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Institute Of Healthcare & Fitness Breaks Ground

Ground was broken May 11 for the new 16-acre American Institute of Healthcare & Fitness facility just off Old Leadmine Road in Raleigh. Chief Executive Officer Matthew Person III, President James Stevens, MD, and developer Mason Williams describe the innovative project, slated to open in August 2006, as a one-stop facility for clients seeking integrated healthcare and fitness services. The estimated investment is \$31.8 million, according to developer Williams: "More than 80 percent of the space has been leased or committed to tenants. That's where we wanted to be at this point."

The Institute will occupy a hillside surrounded by towering oak and pine trees overlooking a beautiful lake in a quiet natural setting on property owned by Mason and Catherine Williams.

Ten medical practices in various fields have made equity commitments to become tenants in the Institute. Fifty individuals have invested in the project, according to Williams. "We want to develop an integrated philosophy toward healthcare and fitness. Having the practices invest with us is part of that philosophy. They are part owners and therefore will share in the success."

Boylan Medical Associates, a seven-member practice of primary care physicians, is among the tenants already committed to the Institute.

"We look forward to providing services to our patients and to operating in an integrated medical facility," said Dr. Randall Curnow. Boylan's presence will be a satellite office manned by two to three providers as the practice expands to North Raleigh. "The Institute has remarkable potential and could reflect a future turn in medicine. It could be an evolution in terms of providing integrated care," Curnow said. "This is a win-win."

Flo Moses of Sports and More Physical Therapy Inc., the first to sign a lease for the building, said her company is involved because of AIHF's plans to provide "specialization and integration" to patients. "No one person can know everything," she added. "It's important to serve with people who have the same core values about what life is all about and to do it in an integrated fashion in order to deliver better service, efficiency and greater care."

Rob Grew, a psychologist with the Grew, Morter & Hartye, PA practice in West Raleigh, said he was committed to the Institute "lock, stock and barrel. The primary reason we will be there is the opportunity to practice in an integrative way. From primary care to dietary needs, OB-GYN to family practice and cardiovascular needs, this facility will offer it all under one roof."

"The clinical and business models of AIHF are designed to bring together professional healthcare providers in our area, who in turn will deliver comprehensive and integrated care to the community," said CEO Person. "Our goal is for patients at AIHF to have quality medical care, nutrition, exercise, wellness and counseling services, with each individual patient having the opportunity to develop a long-term plan to achieve and maintain optimum health."

For more information, contact Matt Person at matt.person@aihf.net.

—Bernie Reeves