LOUISVILLE BUSINESS FIRST

- Health Care

Medical Transformation Center founders invest $1M to launch new Anchorage facility

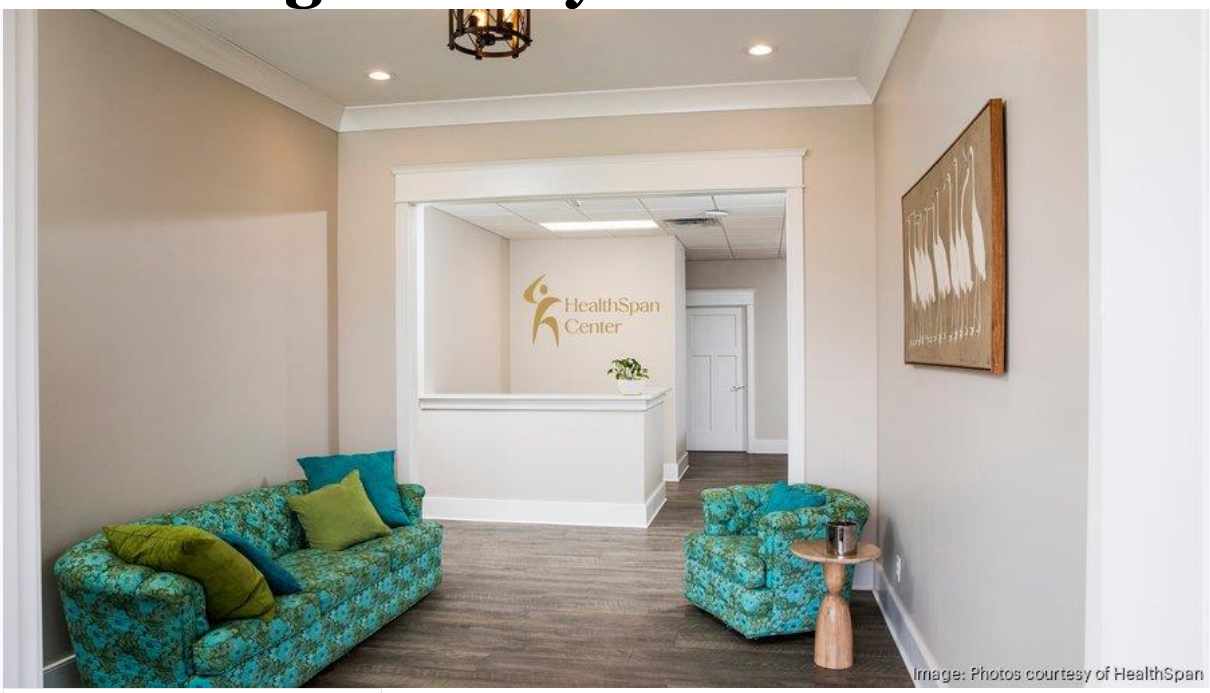

Image: Photos courtesy of HealthSpan

CHRISTOPHER FRYER

By Joel Stinnett – Senior reporter, Louisville Business First
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The founders of Medical Transformation Center are expanding with a new business next door.

HealthSpan Center will open March 25 adjacent to Medical Transformation Center at 13109 Eastpoint Park Boulevard in Anchorage, Kentucky, CEO Terri Paige told Business First in an exclusive interview.

The new 4,200-square-foot facility is aimed at expanding the care patients receive at Medical Transformation Center by making healthy habits understandable and achievable.

Founded in 2013 by Paige and her husband, Dr. Carl Paige, Medical Transformation Center is a medical practice guided by the cellular medicine approach, which focuses on what's happening at the cellular level of the body instead of managing symptoms. The practice offers treatments such as infusions, energy devices and peptide treatments, among others.

Medical Transformation Center — which has 18 employees, including two physicians — moved into its current 4,300-square-foot location in 2021. The addition of HealthSpan Center will bring the practice's total footprint to 8,500 square feet.

Patients of HealthSpan Center will receive support around lifestyle pillars of nutrition, stress, sleep and movement, Paige said, supplementing Medical Transformation Center's care.

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Medical Transformation Center co-founders Dr. Carl and Terri Paige in the new facility in East Louisville.
MARY KISSEL

"The process [of Medical Transformation Center] is patients fill out a questionnaire, we do an assessment, we collect a lot of data and a big piece of that is from the lab. Then they come back and sit down with our physician and go over their nutrition profile, their gut, their hormones, the whole endocrine system and then we'd say, 'Here's what we recommend. Now go find it,"' said Paige, who is also a certified lifestyle coach. "The goal [with HealthSpan Center] was how can we rein that in and be able to take the personal transformation plan that our patient has gotten [at Medical Transformation Center] and put together the pieces so that it's more of a seamless experience?"

“The pillars of health — nutrition, sleep, stress management, movement. Those are such important pieces to how we're able to function and they’re relatively sticky. You don't need us to tell you that [those are important] but you do need a coach. You need a guide. That's what we, in essence, built here.”

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HealthSpan Center features consultation rooms where patients can receive mindset coaching, personal coaching, stress management skills and deep breathing education; a fitness testing area where patients can get a baseline of their fitness through VO2 max testing — which measures the maximum amount of oxygen your body consumes during intense exercise — and receive a fitness plan; and a personal training room with new equipment from Louisville-based Fitness Market.

The facility also features a wellness room with an infrared sauna for red light therapy, a stretching area and a shower; a photo room for before and after photos; a laboratory staffed by LabCorp; a conference room for nutrition classes; and three offices.

Renovations, which began in December, cost $250,000, Paige said. Terry Chynoweth of Chynoweth Company Builders Group was the general contractor.

The founders purchased the space for HealthSpan Center in November from HPC Real Estate for $775,000 after Care Risk Retention Group moved out.

Paige said the opportunity to buy the space came as a surprise, the idea to create the HealthSpan Center had been in the works for years.

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“When you have opportunity, even though it scares the heck out of you sometimes, you have to take it. Honestly, it scared me because I thought, ‘Oh, gosh, are we ready? Can we do this now?”’ Paige said. “But we had written a plan about seven years ago future casting what [the business] would look like in five to 10 years and one part of that was that we would have this facility.

“So, when it came open, was I ready? No, but it was opportunity. I drug my feet for a little bit because I was scared but sometimes you have to stand on the edge, close your eyes and jump. That’s what we did and it’s been a blessing.”

That opportunity means more growth. Medical Transformation Center plans to add another physician and two to three employees over the next year or two, Paige said. The HealthSpan business will employ about three full-time people, she said, with several independent contractors.

A ribbon-cutting will be held for HealthSpan Center at 3:30 p.m. Wednesday with tours and refreshments from 4 p.m. to 6 p.m.