, Dana Capocaccia, CEO of StatLink Systems, says small businesses in Memphis can succeed if they help each other.

"We truly believe that in order to grow the community, you have to use the community," Capocaccia says. "We're very fortunate to have surrounded ourselves with companies like (law firm) **Butler Snow**, Regions Bank and SunTrust Bank."

StatLink Systems won the 1-20 employee category at Memphis Business Journal's 32nd annual Small Business Awards.

Other finalists in the category were Frase Protection, Memphis Chemical & Janitorial Supply Co., Muddy's Bake Shop and Speak! Creative LLC.

StatLink Systems specializes in improving financial efficiency for medical practices and hospitals through use of its WebShare MD and Med Datalink software products.

In her speech during the awards ceremony, Wade, dealer/principal of Southern Thunder Harley Davidson in Southaven, said small businesses have to rely on each other for services ranging from web design to accounting services in order to succeed, which Capocaccia agrees is important if the U.S. economy is going to improve. Wade and Capocaccia say that while major corporations employ hundreds or thousands of people in multiple locations, the majority of job creation is done by small businesses.

While some business peers believe the economy is beginning to recover from the recession, Capocaccia doesn't think things are improving just yet.

"We're in for a prolonged stagnation of our economic base, and as things change, other pieces in the economic engine in the United States will come forward."

Capocaccia hopes StatLink System's products will be more sought after as medical practices and hospitals continue to reduce business expenses. He also sees the need for businesses to plan better and run smarter.

"Regardless of what you're selling, manufacturing, doing or producing, you have to have a methodology," he says. "If you don't, you're destined to fail."

As 2012 continues, StatLink Systems will focus on launching the second generation of its software packages while looking to take advantage of recognition the company has gotten through its award.

StatLink Systems boasts 1,000 different hospitals and 1,500 allied health professionals in 43 states as its clients. Capocaccia says StatLink Systems has cultivated relationships with other local companies to aid in its growth. That growth, he says, can be truly considered "home grown" because the company focuses so much on working with local businesses.

"It's my belief that any type of peer review or award that others nominate you for is invaluable toward growth," he says. "This award and the publicity from it is worth far more than anything we could buy."

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**LOAD-DATE:** June 1, 2012

**LANGUAGE:** ENGLISH

**PUBLICATION-TYPE:** Newspaper

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