





## Our Services

IBIS Enterprises professionals have extensive experience in the healthcare, wellness, fitness and recreation development fields. We have experience working with healthcare providers, academic institutions, municipalities and other *non-profit* and *for-profit* organizations across the country. Our team has successfully developed health and wellness centers, for community hospitals, major medical academic centers and integrated healthcare delivery systems. We can provide the business planning/feasibility plans, development, design, financing, ownership, construction management and marketing and sales services needed to develop and implement a successful and financially viable health and wellness center or community partnership center in your community.

## Business Planning

The first and most important step in the development of a health and wellness center is the business plan and feasibility study. As a result of conducting the feasibility analysis and developing a comprehensive business plan, our clients have the necessary information to make an informed decision as to whether or not they should proceed and make a commitment to develop a health and wellness center.

The Business Plan includes:

### **Market Assessment**

To fully assess the extent of your market area's potential to support a health and wellness center, we utilize several diverse analysis methods. The market area is determined by establishing acceptable drive time/distances, taking into consideration natural barriers and area-specific driving patterns. Beyond demographic analysis, we assess the area's recreational and fitness supply and demand by comparing the area's competitive fitness facility inventory to statistical usage patterns. We conduct an extensive consumer survey of area households which enables us to determine specific consumer acceptance levels, preferences and price points as an example.

Since our health and wellness centers integrate fitness, wellness, rehabilitative, clinical and medical services, a comprehensive outpatient feasibility analysis is also conducted as part of the market assessment. Working with our healthcare clients, we compile a detailed assessment of the historical

volumes and operational costs for the proposed outpatient services to be located within the health and wellness center. Projections are developed to determine the expected volume and revenue growth resulting in the successful integration and delivery of healthcare services.

### **Program Planning**

Program planning utilizes the feasibility analysis to determine the need for specific programs and services based on the defined market and targeted populations. Specific emphasis is placed on clinical, fitness, medical and wellness programs which are designed to meet the community needs with an emphasis on population health management. These programs and services will vary depending upon the existing program offerings in the market area.

### **Site Selection**

The decision whether to develop a health and wellness center on an existing campus or on an off-site location, perhaps to penetrate a new market area should be considered as part of the site selection process. Potential sites located where the majority of the key consumer households reside, work or frequent for other community services will be reviewed. Specific sites would be recommended as part of the business planning process. Some of the factors to consider are cost, size/configuration, accessibility, buildability and surrounding land uses.

### **Design**

After the areas described above have been analyzed and defined, a conceptual space plan and schematic design or block plan is developed demonstrating the size, location and relationships of the various programs and services. These plans are utilized to generate the capital budget. The preliminary concept plan is the first step in the design process. Once the project is approved, design development documents and construction drawings will be prepared for your approval. Conceptual design plans are refined and fine-tuned as part of the development process.

### **Ownership**

As an additional element of the business planning process, ownership options will be reviewed based upon your existing corporate structure(s) and your ownership and financing objectives. The ownership entity is structured to avoid or minimize regulatory issues, to facilitate financing and to limit tax burden. There are a variety of ownership structures which have been successfully utilized for health and wellness centers. Some of these include: not-for-profit, for-profit, joint venture and third party investment models.

### **Financing**

Financing options derived from a wide variety of possible financing packages would be developed in response to the financial objectives and the parameters of the various ownership structures. Lenders and/or equity sources who are interested in funding the project with its proposed terms and conditions would be identified. Once the project is approved, specific proposals from several interested lenders



would be obtained. If equity partners are needed and/or desired, these individuals or groups would be identified and presented as part of the overall financing strategy.

### **Financials**

Prior to final approval of the project, an accurate financial analysis of the health and wellness center needs to be developed. A complete, detailed and categorized capital budget identifying all soft and hard costs is generated based upon the preliminary conceptual design and local building costs. Additionally, a five year operating budget is developed. These pro forma statements identify the expected clinical, fitness and ancillary revenues and expenses along with an anticipated return on investment. Ibis' financial presentation, as a significant element of the business plan is prepared to provide our client with a package ready for any bank or lending entity to review.

### **Regulatory Issues**

A preliminary assessment of the regulatory approvals required to develop the health and wellness center will be conducted as part of the business planning process. Included in this assessment is the identification of all restrictions, requirements, fees and application deadlines. The process is also used to develop municipal support for the proposed health and wellness center with the area residents and municipal officials.

### **Marketing and Sales**

During the business planning process, a preliminary marketing and sales strategy will be developed. This strategy and plan will be tailored to the specific market area once the project has been approved. Marketing and sales are critical to the success of the health and wellness center. Through the marketing, public relations, advertising and sales efforts, consumers are educated regarding the value-added amenities, features, programs and services which differentiate this center from other community offerings. During the pre-opening phase consumers will have the opportunity to purchase memberships.

### **Development Schedule**

A detailed development schedule will be provided as part of the business plan. This schedule will outline the timing of the specific tasks and responsibilities needed to complete the project, along with key milestones. The business planning timeframe, along with facility and business development typically encompass a period of eighteen to twenty-four months. The variability stems from the internal and local/municipality approval processes, along with the complexity of the facility.

### **Internal Approvals**

Upon completion of the comprehensive business plan, the internal approval process occurs. We prepare educational presentations to effectively present the business planning analysis, findings and recommendations. These professionally prepared materials can be utilized throughout the various approval phases from senior management to Board Committees and final Board approvals.



## Development

Upon completion of the formal approval process, the development phase commences. This phase involves the implementation of the business plan to include all of the tasks required to reach grand opening. These include final program planning, the completion of architectural and engineering documents, the orchestration of construction activities, regulatory approvals, pre-opening marketing and membership sales, staff recruitment, orientation and training; operations plans, information systems, policies and procedures; member orientations and grand opening events. The development phase involves the full-time efforts of a team of specialists who provides quality control oversight, and guarantees an on time, on budget project that meets forecasted membership goals. The myriad of details and tasks must be carefully monitored on a daily basis to ensure a successful center.

