

NATIVE & NEWCOMER



THE NATIVE:
Nicklaus Companies (nicklaus.com)

LOCATION: North Palm Beach

WHAT IT DOES: "It basically has been everything that I do, but our primary business is golf course design," says golf legend and chairman Jack Nicklaus.

HOW IT'S GROWN: "In 1970, we started off with a secretary, an office manager and me," remembers Nicklaus. "Today, we have 60 people based here and more than 100 around the world." Over the last 10 years, Nicklaus Design opened more than 150 courses. Currently, it has 356 courses open for play worldwide with additional courses under construction. Other divisions include marketing + licensing, a golf equipment line, an apparel line and wine. "If you put it all together, we're probably close to a half-billion-dollar business year-round," Nicklaus says.

WHY IT STAYS: "It's where I am, and I have no desire to take it anywhere else," says Nicklaus, who enjoys being close to his 21 grandchildren, most of whom also live in the county. In addition, when it comes to hiring young, bright-minded people to work for the company, "it's not a hard sell to bring someone to Palm Beach County," says Nicklaus. "There are a lot of places out here where young people can afford to live and grow with their community—and the business—and not many places can do that."

WHAT HAVE YOU LEARNED FROM THE NEWCOMERS? Even though Nicklaus is an international icon, his company respects the importance of bringing more research and technology companies to the region. "It not only helps them grow their business, but it helps us grow ours," says Nicklaus, who also started the **Nicklaus Children's Health Care Foundation** with his wife, Barbara. "When we grew up with our kids, we had to go to Miami or someplace else, because these things weren't here," remembers Nicklaus. "Now, we don't have to go outside [Palm Beach County] anymore—we have what we need right here."



1



THE NEWCOMER:
MDVIP (mdvip.com)

LOCATION: Boca Raton

WHAT IT DOES: MDVIP is a national network of physicians that's considered the leader in preventive and personalized health care. It assists physicians in providing a dramatically unique experience for patients—instead of getting only seven- to eight-minute appointments and long waiting periods, MDVIP patients enjoy 30-minute-plus office visits and can schedule same- or next-day appointments and walk right in. How does MDVIP do it? Instead of having 2,500 to 3,000 patients as is often the case with traditional physicians, its physicians limit their practices to no more than 600 patients.

HOW IT'S GROWN: The first MDVIP practice opened in 2001. Nine years later, it's expanded into a network that serves 140,000-plus patients through more than 450 affiliated primary care physicians in 30 states and the District of Columbia. The company's latest goal is to increase its number of physicians to be able to serve more than 1 million consumers in the next seven to 10 years.

WHY IT STAYS: "This isn't just the place where the concept first came to life, it's also been a great home for our organization to grow," says CEO **Dan Hecht**. "We bring in hundreds of physicians each year who train and visit here, so the ideal climate of Palm Beach County makes it a terrific place to combine training and education into an extended weekend that's equally enjoyable."

WHAT HAVE YOU LEARNED FROM THE NATIVES? "The biggest thing is the importance of diversity," says Hecht. "Palm Beach County attracts people from so many different backgrounds, age groups and locations throughout the United States that it's wonderful for making networking connections around the county. That diversity has helped us grow on a national level—and I don't think there are many areas in the country where this type of environment exists."



2



DID YOU KNOW?

Nicklaus Design has 204 courses open for play in the United States alone, and its business is represented in 39 states and 34 countries—including China, Australia, South Africa, Argentina and Brazil.

DID YOU KNOW?

Because of the extra attention they receive, patients in MDVIP's system have a 96 percent satisfaction rate and fewer hospitalizations than the broader population, 75 percent fewer than Medicare beneficiaries and 65 percent fewer than those with commercial insurance.