

Surgery center brings doctor, builders together

Booming market for 'aesthetic medicine' drives new project

JOHNSTOWN — Growing demand for tummy tucks, Botox treatments, cosmetic dental implants and the like is driving a new, high-end medical center project in Johnstown, about a mile southeast of Northern Colorado's newest regional hospital.



REAL ESTATE
Tom Hacker

An unusual partnership between a Greeley plastic surgeon, a Fort Collins real estate lawyer and one of the region's fastest-growing land-development and construction companies is about to yield the 2534 Medical Campus, a three-building, 33,250-square-foot health care center. Construction will begin this spring on the first building, one that will combine a sophisticated surgical center with bed-and-breakfast-style accommodations for patients who stay overnight.

"People are demanding higher-end medicine," said Denis Gonyon, the plastic surgeon who plans to link with other "aesthetic medicine" providers in filling out the three buildings.

In his early 30s, Gonyon is among the

youngest doctors on the staff of Greeley Medical Clinic, the practice he joined two years ago after completing a cosmetic surgery fellowship at a prestigious plastic surgery center affiliated with the University of Texas.

Gonyon's collaborators in the venture are Fort Collins-based Brinkman Partners, ranked No. 1 on the *Business Report's* Mercury 100 list of fastest-growing companies last year, and Jeff Johnson, whose law practice is closely focused on real estate.

Seeking a location close to the newly opened Medical Center of the Rockies in Loveland, Gonyon first investigated leasing space in medical office buildings directly adjacent to the hospital.

The shopping trip for office space evolved into one for land, and the partnership found 2.5 acres at the 2534 mixed-use development southeast of the Interstate 25 junction with U.S. Highway 34. The tract is just southwest of Colorado Rehabilitation Hospital.

"I wanted to have something that was a lot nicer than what was available," Gonyon said. "I don't want a red brick building with a metal roof."

The project partners enlisted Fort Collins architect Matt Rankin to design the \$3.1 million, 12,000-square-foot building that will house Gonyon's practice. Meanwhile, interest from other physician groups is building, as the market for elective fee-for-service medical procedures grows.

Women, and a growing number of men, are lining up for cosmetic surgeries in record numbers. Nearly 10 million Ameri-



Courtesy Rankin Architects

AESTHETIC MEDCENTER — The two-story, tile-roofed building that will be the first of three at the 2534 Medical Campus in Johnstown will house the practice of Greeley plastic surgeon Denis Gonyon, and feature a state-of-the-art surgical suite paired with bed-and-breakfast accommodations for patients staying overnight.

can women paid for cosmetic procedures in 2006, a 55 percent increase in six years. Another 1.1 million men were treated.

As the baby-boomer wave begins to crest, the numbers will go higher.

"It's a huge shift in demographics and in income," said Paul Brinkman, principal of Brinkman Partners. "Texas and California have seen a real boom, and now we're starting to see it here. It's another sign of the maturing of the region."

Gonyon said other aesthetic medicine specialists, including colleagues in Greeley's medical community, have shown interest in the Johnstown project and likely

will be investing in the two buildings scheduled for the second phase of the 2534 Medical Campus.

"I've heard from three groups of physicians who have expressed interest and who would be a good fit," he said. An oral surgeon, whose practice would require use of the surgical suite that Gonyon will build, and a dermatologist are among the interested parties.

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