

HealthLinks

YOUR PRESCRIPTION FOR WELL-BEING

PREMIER ISSUE

WWW.CHARLESTONPHYSICIANS.COM

LASIK

IN THE
BLINK
OF AN
EYE

Hospital
LOCATOR

PHYSICIAN
PROFILES

STAT!
URGENT CARE
CENTERS

Cover: Dr. Kerry Solomon changes lives every day at the Magill Vision Center.

Photo by Norman LoRusso

Visit *One* Web Site And Call Us In The Morning.

New To Charleston?

The Best Location To Search For Your New Doctor.

www.CharlestonPhysicians.com



Point & Click To Order Your Free Medical Magazine

A proud member of **Charleston's Medical Network** which includes many On line locations including:

www.CharlestonPhysicians.com

www.MountPleasantPhysicians.com

www.SummervillePhysicians.com

Contact your Medical Media Representative today to be part of **Charleston's Medical Network**. Free links are available to qualified medical professionals.

Charleston's Only Interactive Medical Network Published By



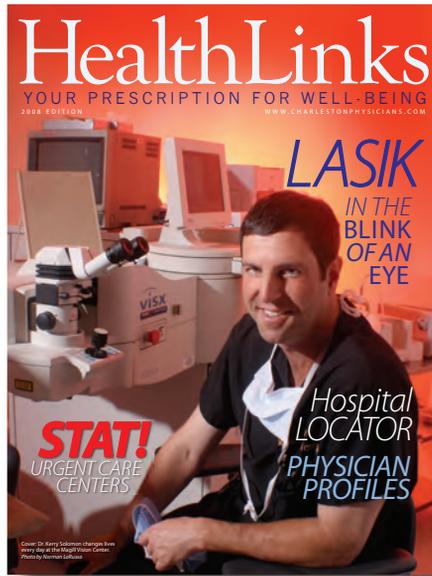
PO BOX 22617 | CHARLESTON, SC 29413 | 843.881.1481 OFFICE
800.433.7396 TOLL FREE | 843.849.6717 FAX | WWW.MEDIASERVICES1.COM



TAKE HEART. We have your best interests at heart. That's why we've started the healthy living network. Through our new publication, Health Links, you'll have information about doctors, dentists and other professionals right at your fingertips. You'll find additional information at www.CharlestonPhysicians.com.

For medical marketing information call (843) 881-1481 ex.21 or email Publisher@MediaServices1.com

CONTENTS



PROGNOSIS: EXCELLENT

MAGILL VISION CENTER
CLEARLY THE BEST

>> BY BARBARA PATRICK

MOUNT PLEASANT FAMILY HEALTH

3D OPTOMETRY

DANIEL ISLAND HEARING

HOSPITAL DIRECTORY

URGENT CARE DIRECTORY

ROPER HOSPITAL
HEEDING THE CALL

>> BY STACY E. DOMINGO

WORKING OUT IN THE LOWCOUNTRY
MANY OPTIONS ARE AVAILABLE FOR
THOSE COMMITTED TO GETTING FIT

>> BY BILL FARLEY

EAST COOPER REGIONAL MEDICAL CENTER
GROWING WITH THE COMMUNITY

>> BY TOM DMYTRIW

FASTER FITNESS
HEALTH ... FASTER

>> BY STACY E. DOMINGO

HealthLinks

YOUR PRESCRIPTION FOR WELL-BEING

PREMIER EDITION

EDITOR

Barbara Patrick

CONTRIBUTING EDITOR

Brian Sherman

EDITORIAL ASSISTANT

Stacy E. Domingo

ART DIRECTOR

Chris Norden

ADVERTISING ART DIRECTOR

Dana Coleman

CONTRIBUTING WRITERS

Tom Dmytriw

Stacy E. Domingo, Bill Farley

Barbara Patrick

Brian Sherman

MEDIA CONSULTANTS

Megan Buyer

Jessica Davidovich

Ginny Fishwick

DISTRIBUTION

Barnes & Noble, Books-A-Million
The News Group, Lively Distribution

Joy Brown, Mobile Media

Direct Mail, In-Room

INTERNET MARKETING

George Conklin

Ian May, Sherman Paggi

PUBLISHER

Bill Macchio

Publisher@MediaServices1.com

DIRECTOR OF OPERATIONS

Carol Collins

PRODUCTION MANAGER

Gary McCullough

ADMINISTRATIVE ASSISTANT

Colleen Connolly

OFFICES

Merritt Island, Florida
Wilmington, North Carolina
Myrtle Beach, South Carolina
Charleston, South Carolina

CHARLESTON, SC OFFICE

P.O. Box 22617
Charleston, SC 29413

INTERNET AND ADVERTISING INFORMATION

(800) 433-7396 or (843) 881-1481

Publisher@MediaServices1.com

www.MediaServices1.com

HealthLinks: Your Prescription for Well-Being
is published by **Media Services, Inc.**,

PO Box 22617, Charleston, SC 29413. All rights reserved.
Reproduction electronically or in printed form without the
expressed written permission of Media Services, Inc. is
strictly prohibited and in violation of U.S. copyright laws.

PROGNOSIS: EXCELLENT

“EVERYTHING WILL BE FINE AS long as I have my health.”

