



Luxury medical rehab facility planned for Medical Center

BY W. SCOTT BAILEY

As the Baby Boomer generation continues to age, the race by health care providers to meet their growing needs is intensifying.

So says a top executive with Round Rock, Texas-based Remington Medical Resorts, which plans to break ground soon on a new multi-story development in the South Texas Medical Center.

Todd Mackenzie, who will be CEO of the planned rehabilitation hospital, says it will be the first of its kind — for the company and the nation. He says the medical resort will provide short-term transitional care in a luxury setting.

The development will be located on an elevated parcel of land at Hamilton Wolfe and Babcock roads. It will include 60 private suites for patients requiring short-term medical therapy and/or treatment after they have been discharged from a hospital.

Remington officials say the \$10 million project will encompass some 48,000 square feet.

Asked why the company selected the Alamo City as the spot where it intends to develop its flagship medical resort, Mackenzie says it was because this market has the right numbers.

“The demographics in San Antonio support the product we plan to deliver,” Mackenzie explains.

Vantage point

Remington officials refer to the rooms for their planned San Antonio facility as “tastefully decorated suites” complete with bath tubs, showers, refrigerators, flat-screen televisions with cable service, and a work desk with wired and wireless Internet access.

And they refer to patients as “guests.”

Those guests, according to Remington officials, will enjoy the on-site perks of an Internet café and coffee shop, library and living-area spaces, and meals prepared to order by an executive chef.

The resort will also include a salon, which will offer a full range of spa services.

Mackenzie says Remington plans to open similar resorts in other markets.

On Oct. 25, the city of Sugar Land, located



■ **Remington Medical Resorts HQ:** Round Rock, Texas

Company CEO: Mark Fritz

Local plans: Company is preparing to break ground on its first project, a 60-room luxury medical resort near the South Texas Medical Center at Hamilton Wolfe and Babcock roads.

Estimated development cost: \$10 million

Local CEO: Todd Mackenzie

Target Date: Projected completion is fall of 2008



near Houston, addressed zoning for a planned 60-room Remington Medical Resorts facility on roughly 2.5 acres of land in that community.

According to Sugar Land officials, Remington has plans for a similar short-term rehabilitation facility on that land.

Officials in Richardson, Texas, near Dallas, are also reviewing a proposed zoning change that would allow for the construction of a three-story medical rehabilitation hospital Remington is looking to develop on 2.6 acres of land in that community.

Mackenzie says the company plans to expand into the Denver market as well.

The first such medical resort, however, is expected to open in San Antonio. Mackenzie says construction is slated to be completed in the fall of 2008.

Mackenzie says the project will likely include a Starbucks. But one of its more intriguing perks may prove to be the site itself.

“It’s a quite impressive area,” Mackenzie says about the acreage. “Some rooms will have an incredible view of the entire Medical Center.”

Jim Reed is president of the San Antonio Medical Foundation, which promotes and protects the interests of the Medical Center area. The planned medical resort is slated for land located near property the Medical Foundation owns.

“Anything we get like this



COURTESY OF REMINGTON MEDICAL RESORTS

Rendering of Remington Medical Resorts’ luxury rehab medical facility slated for the Medical Center.

only enhances and expands the importance of the Medical Center,” Reed says.

And as more developers continue to invest in the Medical Center area, it becomes an increasingly important region for health care, Reed explains.

“It is no longer just a box of four streets,” he adds. “It’s an area of town that is growing and has no boundaries.”

Outside the box

Remington officials are convinced that they are creating a model that others will eventually try to emulate.

Mackenzie says a growing number of Baby Boomers with disposable incomes and an increasing need for health care has prompted the need for providers to be more creative.

Too many providers, Mackenzie contends, are “still thinking within that same box we’ve been in the last 30 years.”

But he says Mark Fritz, a health care developer and CEO of Remington Medical Resorts, “had the vision” to create something more innovative and appealing to an important segment of the population.

Remington plans to open a storefront office in San Antonio as soon as this spring.

“We want to have a real presence in San Antonio about five months before we open the (medical resort),” Mackenzie explains.

One thing the planned medical resort will have in common with other health care facilities is the reimbursement issue that has challenged providers for years.

“We will certainly see some of the same challenges,” Mackenzie predicts.

But he believes Remington will also enjoy some real opportunities in a fast-growing San Antonio.



Mackenzie



Reed