## Management Services

As part of the development services, we will remain involved in overseeing the operations for a period of six months to ensure that all of the systems, staff placements and overall operations policies and procedures are working properly.

Upon completion of the development phase, some of our clients request that we enter into a management services agreement. An operational management agreement can vary from one year to several years depending upon the needs of the client. Operational management services include: staff supervision; financial management and budget controls; quality assurance; service excellence administration; and marketing and sales.

## Operational Assessments - Existing Underperforming Centers

For clients who operate an existing underperforming center and are having operational issues that may be adversely affecting financial performance and customer satisfaction; or may be experiencing high staff turnover, an internal operational assessment can be conducted. The operational assessment, or facility evaluation, can be extremely comprehensive and exhaustive. A typical engagement will evaluate the following:

- the physical facility from a programmatic and financial productivity perspective;
- current fitness and wellness programs and services;
- human resource allocation;
- equipment condition and capital needs;
- sales and marketing plans, including retention strategy and service satisfaction;
- other areas as needed to properly and comprehensively assess current operations and performance shortcomings

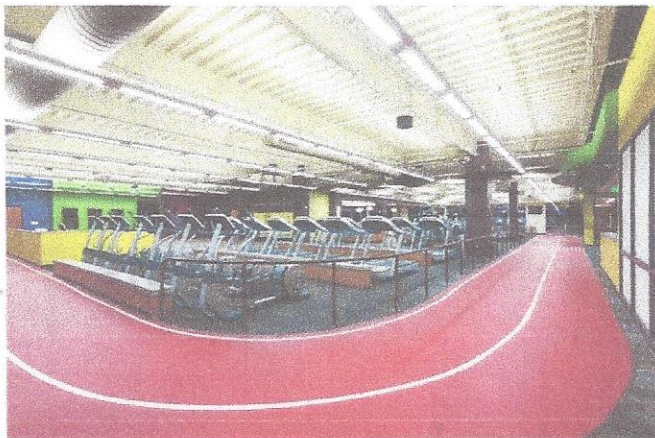
Once the assessment is complete, IBIS will include conclusions and recommendations to improve overall facility performance.

## Our Track Record Speaks for Itself

IBIS Enterprises offers a team of professionals with over 45 years of combined industry experience that includes a successful track record of business planning, facility development and operational performance.

IBIS professionals have led the development of sixteen financially and operationally successful comprehensive health, wellness and fitness facilities across the United States.

In addition, fifty-six business plans have been completed and management consulting services have been provided to over twenty existing centers in need of specific business and operational services.







## Our Company Profile

IBIS Enterprises is a national business and facility development company. Our team of professionals has extensive experience in healthcare, wellness, fitness, recreation, business development, project management, marketing and sales, business management and operations.

Our full-service team provides business planning/feasibility, project implementation and development, financing, ownership structuring, marketing and sales and full-service operations management services to plan, develop and manage a successful and financially viable health and wellness center in your community.

## Community Partnership Projects

As we know, with the emerging changes occurring in the healthcare industry, healthcare providers, physicians, insurance companies and other community health organizations are seeking strategies that deliver consumer-centered, value-based healthcare services with measurable outcomes.

Population health management has become the new term that describes healthcare providers working proactively with a defined segment of the population in an effort to collaboratively address health risks and overall well-being.

Some interesting statistics:

- More than two-thirds of American adults are overweight or obese;
- Nearly 8 in 10 seniors are living with one chronic illness and 50 % have two or more;
- Adults 65 and older spend twice as much as those 45-64 on healthcare annually

Source: Centers for Disease Control and Prevention

Our nation needs to move from a healthcare system that is based on treating illness to a prevention/wellness-based system. Healthcare doesn't only occur in our hospitals and physicians' offices. It occurs in everything that we do: where we live, where we work and where we play.

Prevention and wellness and encouraging people to be healthy begins at the community grass roots level. Healthcare providers working together with other community organizations such as school districts, colleges and university, municipal parks and recreations departments have tremendous potential to make a significant difference.

Healthcare providers need to implement an integrated strategy with an emphasis on prevention / wellness and population health management to meet the challenging demands of consumer-driven healthcare and the new reimbursement models. These services need to be grounded in evidence-based medicine and prevention to improve the health status of communities.



IBIS Enterprises, a national business and facility health/wellness/fitness development firm, has been developing community partnership projects for many years.

In 2000, we developed **The Fitness Complex, in Chicago Heights, Illinois**, a diverse socio-economic community. Three community partners: St. James Hospital, Prairie State College and the Chicago Heights Park District began the journey to change healthcare behaviors with a 72,000 square foot community health partnered center. Today, with over 6,600 members, this community center continues to offer wellness, prevention, disease management, rehabilitation, fitness and recreation programs. They have made a difference in their community.