How often have you heard this old cliché? Yet, like many old sayings, this one often rings true. As long as you are fit and healthy, you have the power to overcome any other obstacles that might otherwise block your journey down the road of life.

Faced with an overwhelming variety of choices in the ever-changing healthcare industry, the challenge is to find the providers, products and services that best serve the unique needs of your family. The solution to this problem is right at your fingertips. With just a click of the mouse, you can access South Carolina's first **Health and Medical Network**, which was recently launched in the Charleston area and at **CharlestonPhysicians.com**. Although Internet-based, the Network includes a companion publication, **HealthLinks**, which will be distributed through doctors' offices, pharmacies and other locations and will also be included in local newcomers' directories. In addition, **HealthLinks** will be available in digital form.

Unlike other health-specific magazines, **HealthLinks** is not affiliated with a hospital or other healthcare entity, so you'll always find objective information you can depend on. There will be articles on real patients and how to cope with illness, surgery and recovery. You'll find interviews with healthcare professionals who have your well-being at heart.

If you're new to town or looking for a new doctor, you'll be especially impressed with the Network's easy search feature, which helps you find a physician by name, specialty, zip code, phone number or town. Your search results include maps and contact information, as well as Web site and e-mail addresses, when they are available.

At **CharlestonPhysicians.com**, you'll discover the best way to keep your fingers on the pulse of the tri-county medical community. In just seconds, you'll be able to find a nearby doctor's



“Unlike other health-specific magazines, **HealthLinks** is not affiliated with a hospital or other healthcare entity, so you'll always find objective information you can depend on.”

office, an urgent care facility or the nearest emergency room—as well as other healthcare options that will help you enjoy all the advantages of a healthy lifestyle. 🐼

MAGILL VISION CENTER

Clearly the best.

BY BARBARA PATRICK

I KNOW IT DOESN'T MAKE sense," Samantha said, "but I think I look different."

It made perfect sense to me. I had that same feeling when I had Lasik surgery to correct my nearsightedness and astigmatism 10 years ago. When I opened my eyes

after a short nap, I could see clearly for the first time in decades. It seemed nothing short of a miracle.

Sam, as she likes to be called, was only 15 but could sense the change it made in my life. She began thinking of the day when she, too, would have perfect vision thanks to

modern technology.

Her dream has come true. After researching the options, Sam decided to have her vision corrected at the Medical University of South Carolina's Magill Vision Center, an institution that is literally on the cutting edge. She made an appoint-



photo courtesy of MUSC Magill Vision Center

As soon as you enter Magill Vision Center, you know you are in good hands. Everything is designed for patients' comfort and the professional staff offers the highest degree of care.

Dr. Solomon and his staff perform miracles every day. From left to right: Clarissa Harps, Cindy Wand, Rose Washington, Sandy Brown and Dr. Solomon.



photo by Norman LoRusso

ment for Nov. 19, 2007, and began the process, which included a thorough eye exam by her optometrist, Dr. Mason Smith. She had to give up her contact lenses forever and wear her old glasses for two weeks prior to the surgery.

The morning of the Lasik procedure, Sam was nervous but ready to move forward. I picked her up for the drive to the Magill Vision Center in Mount Pleasant.

"It's a really pretty place," she told me. "It's all wood and marble and very elegant."

She was right. The office was grand but comfortable and professional. The front office staff was courteous and efficient in taking care of the last-minute details.

"I think I look different."

As Sam relaxed in a recliner—the first stop—Clarissa explained the procedure and gave her a kit with eye drops, detailed instructions and a pair of very cool shades that must be worn following the operation.

Then it was time to meet Dr. Kerry Solomon for a final pre-op exam. Everything looked perfect, he said, and asked if we had questions.

"How many of these surgeries have you performed?" I asked.

"I don't know," he replied. "Probably about 10,000 or maybe 20,000."

No doubt. Dr. Solomon was one of the first to bring the Excimer laser to the Lowcountry well over a decade ago.

"Have you had a good day?" Sam asked.

He laughed and said he was having a great day.

Sam was ushered into the surgical suite, while her brother and I waited outside. A short time later—perhaps 15 or 20 minutes—it was all over. A final check and she was released and told to go home for a nap.

"I can already see better, even with all the drops in my eyes," she told us.

The next morning, during her first post-op exam, Dr. Solomon gave her the good news. Her eyes looked great and her vision was now 20/15, vastly improved from 20/400. 🐛

The Magill Vision Center offers a variety of corrective surgeries. Samantha's procedure was custom Lasik, using the latest bladeless technology. For more information about the Magill Vision Center, visit www.MagillVision.com.



KERRY SOLOMON, MD

During a career that has spanned more than 20 years, Dr. Solomon has been ranked as one of the country's best ophthalmic surgeons and has been the recipient of dozens of awards. He was also listed among "America's Best Doctors" for cataract and refractive surgery in 2004 and 2005.

Dr. Solomon is currently a professor of ophthalmology as well as director of cataract, refractive and cornea services at the Storm Eye Institute. He is also director of the Magill Research Center and medical director of the Magill Vision Center for Vision Correction.

According to Kerry Solomon's bio on the Medical University of South Carolina Web site, "Practicing medicine is about loving what you do, treating every patient like family and knowing that if you do your best, you can change people's lives for the better."

He should know. He changes lives every day.

