

# Patricio Villarreal

Imagen Dental



“ I saw an opportunity to develop the future of Mexican health services. ”

<b>COUNTRY</b>	Mexico
<b>INDUSTRY</b>	Healthcare
<b>EMPLOYEES</b>	390
<b>YEAR SELECTED</b>	2006
<b>PARTNER</b>	Ricardo Villarreal Zambrano
<b>WEBSITE</b>	<a href="http://www.imagendental.com">www.imagendental.com</a>

## COMPANY SNAPSHOT

Founded by brothers Patricio and Ricardo, Imagen Dental is a one-stop health clinic that provides world-class dental, vision and hearing care to middle-class Mexicans. In the words of Pepe Guevara, Vice President of Boston Consulting Group Mexico, “This business model is the future of health services in Mexico.” The company has gone on to acquire [Salud Dental](#), and now has more than 25 locations throughout Monterrey and one in Nuevo Laredo, just across the border from Laredo, Texas. In September 2009, Imagen Dental started Alivio, a company that provides personal lines of credit for healthcare services. In 2010, Patricio won a prestigious award from the Americas Society in NY.

## ENDEAVOR AND IMAGEN DENTAL

Taking tremendous advantage of Endeavor, Ricardo and Patricio have benefited from the eMBA program (which helped explore a potential avenue for growth), numerous Immersion Tours, and an Entrepreneur Summit. A custom advisory board supported key strategic decisions, and Deloitte provided additional consulting. Endeavor has also introduced the Entrepreneurs to numerous VCs.

The Entrepreneurs speak frequently on behalf of Endeavor at universities, and have organized monthly meetings of Entrepreneurs in Monterrey.