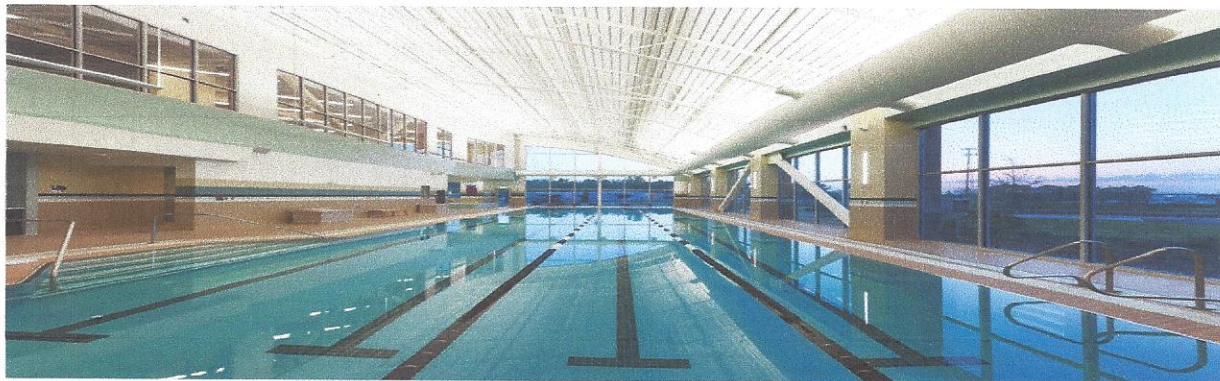
Another successful example: the **Buffalo Grove Fitness Center, Buffalo Grove, Illinois** was developed as a community partnership between the Buffalo Grove Park District and Northwest Community Healthcare and resulted in the development of a 72,000 square foot health and fitness center. This center offers wellness programs for all ages of the community. Since opening in September 2000, this facility has experienced continued growth in all areas. In 2007, an 8,000 square foot expansion included Sports Performance Training programs and a full service spa with massage therapy.

Opened in 2012, the **Choice Health & Fitness Center, Grand Forks, North Dakota**, exemplifies a true community partnership. The Grand Forks Park District, Altru Health System and the Altru Family YMCA worked cooperatively to develop this 162,000 sf facility, housing recreational and health & wellness programs developed in response to the needs of the community.

The first step begins with a comprehensive business plan which identifies potential community partners, provides a thorough market feasibility assessment, ownership and financing options, capital and operations budgets and other important components to address the critical issues which contribute to the success of these projects.

These community partner projects serve as one of many tools that can assist healthcare providers and other community leaders with addressing population health management initiatives, conserve and combine community resources and contribute to the community's economic development goals.

Please visit our website: [www.ibis-enterprises.com](http://www.ibis-enterprises.com) for additional information.





**Donna F. Jarmusz**  
**President**

Donna F. Jarmusz possesses thirty years of extensive healthcare experience. As a senior healthcare administrator, Jarmusz held senior level positions in business development, marketing, fundraising and operations management experience. As a leader in health and wellness, Jarmusz developed the first free-standing health and fitness centers in 1988 in Illinois for Edward Hospital, Naperville, Illinois.

Jarmusz developed numerous healthcare services and projects, such as ambulatory care centers, health and wellness centers, hospital-physician joint ventures, centers of excellence in oncology, cardiology, orthopedics, women's services and plastic surgery; rehabilitation centers; practice management services; medical office buildings; hospital-physician organizations utilizing her strategic planning, business development, marketing and operations expertise.

As the Senior Vice President, Business Development & Strategic Initiatives, Alter+Care, Jarmusz developed the Healthcare Village, an innovative patient-centered health and wellness focused outpatient model that serves as a vehicle for population management and value-based accountable care. Jarmusz worked with Jeff Newkirk to develop comprehensive health and wellness centers: the St. Bernards Health & Wellness Institute, Jonesboro, Arkansas and the Wellness Center at Florida Hospital Wesley Chapel, Wesley Chapel, Florida.

As the founder and president of The IBIS Group/ IBIS Enterprises, a national healthcare business and facility development company specializing in turnkey health and wellness centers, Jarmusz possesses a successful track record, having developed sixteen successful outpatient and health and wellness centers for healthcare systems, colleges and universities, municipalities and parks and recreation entities. She has achieved a 100% success rate in attaining financial viability for all centers. All projects were completed on time and on budget.

Jarmusz is also the founder and president of [We Grow Dreams](#), a not-for-profit organization, that owns and operates a retail and wholesale greenhouse/garden center on 5 acres to provide job training and employment opportunities for people with intellectual and physical disabilities.

Jarmusz has a Bachelor of Arts degree from Marquette University and a Masters of Arts degree from Boston College. She is a member of the American College of healthcare Executives, the medical Fitness Association and the American Hospital Association Society of healthcare Strategy & Market Development.





**Jeffrey A. Newkirk, MBA, EdD**  
**Senior Vice President**

Jeff Newkirk is a 25+ year veteran of the health and fitness industry. Beginning as a front desk associate and personal trainer at a small facility in 1986, Newkirk has continued in various administrative and consulting capacities within the health and fitness industry, as well as health care.

After receiving a BS in Business Administration from Valparaiso University in 1986, Newkirk continued his education earning an MBA Degree from the University of Iowa in 1989. In 1997, he received his doctorate from the University of Northern Colorado where his research emphasis was based on deriving a relationship between health and fitness facility success and management strategies utilized. His primary research objective was to develop a facility "success factor ratio" that represented an aggregate of multiple core management functions. Newkirk's effort to more closely meet his original research objective continues on to this day.

Newkirk has managed multiple medically based health and fitness facilities. Two of the facilities with which he was in an administrative capacity received customer service recognition, as well as a Club Industry Top 100 honor.

In addition to on-site facility management, Newkirk has held administrative responsibility over multiple sites while working for Health Fitness Corporation. While at Health Fitness Corporation, Newkirk was also responsible for consulting engagements that included business plan development, as well as operational assessments.

In 2006, Newkirk joined the health care real estate development firm, Alter+Care, in an effort to secure new health care developments focused on wellness and outpatient service delivery. While with Alter+Care, Newkirk helped lead the effort to develop a comprehensive facility for St. Bernards Medical Center in Jonesboro, Arkansas. This facility has since been recognized as one of the leading health and fitness facilities in Northeast Arkansas.

Additionally, and most recently, Newkirk worked with the Alter+Care team to develop a new health and fitness facility of Florida Hospital in Wesley Chapel, Florida.

During Newkirk's career in the health and fitness industry he has been responsible for the management and development, or has been the lead consultant to approximately 30 different facilities.

Newkirk has also spent time as a member of the adjunct faculty at Northern Illinois University, and has multiple publications and presentations on the use of various core management tools and principles in health and fitness.