— Barbara Patrick



No more glasses, contact lenses and messy solutions. Samantha Millen, a therapeutic assistant at MUSC's Institute of Psychiatry, couldn't be happier with the results of her custom Lasik procedure.

Charleston Homes...

You Will Never Want to Leave!



~ Penthouse

2575sqft, 3 Bed, 2.5 Bath, \$1,595,000

~ 6th Floor

2575sqft, 3 Bed, 2.5 Bath, \$1,395,000

~ 4th Floor

2096sqft, 3 Bed, 2.5 Bath, \$1,049,000

~ 7th Floor

2075sqft, 3 Bed, 2.5 Bath, \$1,250,000

Kathy Sweet

~ Accredited Luxury Home Specialist

~ East Cooper Top Producer

~ Realtor® of Distinction

843.343.7882

www.HighEndCharleston.com



The Renaissance on Charleston Harbor is conveniently located one mile from Charleston Harbor Marina, across the street from Patriot's Point Golf Course, and minutes from historic downtown Charleston. With great amenities, views and convenient location, there is nothing that compares. Visit www.VideoTourMaker.com/sweet1.html



Mount Pleasant

Shellpoint

Waterfront Lot • \$269,000

Mount Pleasant



Mount Pleasant
Cathedral Oaks
Waterfront Lot • \$335,000

Canyon Oaks



5BD/4.5BA Custom Built Home in desirable *Cathedral Oaks* • Minutes from Towne Center, Shopping & Beach • 3-stop elevator • Superior Construction • \$999,000



HighEndCharleston.com
Real Estate Services



Mount Pleasant Family Health Group

PEOPLE WHO LIVE ALONG the Carolina coast or who have visited the area are well aware that a wide range of outdoor activities are available year-round. East Cooper, everything east of the Cooper River, one boundary of the Charleston peninsula, provides the perfect setting for golf, biking, jogging, surfing, swimming and countless other athletic pastimes, including lower-impact activities such as gardening and walking. As long as they remain healthy, people of all ages can take advantage of the opportunity to participate in these activities.

Some people find that maintaining their health can be a relatively easy task, while others find the job to be a challenge. Either way, the Mount Pleasant Family Health Group can help, according to owner Dr. Joe Markovich, who encourages all his patients “to live a wellness theme and stay well.”

Markovich, who has been practicing for a quarter of a century, loves

his job and his patients, and his entire staff exudes the same optimistic attitude.

The Mount Pleasant Family Health Group is primarily a natural health care center and also provides chiropractic and medical services. The goal of everyone on staff is to improve and maintain their patients’ health and, hence, enhance their enjoyment of outdoor life in the Lowcountry.

“People of any age can visit our office. Our care will make them healthier for whatever they want to do. When you have a healthier learning system, you’ll have a healthier life,” says Markovich.

He points out that even healthy, active people need occasional “tune-ups,” adding that a healthy nervous system enhances fitness, coordination and balance.

“We want to take care of everybody who has any rehabilitative needs,” Markovich says. “Through natural treatments, we want to extend people’s lives. It is an anti-aging process.”

Mount Pleasant Family Health Group
1117 Park West Boulevard
Mount Pleasant, SC 29466
843 884 6194

mtplesantfamilyhealthgroup.com

Markovich says chiropractic services are used extensively to re-align the body, but he points out that he also has had success treating digestive and immune problems without the use of drugs or surgery. 🍍

If you are interested in learning more about what the Mount Pleasant Family Health Group can offer you and your family, visit www.MtPleasantFamilyHealthGroup.com or call (843) 884-6194. On the Web site, you’ll find information about the staff, health tips, business hours, location and an easy way to e-mail questions or request an appointment.



3D Optometry PC

WITH A SOMETIMES piercing sun and a nearly year-round allergy season,

Lowcountry residents are always on the lookout for optimal eye care. 3D Optometry has successfully provided that service since 2005. Dr. Thomas Mirabile owns the Mount Pleasant location, as well as a practice in the Caribbean, where he returns five times a year to see his special-needs patients.

Dr. Mirabile offers personalized service and is willing to go the extra mile for each patient.

“We pride ourselves on finding the frame or contact lens that works for each individual, regarding comfort and efficiency,” he explains.

Beyond its showroom, 3D Optometry’s Web site offers “enlightenment on how to buy eyeglasses and frames at reasonable prices,” providing a unique source of frames for any budget.

Dr. Mirabile often advises his patients to beware of their contact lens solution. Eighty percent of contact discomfort may be due to poor hygiene or solution choice, he says, adding that since allergies can cause problems with contacts, medicated eyedrops may be necessary.

He also advises patients to wear eye protection from damaging ultraviolet rays. To help with this, Dr. Mirabile’s company offers special tinted lenses, bifocals and frames for low-contact and high-contact sports for children and adults.

 **Optometry PC**

Station 41

1031 Highway 41, Suite 400
(behind CVS & Sonic on Highway 17N)

Mount Pleasant, SC 29466

843 388 1888

eyepifany.com

3D Optometry is ready to welcome you into its family of patients, whether you need a routine eye exam, contact lenses or frames, child reading concepts or to learn about behavioral optometry. Visit www.Eyepifany.com or call (843) 388-1888 for more information.



