

THE WAKE WEEKLY

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\$15 million project announced for Rogers Road

Complex would include physician groups, labs,
radiology, an athletic club and spa

BY MARTY COWARD
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Louisburg native Matthew Person has long been familiar with Wake Forest. That familiarity came in handy when the CEO was looking for a second site for his company, American Institute of Healthcare & Fitness.

On Tuesday, Person announced plans to build a 75,000-square-foot healthcare center on five acres off Rogers Road. The \$15 million project is expected to open late next year.

American Institute of Healthcare & Fitness' current facility at 8300 Health Park, Raleigh, was built in 2001. Person expects to employ over 200 at 3150 Rogers Road.

"This will be a significant healthcare presence," he said.

Person said Wake Forest was selected as a result of "very detailed" demographics on growth.

"I was born in Raleigh and grew up in Louisburg, so I know the area. I know what's out there and what's not out there," he said. "We also had requests

from physicians and ancillary healthcare providers saying Wake Forest would be a nice place for us to expand."

Wake Forest "has the type of people we'd like to grow with," he added. "I think Wake Forest needs a large healthcare facility and that's our intention."

American Institute of Healthcare & Fitness integrates medical care, nutrition, exercise, wellness and counseling, with a focus on the individual patient, said Person. The goal is to provide healthcare services in one building.

The Wake Forest center will be home to physician groups, an athletic club, a spa, primary care, specialists, labs, radiology and a pharmacy.

The building, developed by Patrick Denton of Steel Dynamics, will have two levels for offices and services, and a third level for parking.

Though a groundbreaking has not been scheduled, Person said, "We're working on the dirt as we speak."

After Wake Forest, the locally-owned company plans to expand to three other North Carolina cities, including another in the Triangle.