**JOHN LEE, MBA**  
**Senior Research Consultant**

John Lee's market research, marketing, strategic planning and management experience spans over forty years and a variety of industries. He has designed marketing plans and strategies for businesses large and small; hired trained and managed sales forces; facilitated and developed strategic plans; conducted over fifteen hundred focus groups and countless executive interviews; designed and managed numerous market surveys; and worked effectively with diverse groups and organizations.

John's marketing expertise has been recognized by local and regional ADDY's, the American Marketing Association Pinnacle Awards and also in such publications as The Wall Street Journal, Hospitals, Advertising Age, Medical Economics and Marketing News.

Past positions held include president of a market research firm (subsidiary to an advertising agency); chief operating officer, vice president - strategic services, and marketing director for an advertising agency; founder and publisher of a weekly newspaper with a circulation of over 20,000; president and founder of a nationally recognized health care marketing consulting firm; and marketing director at both a university medical center and a major acute care hospital.

John holds a Masters in Business Administration from Rockhurst University in Kansas City, Missouri and a Bachelor of Science in Business Administration from Washington University in St. Louis, Missouri. In addition, his community efforts over the years have been recognized by such civic organizations as Nebraska Special Olympics, the Boy Scouts of America, the Omaha Bar Association, and Landmarks, Inc.

John served in the United States Army, 3<sup>rd</sup> Infantry Division (1970-1973) and received an Honorable Discharge (1986) with the permanent rank of Captain.



**Sheila Roche**  
**Senior Public Relations Consultant**

Sheila Roche is a veteran business writer and editor with more than 40 years of experience in multiple industries. Over her career, Sheila has written about healthcare real estate development; healthcare reform; healthcare business; electronic healthcare records; the graying of America; commercial finance; international finance; securities markets; CMBS; construction; green issues; LEED certification; urban planning issues; commercial, industrial and residential real estate development; infrastructure issues; and investment, among others.

She spent 17 years as Editorial Director of Alter+Care/The Alter Group, a privately held national healthcare and commercial real estate development firm. As chief copywriter, her portfolio consisted of brochures; website copy; collateral materials; the Alter Inspire healthcare & Alter NOW blogs; byline articles and press releases.

Previously, she spent more than 20 years as Account Supervisor for The Hanlen Organization, a general public relations firm representing diverse Chicago-area firms.

As Editorial Assistant at the Chicago Tribune, Sheila was a copywriter, copy editor, makeup editor for the daily newspaper's residential real estate, lifestyle and home décor sections.

A graduate of Northwestern University's Medill School of Journalism, Sheila had a dual major of journalism and history.

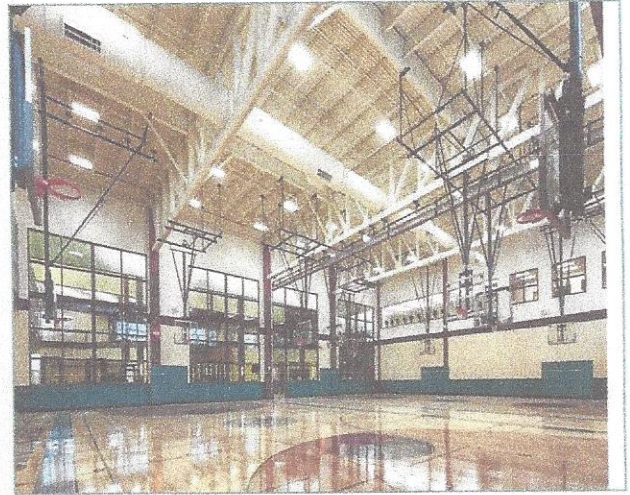
Sheila is the winner of two Golden Trumpet Awards, an annual competition sponsored by the Publicity Club of Chicago. Additionally, she authored The Alter Group's entry to win the coveted 2010 NAIOP Developer of the Year title.



## **PROJECTS**



# Choice Health & Fitness



Opened in September 2012, the Choice Health & Fitness Center, Grand Forks, North Dakota, exemplifies a true community partnership. The Grand Forks Park District, Altru Health System and the Altru Family YMCA worked cooperatively to develop this 162,000 sf facility, housing health & wellness and recreational programs developed in response to the needs of the community.

Reciprocal and daily memberships are offered as well as youth sports camps, arts and dance classes, personal training, tennis and swim lessons, and so much more. Altru Health System offers wellness education programs which include healthy cooking classes, lifestyle and nutritional counseling, and special health screenings.

University of North Dakota men's and women's sports activities are conducted in the center as well as Silver Splash and Silver Sneakers programs.

- Tennis & racquetball courts
- Indoor walk / jog track
- Aquatics center with lap pool, zero-entry leisure pool, lazy river & two water slides
- Cycling, rowing & group exercise rooms
- Cardio & free weights
- Gymnasium
- Welcore health programs
- Altru physical & occupational rehab
- Sprouts Café
- Men's, women's & family locker rooms
- Human Nutrition Research Lab
- Truyu Aesthetic Center
- Family, senior and youth programs