Dr. Thomas J. Mirabile

- ❖ Comprehensive eye examinations with visual analysis
- ❖ Acute medical eye treatment
- ❖ Contact lens fitting, including gas permeable and bifocal lenses
- ❖ Reading skills testing, glaucoma and cataract screening
- ❖ Large selection of designer frames for every budget
- ❖ We provide high-quality lenses, including Varilux and Transitions

Accuracy In Fashion Guaranteed

(843) 388-1888 • fax (843) 856-9643

Most insurance plans accepted but please call to verify.

 **Optometry PC**

Station 41

1031 Hwy 41 ♦ Suite 400

(behind CVS & Sonic on Hwy 17N)

Mount Pleasant, SC 29466

eyepifany.com

Daniel Island Hearing Center

WHAT IS AN AUDIOLOGIST?
 An audiologist is a professional who assesses, diagnoses and treats hearing problems and helps prevent hearing and balance problems. An audiologist has earned a master's or doctorate in audiology from an accredited university graduate program.

Dr. Jennifer Esse heads the dedicated group at Daniel Island Hearing Center, which offers a variety of services such as hearing evaluations for adults, children and newborns, hearing aid services, assistive listening devices and hearing protection services. Additional services for children include central auditory processing evaluations and

speech therapy.

Dr. Esse earned her doctorate at the University of Florida and her master's in audiology from the State University of New York at Buffalo. She has a bachelor's degree from McGill University. Born in Toronto, Canada, Dr. Esse has called Charleston home and practiced audiology in the Lowcountry for eight years. Daniel Island Hearing Center was established in 2005, with a focus on enhancing lifestyle through better hearing. Dr. Esse lives near Daniel Island with her husband and two children.

The staff includes Lori Miller, office manager; Carolyn Bullington, hearing instrument specialist; and Shirin Shariff, speech language



Daniel Island Hearing Center
 900 Island Park Drive, Suite 202B
 Daniel Island, SC 29492
 843 971 4199

danielislandhearing.com

pathologist.

To find out more about the services offered by Daniel Island Hearing Center, visit www.DanielIslandHearing.com or call (843) 971-4199.

Daniel Island Hearing Center

**Proudly providing Audiology,
 Hearing Aid & Speech Services**

*Audiologist
 Dr. Jennifer Esse*

**900 Island Park Drive, Suite 202B
 (Just off the I-526 at Exit 24)**

dihc@bellsouth.net

www.danielislandhearing.com

843.971.4199



Feel at home in...

Charleston

*A city that has received awards for being:
Fit, Fun, Full of Adventure, Beautiful, Livable, Friendly and Historic.*



Whether you're a native or newcomer, you'll feel at home in Charleston and its surrounding towns. To learn more about life in Charleston, visit my Website www.ShowMeCharlestonHomes.com or contact me.



JANE MILLER, MBA, ASP
843-323-6903

ShowMeHomes@Comcast.net
www.ShowMeCharlestonHomes.com



Prudential
Carolina Real Estate
Independently Owned and Operated



*"Charleston's Pet
Friendly Realtor"*

Lowcountry Hospitals

Archdale Medical Center
5300 Archdale Boulevard
Charleston, SC 29418
843 552 8332
tridenthealthsystem.com

Bon Secours St. Francis Xavier
2095 Henry Tecklenburg Drive
Charleston, SC 29414
843 402 1000
ropersaintfrancis.com

Charleston Memorial Hospital
326 Calhoun Street
Charleston, SC 29401
843 577 0600
musc.edu

East Cooper Regional Medical Center
1200 Johnnie Dodds Blvd.
Mount Pleasant, SC 29464
843 881 0100
eastcoopermedctr.com

Medical University Hospital Authority
171 Ashley Avenue
Charleston, SC 29425
843 792 3131
muschealth.com

Moncks Corner Medical Center
401 N. Live Oak Drive
Highway 17 A
Moncks Corner, SC 29461
843 761 8721
tridenthealthsystem.com

MUSC Medical Center
171 Ashley Avenue
Charleston, SC 29425
843 792 1414
musc.edu

Roper Hospital
316 Calhoun Street
Charleston, SC 29401
843 724 2000
carolinashealthcare.org

Specialty Hospital of South Carolina
326 Calhoun Street, Floor 3
Charleston, SC 29401
843 953 8627

Summerville Medical Center
295 Midland Parkway
Summerville, SC 29485
843 832 5000
tridenthealthsystem.com

Trident Medical Center
9330 Medical Plaza Drive
Charleston, SC 29406
843 797 7000
tridenthealthsystem.com



East Cooper Regional Medical Center
photo by Norman LaRusso

Lowcountry Urgent Care Centers

Beacon Total Healthcare
1405 Ben Sawyer Blvd.
Mount Pleasant, SC
843 884 8121

Doctors Care
3424 Shelby Ray Court
Charleston, SC
843 402 6834
doctorscare.com

Doctors Care
631 Johnnie Dodds Blvd.
Mount Pleasant, SC
843 881 0815
doctorscare.com

Doctors Care
8091 Rivers Ave.
North Charleston, SC
843 572 7000
doctorscare.com

Doctors Care
10160 Dorchester Road
Charleston, SC
843 871 7900
doctorscare.com

Doctors Care
1851 Sam Rittenberg Blvd.
Charleston, SC
843 556 5585
doctorscare.com

