

# CEO WORLD

LEADERS



**ERIKA JORDAN**  
Director & Owner of Hyperbaric Healing  
Treatment Center



## BRIEF US ABOUT YOUR OUTSET STORY OF YOUR CAREER.



Funny story on how I found hyperbarics. I was just out of high school working as a server, going to night school, and I applied for a babysitter position that would forever change my life. The one who put the ad was a physical therapist who had just had a child and thought his wife could use extra help. When I went to the interview, I found out his wife wasn't interested in help. Luckily, I was offered a position to work as an aide in his physical therapy office since I was going to medical school at night. At this clinic, they offered physical therapy and utilized hyperbaric oxygen therapy in adjunct to many medical conditions. This truly amazed me and inspired me to work every day and many weekends. While working there over the 7 ½ years, I grew to clinic manager and hyperbaric safety director.

I was then offered a position as hyperbaric safety director for a hospital near Central Florida, where I worked with the nation's largest hyperbaric and wound care company for a few years.

My last stop before opening my clinic was when I noticed a position for a senior hyperbaric safety director. This was with the hospital directly rather than a management company, so I was excited to have a direct line of communication with them. While working there, I implemented many protocols and procedures for hyperbaric safety and felt confident I could do it on my own. A day shy of my 90 days, I quit my job effective immediately and went to Dr. Phillips to sign my lease.

**WHAT MOTIVATES YOU ON A DAILY BASIS TO CONTINUE PUSHING THE BOUNDARIES AND ACHIEVING NEW MILESTONES IN YOUR INDUSTRY?**

My patients, my team, and my babies are what motivate me to push the boundaries to achieve milestones in our industries. The rewarding feeling you have when your patients heal naturally is truly remarkable. My team works so hard it only inspires me to keep us growing. Now that I am a mother, I am even more motivated as I have a responsibility to excel in our industry so they can one day see the footprints we made.



## **IN THE EVER-EVOLVING BUSINESS LANDSCAPE, HOW DO YOU STAY ADAPTABLE AND KEEP UP WITH THE LATEST TRENDS AND INNOVATIONS?**

My favorite way to stay on track is through good old Google. I set alerts in various key phrases and then receive daily emails to sort through. This keeps me updated with the latest published articles, news, and safety alerts. This information is worldwide, so I am always learning about what's happening in our industry.

This is so helpful as I then utilize this info to pass on to our team and share it with current and future patients.

## **HOW DO YOU FOSTER A CULTURE OF INNOVATION AND CREATIVITY WITHIN YOUR ORGANIZATION?**

By ensuring them we are always growing, and why it is important to do so. We grow by being innovative and creative. Thinking outside the box is another way of putting it. Especially in our industry, there is so much unknown so we must stay innovative and creative to keep going.

## **WHAT IS YOUR PHILOSOPHY ON LEADERSHIP, AND HOW DO YOU INSPIRE AND LEAD YOUR TEAM TO SUCCESS?**

Every position I've held has been in leadership. I thrive leading my team to success. In my mind, this is done through positive reinforcement, encouraging a creative/innovative mindset, and always ensuring that we have the same goals as a team and will grow together. Many long-term team members have grown up in positions, as I support growth from within. It is essential to continue success in the ones who do whatever they can for us to grow.



## **CAN YOU HIGHLIGHT ANY NOTABLE COLLABORATIONS OR PARTNERSHIPS THAT HAVE PLAYED A SIGNIFICANT ROLE IN YOUR BUSINESS JOURNEY?**

I'm very excited about a collaboration with a professional snowboarder. We are utilizing a protocol not currently used for traumatic brain injury. The best part is we have his brain scans on file, and we plan to repeat post-treatment to show a 12-year-old brain injury can continue to heal naturally. Stay tuned for those results.



## WHAT LEGACY DO YOU HOPE TO LEAVE IN YOUR INDUSTRY AND FOR FUTURE GENERATIONS OF BUSINESS LEADERS?

The legacy I hope to leave in our industry is that I truly care for my patient's results and safety, and I was able to offer hospital-grade medical care in the private sector for anyone in need.