*Grand Forks, North Dakota*



# St. Bernards Health & Wellness Institute

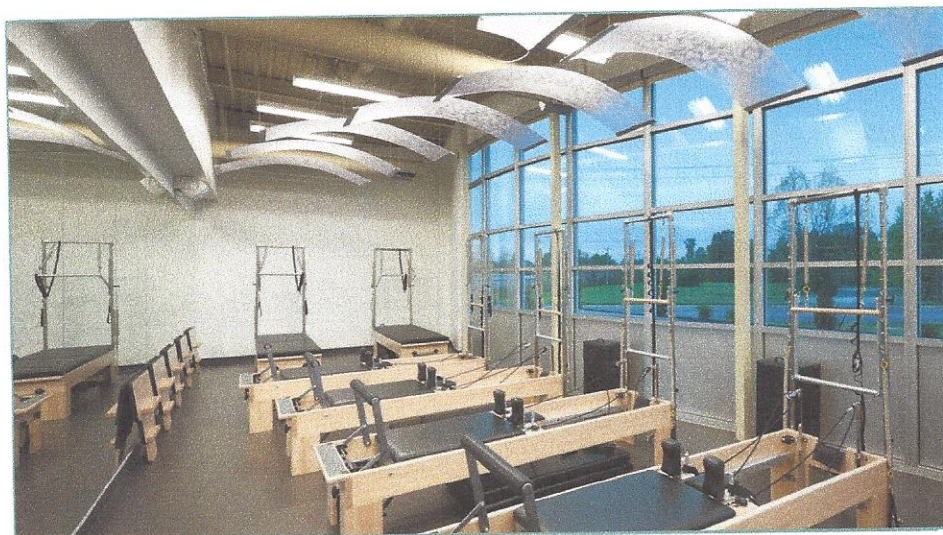


Opened in 2011, the St. Bernards Health & Wellness Institute, demonstrates St. Bernards Regional Medical Center's mission and commitment to integrate health & wellness services in one convenient accessible location.

Jonesboro Orthopedics Sports Medicine relocated their physician practice and partnered with the medical center to develop a sports training & performance center. The physicians have increased their productivity since they can conduct office visits, check on their patients in rehab and work with athletes in one location.

The Institute has received numerous awards for its innovative services as the premier health & wellness center in Northwest Arkansas.

- Physical rehabilitation
- Sports Performance Training
- JOSM Orthopedics
- Indoor walking/jogging track
- Diabetes & Weight Management Clinic
- Aquatics center with a lap pool and warm water therapy pool
- Group cycling & exercise rooms
- Cardiovascular & free weights equipment
- Hot yoga & Pilates rooms
- Multi-purpose room
- Heart healthy café & pro shop
- Full service locker rooms for men, women and families
- Wellness programs
- Cardiac rehabilitation
- Full service spa



*Jonesboro, Arkansas*

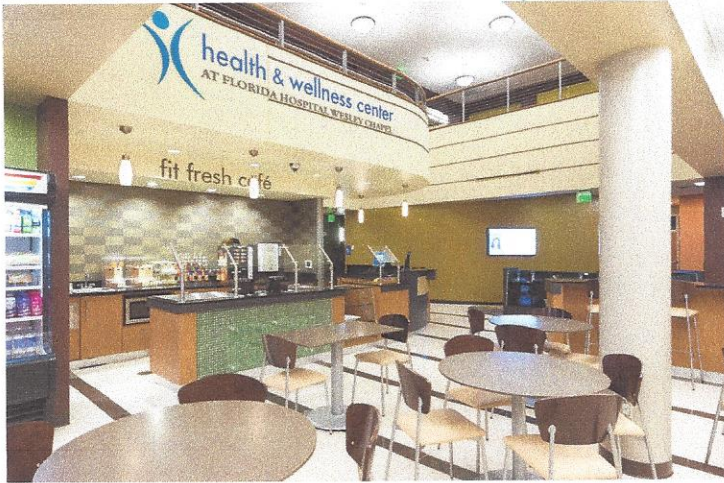






# health & wellness center

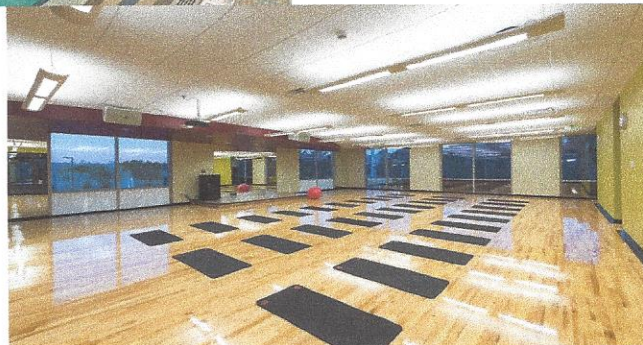
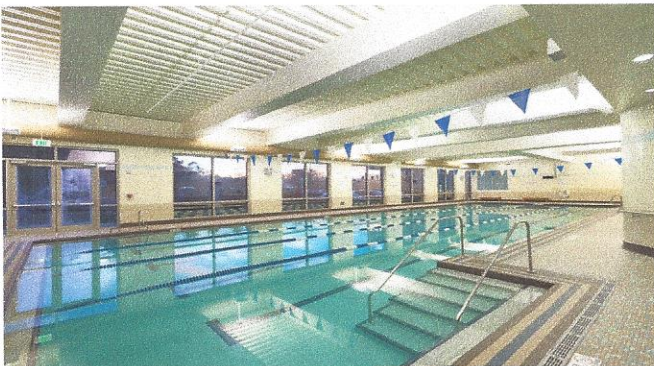
AT FLORIDA HOSPITAL WESLEY CHAPEL



The Health & Wellness Center at Wesley Chapel was developed as a component of the new Florida Hospital Wesley Chapel healthcare campus in Wesley Chapel, Florida inspired by the Adventist mission and values. The health & wellness center offers programs such as disease management, fitness and wellness education programs. This center represents a project that was designed to penetrate a new market area.