Doctors Care
743 Folly Road
Charleston, SC
843 762 2340
doctorscare.com

Doctors Care
410 North Main St.
Summerville, SC
843 871 3277
doctorscare.com

Doctors Care
3074 Highway 17 North
Mount Pleasant, SC
843 884 6424
doctorscare.com

Health First
8740 Rivers Ave.
North Charleston, SC
843 572 5990

Medcare Express
5401 Netherby Lane
North Charleston, SC
843 552 3629

Medcare Express
1031 Highway 41
Mount Pleasant, SC
843 971 3627

Mount Pleasant Urgent & Family Care
570 Long Point Road
Mount Pleasant, SC
843 856 6970

Nason Medical Center
1101 Bowman Road
Mount Pleasant, SC
843 284 4911

Naval Health Clinic Charleston
3600 Rivers Ave.
North Charleston, SC
843 743 7000

Roper St. Francis Medical Center
570 Long Point Road
Mount Pleasant, SC
843 856 6970
rsfh.com

Roper St. Francis Medical Center
730 Stony Landing Road
Moncks Corner, SC
843 899 7700
rsfh.com

Roper St. Francis Medical Center
2233 Northwoods Blvd.
North Charleston, SC
843 824 2481
rsfh.com

Windermere Family Medicine & Urgent Care
16 Windermere Blvd.
Charleston, SC
843 766 9053

WANT SOME PAINLESS SHOTS ? GET
LORUSSOSHOTZ.COM
WWW.



INFORMATION (843) 743 4051

creating your *Total* well-being!

MediCare,
Nutrition



Physical Therapy,
Palmer Adjustments



Rehabilitation,
Natural Detoxification



We pride ourselves on providing quality care to patients of all ages. Our goals are to provide the highest quality of chiropractic information, to educate you about your medical condition, accommodate your needs and provide a positive and satisfying experience to live well.

Mt. Pleasant Family Health Group

Dr. Joe Markovich

1117 Park West Blvd • Mount Pleasant, SC 29466

843.884.6194

www.mtpleasantfamilyhealthgroup.com

HEEDING THE CALL

ROPER ST. FRANCIS MOUNT PLEASANT HOSPITAL

IT WAS ONLY A MATTER OF time before the exponential population growth East of the Cooper would require the construction of a second major medical facility in the area.

BY STACY E. DOMINGO

The new Roper St. Francis Mount Pleasant Hospital will be built on 78 acres of land at the intersection of Highway 17 North and Faison Road in the Carolina Park Development. Construction will get underway in 2008. The facility is scheduled to open in November 2010.

“It’s vitally important that as any community grows, its core services grow with it,” says David Dunlap, president and chief executive officer of Roper St. Francis Healthcare.

Mount Pleasant has seen an explosion in growth over the last 15 years, with the population center shifting to the north. As a result, many East Cooper residents live 20 to 30 minutes away from the nearest hospital, a situation with potentially tragic implications when

emergencies arise.

Roper St. Francis Healthcare, which celebrates its 10th anniversary in August 2008, was born in 1998 when Roper and Bon Secours St. Francis Hospitals combined to create an integrated health system. These two paragons of medicine have provided more than 150 years of caring and compassion in the Carolina Lowcountry. Currently, the system offers 657 beds and more than 20 facilities in four counties.

“... many East Cooper residents live 20 to 30 minutes away from the nearest hospital ...”

“We are thrilled to bring a new hospital to Mount Pleasant and surrounding communities East of the Cooper,” says Patricia Crimminger, director of Corporate Communications for Roper St. Francis Healthcare. “This provides area residents with convenient, high

quality health care closer to home.”

The Mount Pleasant hospital will house 85 inpatient beds, 24-hour emergency care, women’s services including high-tech, comfortable labor and delivery suites, inpatient and outpatient surgery, intensive and critical care units, diagnostic imaging and laboratory services as well as a pharmacy.

Crimminger explains that Roper St. Francis is building “the hospital of the future” with the help of architects FreemanWhite, the oldest practicing firm in North Carolina. The construction manager for the project, BE&K Building Group of Charlotte, brings an established track record for serving healthcare, commercial, industrial and institutional clients throughout the Southeast and Mid-Atlantic regions.

The Roper St. Francis Mount Pleasant Hospital will provide much-needed medical and urgent care to more than 80,000 people living in and around the East Cooper area. To keep track of the progress of the project or to learn more about Roper St. Francis Healthcare, visit www.rsfh.com. 🏥



The new Roper St. Francis Mount Pleasant Hospital is scheduled to open by the end of 2010.

WORKING OUT IN THE LOWCOUNTRY

Many options are available for those committed to getting fit.

TODAY'S BABY BOOMERS have replaced the rocking chair with the Nautilus machine and whittlin' on the front porch with whittlin' down the waistline. In fact, older men and women across America are working hard to become the healthiest, most active generation in history.

BY BILL FARLEY

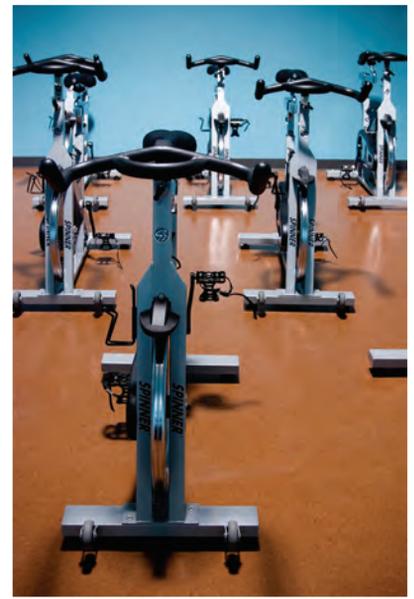
stretches north of one out of every three gym members.

