

# Spinal Business Moves to Spine of Cordova

**Spinal Health Care  
Associates to open  
June 25 near  
Germantown Parkway**

ERIC SMITH/The Daily News  
Friday, June 15, 2007

In about a week, when the doctors of Spinal Health Care Associates PC move to their new \$2 million Cordova home, they won't be very far physically from their old locale - less than a mile, in fact.

But the shiny, state-of-the-art building will be worlds apart in terms of space and amenities.

Spinal Health Care will open its doors at 8132 Cordova Road June 25. The facility - twice as big as their old one at 1025 Cordova

Station - is at the corner of Cordova Road and Country Village Drive and within sight of heavily trafficked Germantown Parkway.

Doubled workspace won't be the only change for Spinal Health Care. The 9-year-old chiropractic firm will be joined in the 12,000-square-



**NEW DIGS FOR DOCS:** A new facility for Spinal Health Care Associates PC at 8132 Cordova Road is nearing completion. From left are Len Hester of Grinder-Haizlip Construction Co. Inc., and doctors Rock Wooster, Raj Banerjee, Jason Coleman, Mike Holliman and Erskine Williams. -- PHOTO COURTESY OF LINDA BOURASSA

**Spinal Health Care Associates PC,  
Physicians First PC and  
Memphis Medical Rehab Center.**

8132 Cordova Road  
751-0939

foot building by a pair of partner businesses, Physicians First PC and

Memphis Medical Rehab Center.

The trio of practices will operate in conjunction with each other.

"It's kind of like three clinics in

one," said Dr. Rock Wooster, who runs Spinal Health Care.

**Conversation becomes reality**

This move stems from long-standing talks between Wooster and Michael Holliman, who has operated his own chiropractic office, Physicians First in the Apple Tree Center at Mt.

Moriah and Hickory Hill roads since 1996.

For years they've discussed the idea of joining forces, and with their practices bursting at the seams, the time seemed right.

As partners, they'll go beyond the standard fare of back work by offering complete chiropractic care along with physical therapy, massage therapy, respiratory therapy and even sleep studies.

"By combining practices, it's going to be a tremendous benefit for the patient," Holliman said.

Along with Wooster, Spinal Health Care is run by Dr. Jason Coleman, Dr. Fred King and Dr. Raj Banerjee.

Continued....

## Spinal Health Care Associates...continued

Holliman's partner at his practice is Dr. Erskine Williams. And Memphis Medical Rehab Center is run by Dr. James "Bo" Adams.

Those seven doctors will staff the clinics, while Wooster, Holliman and Coleman will own the building.

Spinal Health Care, Physicians First and the Memphis Medical Rehab Center will open the morning of June 25, a Monday that will surely follow a hectic 48 hours of shuffling equipment up the road to the new digs.

Fortunately, they'll be able to do that without disrupting business.

"We're going to be moved over a weekend," Wooster said. "We won't have to shut down any treatment time at all."

When asked who would handle all the heavy lifting, the doctors showed their lighter side.

"Dr. Coleman's going to do all that," Holliman said with a laugh.

### Functional space

Construction on the medical building began in February, although the doctors bought the land in April 2006 and spent about six months with architect Brian Bullard of UrbanArch Associates getting the specs just right.

"They (UrbanArch) came and looked at our facility here and just kind of expanded on what we had," Wooster said.

One of the biggest expansions for Spinal Health Care will be the parking lot, which will grow from 17 parking spaces to 87, a much-needed addition with up to 800 patients

expected to visit the clinics each week.

The right side of the building will house the massage therapy; three therapists will staff the clinic in the beginning, although there's room for up to 10. The middle section will be for general practice - offices, doctor areas, exam rooms and a digital X-ray machine. And the left side of the clinic is designed for rehab services.

The practices will occupy 8,000 square feet of the building with two 2,100-square-foot spaces on each side available for lease. The doctors said they are thrilled with the building's layout.

"We could have built a rectangle-shaped building, but this building is more angled on the corner, kind of like a stealth plane," Wooster said.

"We wanted to control the center part of it and have two nice openings on either end for tenants. It will kind of look like a separate building in there, like a condo-office (multi-use) center."

They haven't advertised the available spaces yet, and while they'd be happy with any kind of tenant, a likeminded business would be ideal.

"It would be nice to have a fitness center or something that would complement us," Wooster said.

### Eager to go

The building's general contractor, Len Hester of Grinder-Haizlip Construction Co. Inc., said the doctors wanted something aesthetically similar to buildings Grinder-Haizlip had built on Hacks Cross Road.

"The building is basically a combination of stone, copper, brick and cedar wood materials," Hester said. "It's unique and it kind of brings a French countryside look to the building."

With construction just about complete, even the contractor is eager to wrap things up and let the owners begin using the facility.

"We're ready to get them in there," Hester said. "It's always nice to have the finished product and give it over to them."

As for the doctors, they said they hope patients are aware of this address change. They placed construction-update pictures on the counter of their existing clinic to alert patients to the relocation, but they're not sure everyone has noticed.

"You'd be surprised with how many patients come in and don't even look at them," Wooster said, laughing. "Some of them didn't even know we were moving."

Most important, the doctors said they hope this larger, newer space will give them the chance to let their combined practices flourish.

"We've got visions down the road of even expanding what we've got," Holliman said. "We've just got to get it all pulled together. It's going to be an awesome facility."