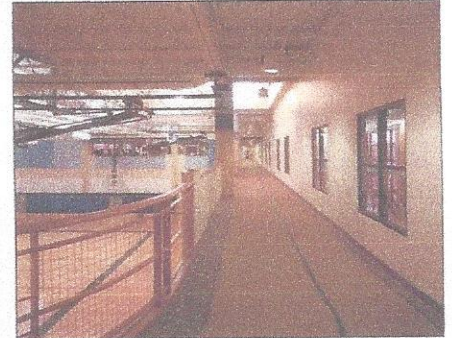
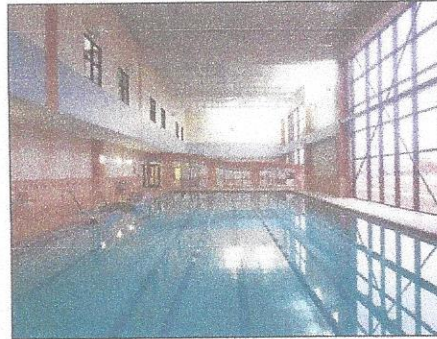
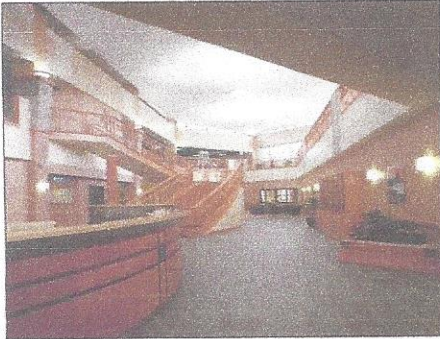
This 50, 000 sf center is integrated with a Women's Center and other hospital specialty clinics to create a major presence in a growing market area. This facility has generated new business and referrals for the entire healthcare campus.

- Physical, & orthopedic rehabilitation
- Indoor walk/jog track
- Aquatics center with a 25m lap pool, whirlpool and warm water therapy pool
- Group Exercise studios
- Cardiovascular equipment & free weights
- Conference area with demonstration kitchen
- Sports Medicine
- Fresh Fit Cafe
- Fit Gear Logo Shop
- Men's, women's & family locker rooms
- Yoga & Pilates studios
- Fit Friends Kids Club
- Wellness programs



*Wesley Chapel, Florida*

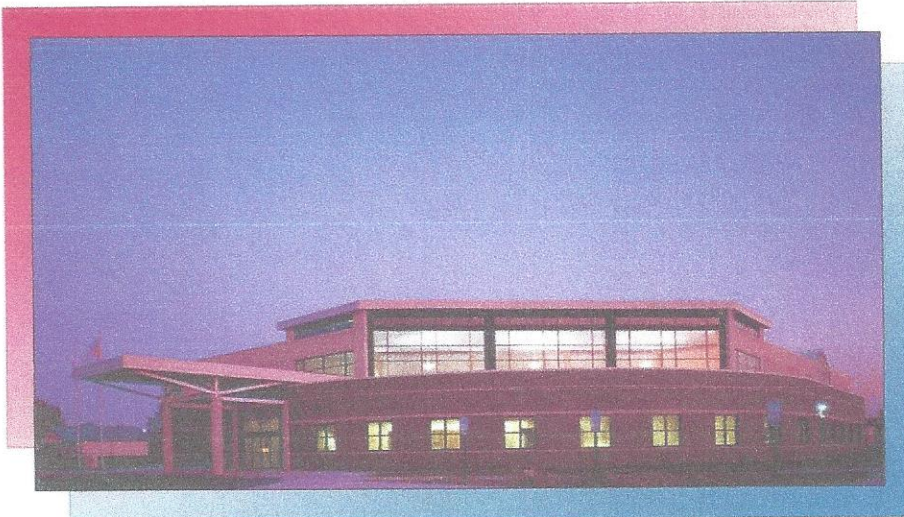




A creative ownership/operations structure involving a hospital, a state college and the local park district, has resulted in the development of a \$11.8 million health and fitness complex in Chicago Heights, Illinois.

By combining agendas and sharing the financial burden of this facility, each partner as well as the community has benefited from this community project. This 64,000 square foot center opened in March, 2000 represents the first time three such partners have come together in the medically based fitness area. The process by which this partnership was structured represents an invaluable model for hospitals and other community organizations to reference.

In December, 2006 this center added an additional 7,500 square feet creating a 72,000 sf community asset. The addition included a full service medi-spa and a second womens' locker room offering its members even more amenities.



Chicago Heights, Illinois

**THE FITNESS COMPLEX**  
a partnership with  
Chicago Heights Park District  
Prairie State College and  
St. James Hospital & Health Centers

Physical, cardiac & orthopedic  
rehabilitation

15,000 sq. ft. field house/  
gymnasium

8 lap indoor walk/jog track

Aquatics center with 25m lap pool  
and warm water therapy pool

Group exercise studios

Cardiovascular & free weights  
equipment

Multi-purpose room with demo  
kitchen

Heart healthy café, pro shop & medi-  
spa

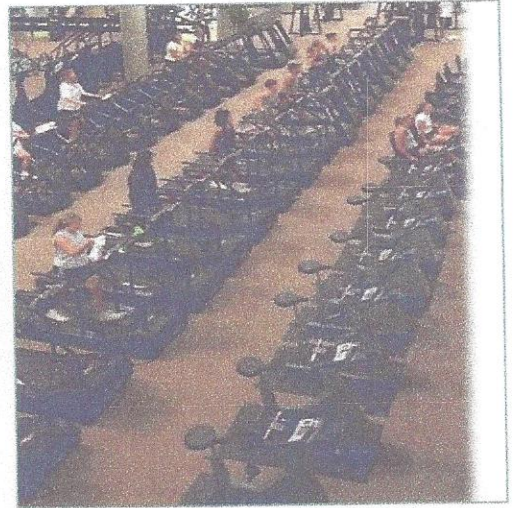
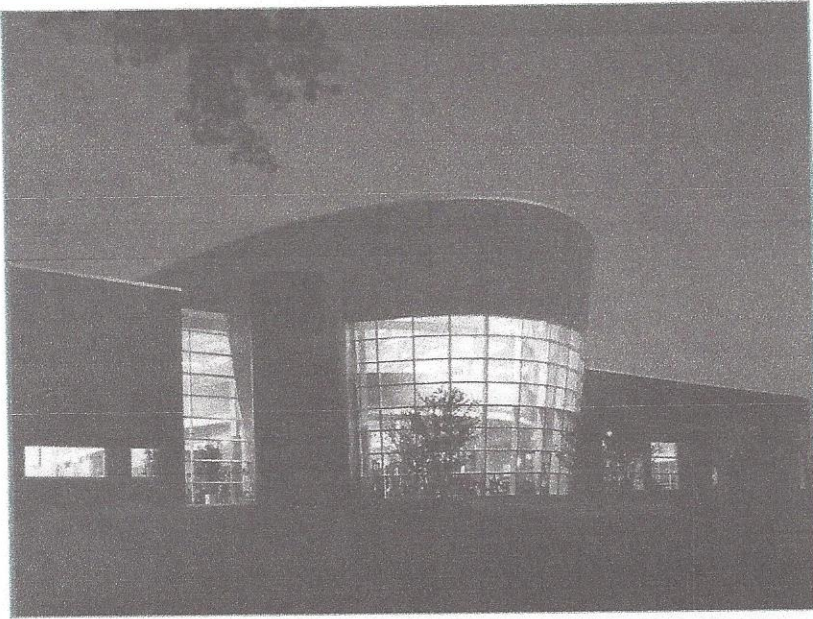
Men's, women's, family lockers with  
sauna, steam room and whirlpool