If you're a baby boomer yourself, you might not find these figures surprising. Americans reaching retirement age and finding themselves with fewer demands on their time are taking advantage of their freedom to focus on living long, healthy and active lives.

Many fitness clubs and gyms are acknowledging this influx of health-conscious boomers by tailoring special programs to their unique workout needs. These include walking, low-impact aerobics, water aerobics

and chair aerobics, as well as dance exercise and specialized resistance training machines designed to place less stress on muscles and joints.

All this is evident throughout South Carolina's Lowcountry, where health facilities have proliferated. The nearly 100 separate clubs in



the Charleston area offer everything from traditional weight training and exercise classes to yoga, Pilates and the martial arts. Different as they are, they share a common thread: All are heavily populated with physically fit

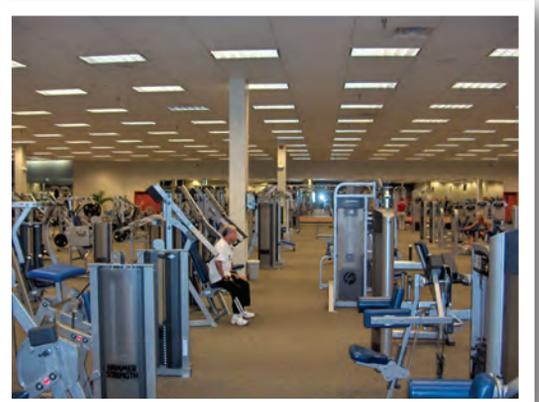
“... at least 20 health clubs offer a wide range of programs and activities ...”

baby boomers, many of whom train midday, when their younger colleagues are in school or at work.

Two hotbeds of baby boomer fitness, 30 miles apart, have developed in the Lowcountry. In the East



According to the International Health, Racquet & Sportsclub Association, membership in gyms and health clubs nationwide by men and women who have passed the age of 55 increased by an incredible 314 percent from 1995 to 2005. Add in the slightly younger boomers between 45 and 55, and this group of active athletes





Clockwise from far left: Stationary bikes are popular with boomers looking to keep trim; East Shore Athletic Club's downtown location; Pivotal Fitness is a big favorite with Summerville residents; women enjoy water aerobics in the indoor pool at East Shore Athletic Club; state-of-art equipment is available at Pivotal Fitness; many people opt for strength training at Pivotal Fitness; the exterior of East Shore Athletic Club in Mount Pleasant.

Photos provided by East Shore Athletic Club and Pivotal Fitness.



Cooper area, at least 20 health clubs offer a wide range of programs and activities, while historic Summerville claims an even dozen fitness facilities.

Dominating the workout scene throughout greater Charleston

“... the club’s more mature members favor swimming and water aerobics ...”

is the East Shore Athletic Club – actually eight separate clubs, six East of the Cooper and another on Daniel Island.

ESAC offers a broad spectrum of programs, including cardiovascular

conditioning, total body strength, flexibility, functional exercise training and relaxation/meditation.

According to Maggie O’Rourke, ESAC’s director of marketing and community relations, a quarter of the club’s members have passed the age of 55 and boomer membership is, well, booming. She notes that the club’s more mature members favor swimming and water aerobics – at the Johnnie Dodds Boulevard

location – low impact exercise and spin classes, where participants ride at varying speeds on sophisticated stationary bicycles.

“Older populations are realizing that age is not a crutch and that they can accomplish more now than at any other time,” O’Rourke says, referring to the club’s boomer members as “the heart of East Shore.”

Among other popular and well-attended health facilities in East Cooper are Eco Fitness and Blue Turtle Yoga, Ladies Workout Express,



True Form Pilates and Mount Pleasant Aerobics and Fitness.

In Summerville, workout choices range from Beyond Fitness to Armorplate Gym to a pair of Ladies Choice Fitness clubs to Positively Yoga and martial arts specialists Masters Studio.

A major facility in Summerville is Pivotal Fitness, which also has a club in Charleston. The full-service fitness center has a professionally certified staff, a wide variety of equipment, group exercise programs and a women-only area. Its



WORKING OUT

goal is to provide an environment in which people of all ages and abilities will want to work out.

Pivotal's boomer membership is around 25 percent "and rapidly growing," according to Area Fitness

"People are realizing that to live longer and healthier, they must exercise."

Director Ron Peruzzi, who adds that "with all the information available on health and fitness, the number of members 55 and older is going to keep growing."

At Pivotal Fitness, most boomers favor a workout combination of weight resistance machines and

low-impact cardio work, and the most popular programs involve high repetitions with fast-paced functional movements aimed at enhancing normal, everyday activities.

Among specialty clubs, the wildly popular Curves for women operates three area facilities, including one each in Summerville and Mount Pleasant. Curves is acknowledged for pioneering a 30-minute workout for strength training and cardiovascular health utilizing hydraulic resistance. The clubs also offer a common sense weight-management program.

