

Raphnee Manning, Reliant Management, LLC

By Lorrie DeFrank



The crux of Raphnee Manning's business is simple and direct, despite the detailed tasks it performs for clients and the technical terms used to describe it. Basically, it takes burdens away from health care providers to allow them to concentrate on healing patients.

Manning describes Reliant Management, LLC, which she founded in 2023, as "revenue cycle management—anything related to how medical practices and organizations deal with money ... billing, collections and anything in between."

Reclaim Patient Care is our motto, she said.

With considerable experience on both the clinical and business sides, Manning identifies with the enormous responsibilities of her clients who entrust their administrative and financial functions to her while they take care of their patients.

Manning saw a gap and filled it.

"A lot of people have billing companies but we are a management company. We offer everything, how your revenue is making you grow or sink," she said. "Nobody brought it all together to help the patients, as well, by helping them understand their benefits so they can get quality care."

Because of her innovation and potential to succeed, Manning was selected to join a handful of women business owners to receive a scholarship to proceed together through the Jacksonville Women's Business Center's Entrepreneurial Certificate Program (ECP.) Managing the group like a cohort not only provides incentive for completion but also fosters friendship and motivation among the entrepreneurs, said Annie Grogan, JWBC director.

Regarding the vetting process for applications, Annie Grogan stated, "Raphnee impressed us for two reasons; the feasibility of her business and her expertise and knowledge of her industry and services. She was an ideal candidate to take the information and knowledge our programs offer and apply them to her business model. We could also see she was committed to doing the work. "It makes me feel seen," Manning said, summing up her excitement about being chosen.

Before experiencing the structure of JWBC and JAX Chamber programs, Manning said her business was operating on faith, "a total God thing."

She had worked 10 years as a registered cardiovascular invasive specialist, bringing significant clinical expertise as she migrated to medical coding and transitioned to Health Information Management, in which she earned a bachelor's degree. She also holds a master's degree in healthcare management.

"I had such a passion for what was going on; I was going to figure it out," she said. Her growth had been through word of mouth and she focused on mid-sized privately owned practices so they knew they didn't have to be under a corporate umbrella. She also conducts wellness seminars.

Manning participated in Cohort 21 of JAX Bridges, JAX Chamber's entrepreneurial growth program, in the fall of 2024. "The networking was amazing. I met so many people on the same journey and that experience has been very beneficial to me," she said. Despite her significant experience, the program helped her implement her standard operating procedure and financials, and understand her eventual need to increase her staff, which now consists of one employee.

Manning reconnected with Grogan last year and is already halfway through the Entrepreneur Certificate Program. "Annie reiterate the mission of the JWBC and put the focus on engagements," Manning said. "It doesn't take much for me to take something and run with it. She gave me just one idea, which was to look into doing things with Volunteers in Medicine."

She now partners with Volunteers in Medicine and pursues other local resources and partnership opportunities. She recently was a vendor and panelist at a healthcare symposium.

In August she started the ECP courses and has already completed Marketing Matters, Customer Development and Discovery, and Financial Matters. Legal Matters and Venture Leadership are scheduled for early in 2026.

Manning reflected on takeaways from the first three courses and what she can use:

- **Marketing Matters:** "Marketing includes protecting clients' loyalty and retaining them. That led me to wonder how I know it's working, so I created surveys and quarterly reviews so I can understand what my clients' experiences look like."
- **Customer Development and Discovery:** "Marketing Matters played into this ... how to structure marketing to develop your customer's loyalty."
- **Financial Matters:** "It's not just about money. It's about the numbers and how all of it plays into the financial stability of your business. I'm brand new. I never imagined being an entrepreneur. So the way I'm thinking about it may not be the way it should be done. It confirmed a lot of stuff about me but opened my eyes that I am on the right track."

She also learned a lot from her peers. "I like this program because of the support that we've been able to show each other. Going through as a cohort is valuable because of the support," said Manning, who highly praised their instructors, as well.

"I tell everyone starting a business, you've got to start with JWBC. They genuinely want to help women in their community and they will help you find the resources you need," she said. "This cohort has helped me realize that my goal is growth. It's a broad term but whatever that growth looks like, I am going to allow it to happen."

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