Wellness Programs

Child care service with daily activities

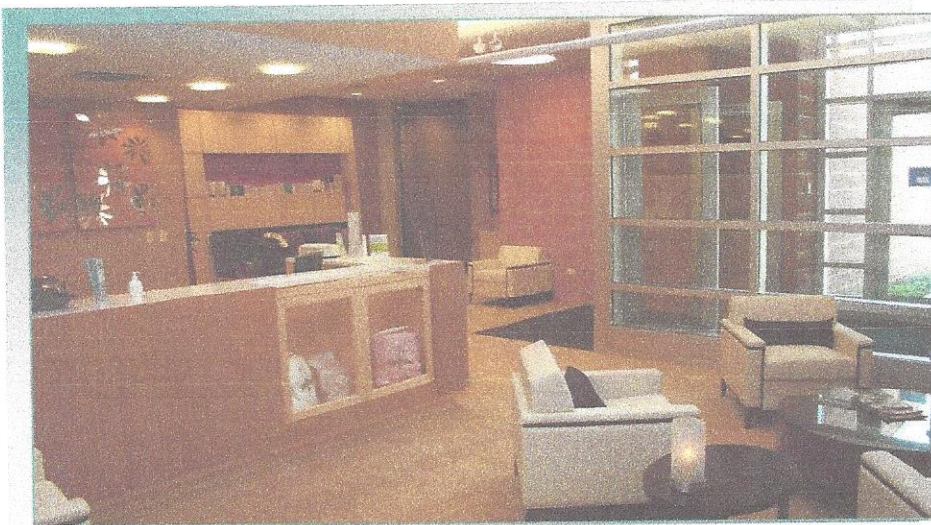


# Buffalo Grove Fitness Center



The Buffalo Grove Fitness Center was developed as a community partnership between the Buffalo Grove Park District and Northwest Community Healthcare and resulted in the development of a 72,000 square foot health and fitness center in Buffalo Grove, Illinois. This center offers wellness programs for all ages of the community.

Since opening in September of 2000 this center has experienced continued growth in all areas. In 2007, an 8,000 square foot expansion increased the building to an 80,000 square foot facility. The additional square foot included Sports Performance Training programs and a full service spa including massage therapy.




- Physical rehabilitation
- Sports Performance Training
- 10,000 square foot fitness floor
- Indoor walking/jogging track
- Full-size gymnasium
- Aquatics center with a 5 lane lap pool and warm water therapy pool
- 4 Group exercise rooms
- Cardiovascular & free weights equipment
- Private Women's workout area
- Multi-purpose room
- Heart healthy café & pro shop
- Full service locker rooms for men, women and families
- Wellness programs
- Massage Therapy
- Full service spa
- Kid's Club

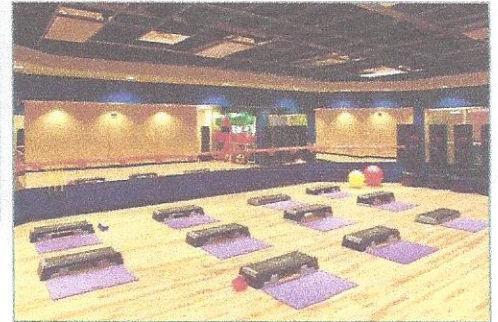
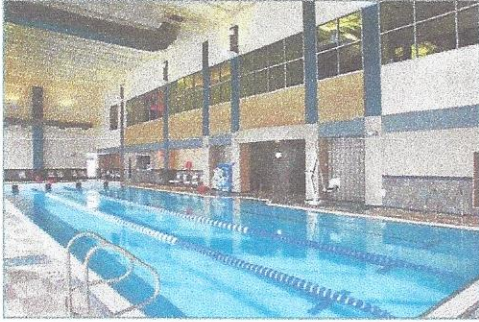
*Buffalo Grove, Illinois*

**IBIS**  
Enterprises





## Holy Family Memorial WELLNESS CENTER



Opened in October, 2005 the Holy Family Memorial Wellness Center, Manitowoc, Wisconsin, is an 86,000 square foot facility housing a medical office building, wellness center and other healthcare services developed in response to the needs of the community.

In addition to its fitness members utilizing the center, the hospital offers wellness education programs which include healthy cooking classes, smoking cessation, and special health screenings such as diabetes, blood pressure, etc.

An expansion of Holy Family Memorial's outpatient therapy programs is also located in the Center which includes Sports Medicine and Physical Rehabilitation programs. A 45,500 square foot wing of the building is comprised of a walk-in clinic that is also used for a new complementary medicine program, physician office suites, a diagnostics lab and other clinical services.