Summerville owner Rion Rampey says most of her 400 current members are between 40 and 65.

People are realizing that to live longer and healthier, they must exercise," she points out.

At Curves, the core program involves circuit-training, where members alternate from upper

body to lower body work, getting a complete strength training and cardio workout. At the all-female clubs, Rampey says with a smile, members of all ages are very comfortable because "it's no men, no makeup and no mirrors."

Along with this variety of fee-based fitness clubs is a galaxy of

At the all-female clubs ... "it's no men, no makeup and no mirrors."

city, town and county sponsored community programs ranging from swimming to shag dancing and tennis to tai chi. It's clear that for baby boomers in the Lowcountry, 50 might not be the new 40, but it's certainly the new 100 – 100 percent committed to fitness, that is. 🍷

Find Your New Home Town
with the click of a mouse or a turn of a page

Thousands of retirees and baby boomers read this magazine and access the Retirement Living Network to find their new home towns. Log on now and find out why! You'll be able to read about dozens of seaside towns and communities throughout North Carolina, South Carolina, Georgia and Florida.

Order yours today!

{ } YES, I would like the 2008 Edition of

HOT RETIREMENT TOWNS

Name _____

Address _____

City _____ State _____

Zip _____ Phone _____

E-mail _____

{ } I have enclosed a \$5.00 check or money order for shipping and handling.

I would like to charge my: { } Visa { } MasterCard

Card Number: _____

Expiration Date: _____

Signature: _____

Mail To: Hot Retirement Towns
PO Box 22617
Charleston, SC 29413

GROWING WITH THE COMMUNITY

EAST COOPER REGIONAL MEDICAL CENTER

EAST COOPER REGIONAL Medical Center, a 100-bed acute care hospital located at the intersection of Johnnie Dodds Boulevard and

BY TOM DMYTRIIV

Bowman Road in

Mount Pleasant, South Carolina, has been serving the healthcare needs of East Cooper residents since 1986.

Owned by Tenet Healthcare through its subsidiaries, the hospital strives to be the primary healthcare facility in the area, providing a myriad of services including women's care, general surgery and diabetes care.

East Cooper Regional Medical Center, which is accredited by the Joint Commission on the Accreditation of Healthcare Organizations, has earned a spot in the Tenet Healthcare Corporation's Circle of Excellence, which honors Tenet hospitals that have performed at the highest levels in the benchmark areas of quality, service and operations. Key factors determining the selection process are patient, physician and employee satisfaction reviews, clinical quality services and financial performance.

Another impressive line on East Cooper's resume is that in 2005 it was the first South Carolina hospital to be recognized for service excellence under the J.D. Power and Associates Distinguished

Hospital Program. This award was determined by comparing the results of a random survey of recently discharged patients with national standards established by J.D. Power's National Hospital Performance

"... it is not surprising that the East Cooper Medical Center is casting an eye toward expansion."

Study. Only 20 percent of hospitals nationwide qualify for the honor.

East Cooper Regional Medical Center performed extremely well nationally in the speed and efficiency of care delivered care to patients, in doctors' coordination with nurses and in the availability of doctors.

East Cooper also was rated highly for the emotional support its staff provides, especially regarding the trust and confidence in doctors' skill levels and in how hospital personnel deal with its patients and families.

When patients were asked to rate their most recent hospital stay, 60 percent indicated that their trust and confidence levels had increased.

With such an enviable record, it is not surprising that the East Cooper Regional Medical Center is casting an eye toward expansion. A new \$160 million, 140-bed hospital to be located adjacent to the current hospital is slated to open in 2010. The state-of-the-art facility will provide services including general surgery, around-the-clock emergency care, orthopedics, imaging and diagnostic services and many other specialties. It will also include space for an ambulance helicopter to land and take off.

As the Mount Pleasant area continues to grow and thrive, it is indeed comforting to know that the community's healthcare needs are in the capable hands of the East Cooper Regional Medical Center. 🏠



East Cooper Regional Medical Center, which has been honored by Tenet Healthcare Corporation's Circle of Excellence, is expanding to meet East Cooper's growing needs. Photo by Norman LoRusso.

Faster Fitness in 30 Minutes, 3 Times a Week. Guaranteed Results.

One-on-one Personal Training Ensures Success.



Too busy to exercise? Well... you're not alone. What if it took only thirty minutes, just three times a week to see great results? Faster fitness in just thirty minutes requires a unique exercise routine. The key to our success is a short-circuit training program with your own personal trainer. That's right, at Faster Fitness studios it's one-on-one, just you

and your trainer. With only three, thirty minute sessions a week you'll notice improved muscle tone, aerobic fitness and flexibility. **Do you have 30 minutes three times a week to invest in YOUR faster fitness?**



Call now for your free personal fitness profile, or register on our website.

www.fasterfitness.com

STUDIO ONE
155 Market St. – Charleston
722.1111

STUDIO TWO
730 Coleman Blvd., Suite 1 – Mt. Pleasant
971.0903

STUDIO THREE
103 B. South Main St. – Summerville
875.2504

FASTER FITNESS

Health ... faster.

WHETHER YOU consider exercise programs to be the wave of the future or a waste of time, you can't help but be

BY STACY E. DOMINGO

impressed by Faster Fitness and its innovative way of providing the tools of maintaining a healthy lifestyle.

