

## *How a NYC business owner regained time and positive mental energy*

Lindsey Vestal, M.S. OTR/L, owner of The Functional Pelvis, Inc., provides “The City That Never Sleeps” with two very unique services. She is an Occupational Therapist specializing in pelvic floor dysfunction. As an added bonus, she actually makes house calls! Even though Lindsey offers office hours in downtown New York City, she finds that her patients relax and respond better to therapy in the privacy and comfort of their own homes.

After about four years of building and growing her own practice, she realized she could really use a helping hand. “When you're first starting out as an entrepreneur, you do everything –

the marketing, scheduling, and seeing patients,” says Lindsey, “I began think about what I could let go of to facilitate seeing more patients.”



She met Lina Rugova, owner of Atlas Start, through a mutual client – an obstetrics practice -- where she saw Lina's behind-the-scenes organizational skills shine. When Lindsey hired Lina as her business Virtual Assistant (VA) she admits, “I didn't know how much I really needed her until I hired her. I should've hired her two years ago.”

Hiring Lina as a VA creates both time and mental freedom for Lindsey. For instance, Lindsey finds that it's easier to live and work in New York City without owning a car. She walks or rides public transportation all around the city.

However, the logistics of seeing clients in three different city boroughs with no vehicle requires careful planning. Coordinating bus or subway schedules with her client schedules is an ongoing challenge. “Handing this task off to Lina was such a relief,” says Lindsey, “She's an amazingly efficient organizer.”

Sometimes it seems like Lina never sleeps, either! Like every creative business owner, Lindsey's ideas are always bubbling under the surface. When Lindsey thinks of a new idea for The Functional Pelvis often she sends out an email to Lina, even if she's at home after work.

“Lina is always available and so responsive to my ideas and business needs.” With just the click of a few keys, Atlas Start keeps The Functional Pelvis flowing smoothly. In turn, Lindsey is able to do what she loves best -- pour positive energy into meeting the needs of her clients.



### [Functional Pelvis](#)

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