- Physical rehabilitation
- Indoor walk / jog track
- Aquatics center which includes a 25 yard lap pool with warm water therapy and whirlpool
- Aerobics
- Cardiovascular equipment
- Free weights area
- Conference room / Demo kitchen
- Logo shop
- Heart Healthy Café
- Men's, women's & family locker rooms
- Wellness programs
- Massage services
- Child care service
- Guest computer terminal areas



*Manitowoc, Wisconsin*



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Enterprises





Opened in January, 2002 and developed as a partnership between St. Anthony Memorial Hospital, Michigan City, Indiana, and St. Margaret Mercy Hospital, Hammond, Indiana, the Duneland Health & Wellness Institute, Chesterton, Indiana, represents a project that was designed to penetrate a new market area.

This \$10.1 million, 53,000 square foot complex combines a 33,000 square foot medically based health and fitness center with 20,000 square feet of diagnostic and medical office space to create a major presence in a growing market area. Located geographically between both of the two hospitals' main campuses, this facility in Chesterton, Indiana will generate new business and referrals for each hospital.

- Physical, cardiac & orthopedic rehabilitation
- Indoor walk/jog track
- Aquatics center with a 25m lap pool, whirlpool and warm water therapy pool
- Aerobics studio
- Cardiovascular equipment & free weights
- Multi-purpose room
- Physician time share
- Heart healthy café
- Pro-shop
- Men's, women's & family locker rooms
- Diagnostic center
- Medical offices
- Wellness programs
- Child care service



*Chesterton, Indiana*



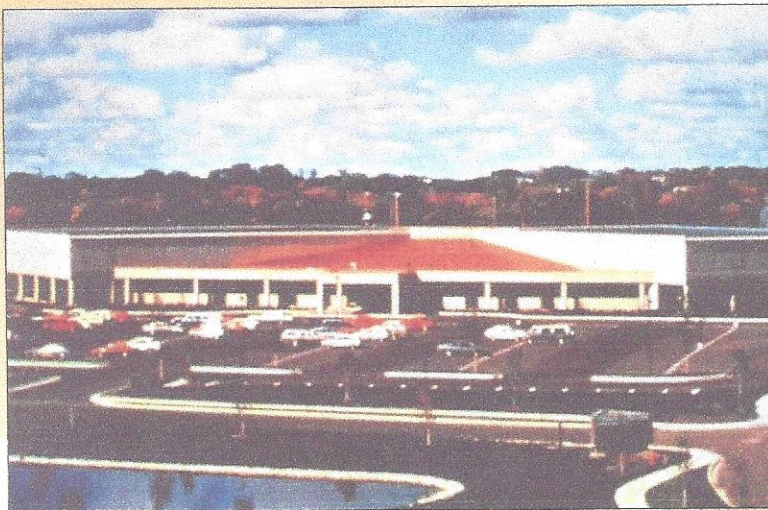


## Edward Health & Fitness Center

Developed as one of the first freestanding medically based health and fitness centers in the country, Edward Health & Fitness Center I opened in June 1988. This 63,000 square foot center situated on the Edward Health Services campus, Naperville, Illinois was designed to meet the needs of a growing suburban community. The center offers comprehensive wellness and preventive care programs, expanded rehabilitation services in a medically supervised environment.

The center achieved its membership capacity within the first 18 months of operation and continues to have a waiting list for new members.

As a result of the tremendous success of this center, Edward Health & Fitness Center II was developed off-campus to expand the hospital's market share in a new service area.



- Adult exercise area featuring treadmills, elliptical cross-trainers, stair/step machines, upright and recumbent bikes and rowers and free weights
- Indoor walk/jog track
- Aquatic center featuring a 4 lane, 25m lap pool, warm-water therapy pool, whirlpool and sauna
- Aerobics studio over 4,000 sq. ft. of aerobic and multi-purpose rooms
- Men's & women's locker rooms – full height lockers, towels, amenities, private showers & steam rooms
- Family changing rooms – full height lockers, private shower stalls and dressing areas
- Outpatient physical therapy & rehabilitation department
- Adult basketball & volleyball courts
- Corporate Physicals area
- Pro-shop & juice bar
- Wellness and health programs
- Child care service with daily age-appropriate activities

*Naperville, Illinois*





## Edward Health & Fitness Center

Capitalizing on the tremendous success of their first center in Naperville, Illinois, Edward Health Services developed a second 120,000 square foot center off-campus in Woodridge, Illinois, as part of the Seven Bridges development which includes an ice area, golf course, movie theatres, single family & town home residential properties and other retail services.

Edward Health & Fitness Center II, which opened in November 1998, combines a medically based health & wellness environment with medical offices, spa services and a children's fitness facility under one roof.

To instill a healthy lifestyle in the young people in the market, the 25,000 square foot children's fitness component provides separate aquatics, gymnasium, lockers, nursery and play areas for the younger members of the community.

Membership has reached its 10,000 member capacity level.

- Adult exercise area - treadmills, elliptical cross-trainers, stair /step machines, upright & recumbent bikes and rowers, resistance equipment and free weights.
- Indoor walk/jog track
- Aquatic center four lane, 25m lap pool, warm water therapy pool, whirlpool, sauna, sundeck
- Men's, women's & family locker rooms
- Adult basketball /volleyball courts.
- Sports Medicine Program
- Pro shop
- Wellness & health programs
- Aerobics studio
- Outpatient physical therapy & rehabilitation department
- Dedicated children's fitness facility and programming
- Full service spa.



*Woodridge, Illinois*





## **PUBLISHED ARTICLES**

## Published Articles

- *Speaker: Medical Fitness Association, Annual Conference, November 2015, "Developing a Health & Wellness Institute as a Community Destination"*
- *Speaker: Athletic Business Conference, November 2015, Healthy Partnerships: Creating a Community Health & Fitness Destination"*
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