Faster Fitness earned the 2007 NOVA 7 award from Fitness Management magazine for its Web-based fitness software, "FitPoint."

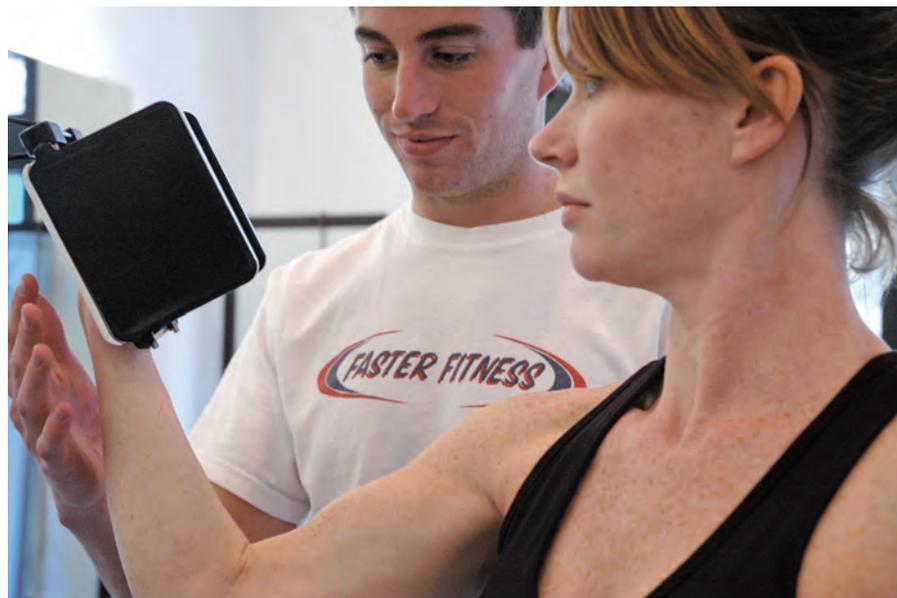
"FitPoint lets us know if people are making progress," explains Chris McNeil, president of Faster Fitness.

He explains that workout information is entered into a computer by trainers; the client follows the pre-programmed plan; and the trainers monitor the client's achievement. All programs are 30 minutes long and, he says, "The results are guaranteed."

If this sounds too good to be true, consider that Faster Fitness has produced positive results since its inception in 2000. The secret to the company's success lies in the FitPoint program, which allows clients to go online at any time to gauge their performance, view information on nutrition management and compete in a "points" game against other clients.

Faster Fitness provides free personal fitness profiles that outline goals and clear expectations of what the individual can accomplish through the program.

"We study people who are suc-



cessful at long-term weight management," says McNeil, "and we use that information to help create profiles for other clients."

McNeil points out that people

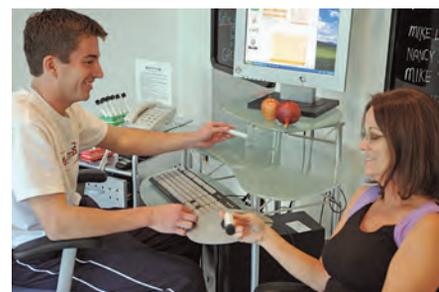
"All programs are 30 minutes long and ... 'the results are guaranteed.'"

who fail to attain success in their fitness programs are those who have "joined regular workout centers and are lost in the mix and have not achieved their weight goals or diet issues or are under time constraints." Clients of Faster Fitness, on the other hand, can expect a very effective, brief workout.

Each client is assigned to a trainer, and sessions are semiprivate, with only a few other patrons present at the same time. All sessions are scheduled in advance, which holds the client accountable to the appointment and acts as motivation, McNeil says. The studios are small, private environments "that enable you to flow through the program without fighting crowds for equipment and without the sometimes strange social dynamics of commercial health clubs," he adds.

If you would like to learn more about Faster Fitness and its award-

winning FitPoint program, visit them www.FasterFitness.com. Faster Fitness has three locations: downtown Charleston, Mount Pleasant and Summerville. 🍌



In today's hurry-up world, even fitness has become faster. Faster Fitness customizes 30-minute workouts for their clients and guarantees results.

Car + Home =
BIG SAVINGS

When you combine State Farm® Car Insurance and Homeowners Insurance, you'll save money with our discounts. Contact a State Farm agent today or visit statefarm.com® and start getting the coverage and discounts you deserve.

Discover how at State Farm you don't have to pay more to get more :



Charles Chitwood, Agent
905 N Main Street, Suite 100
Summerville, SC 29483-6600
Bus: 843-871-1154
charles.chitwood.bw2l@statefarm.com



Tony Pope, Agent
1661 N Main Street
Summerville, SC 29483-7804
Bus: 843-851-2222
tony.pope.cumu@statefarm.com

LIKE A GOOD NEIGHBOR



STATE FARM IS THERE.®

Providing Insurance and Financial Services

Discount only applies to homeowners insurance when car insured by State Farm Mutual: State Farm Mutual Automobile Insurance Company (Not in NJ), State Farm Indemnity Company (NJ)—Bloomington, IL. Homeowners Insurance: State Farm Fire and Casualty Company, State Farm General Insurance Company—Bloomington, IL; State Farm Florida Insurance Company—Winter Haven, FL; State Farm Lloyd's—Dallas, TX.