

Delaware Today magazine Women in Business: Christy L. Crkvenac started Fulcrum Pharmacy Management and Radius Rx Direct



After a successful career working in finance and mergers and acquisitions for several national, long-term care pharmacy corporations, Christy L. Crkvenac struck out on her own, starting Fulcrum Pharmacy Management and Radius Rx Direct to serve what she deemed an underserved market: agencies that serve special needs persons in Delaware and the surrounding area. Those agencies serve clients with mental or behavioral health challenges and physical disabilities, as well as residents of skilled-nursing facilities, assisted-living facilities and other institutional settings. Her work has drawn some attention from interesting places. Among them, President Obama's office, which named her one of the country's 18 Champions of Change. Now she's looking to expand into other pharmacy markets. The key to her success? "Flexibility in offerings and operations, making customer service top priority, and going above and beyond."