



Jack Diamond, a partner at Akron law firm Brennan, Manna & Diamond, is leading the development of a luxurious medical institute at the historic Greenbrier Resort in West Virginia. RUGGERO FATICA

A MEDICAL INSTITUTE'S SPECIAL TREATMENT

Akron lawyers spearheading development of \$250M Greenbrier health care resort in W. Va.

By **TIMOTHY MAGAW**
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Akron attorney Jack Diamond has developed hundreds of millions of dollars of health care projects, but his latest venture is unlike anything he's touched before.

Indeed, it has been dubbed a "medical Disneyland."

Mr. Diamond and Mark Krohn,

both partners at the corporate law firm Brennan, Manna & Diamond in Akron, are leading the development of a "medical institute" at the historic, 6,750-acre Greenbrier Resort in White Sulphur Springs, W. Va., with the first phase of the project set to cost \$250 million. Other projects Messrs. Diamond and Krohn have helped develop include a multi-million dollar medical center near

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By **CHUCK SODER**
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By **JAY MILLER**
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Cuyahoga County tive Ed FitzGerald is to close the door capricious pay and practices he inherits he expects to sa county a half-million dollars in the process.

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Resort: Center to serve patients seeking elective care

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Houston and a hospital for the Loma Linda Health System in Temecula, Calif.

The idea behind the Greenbrier project is to assemble the world's finest doctors and to attract patients from around the globe who want top-notch medical care in a luxurious resort setting.

"There's more of an interest than people think because no one has ever tried resort-based medicine," said Mr. Diamond, CEO of the Greenbrier Medical Institute and president of the Akron law firm.

"It's going to open the box," Mr. Diamond said. "Doctors like this idea that they might be able to practice medicine at a resort."

Slated to open late next year or in early 2013, the first phase of construction includes a sports medicine center, a cosmetic surgery and lifestyle enhancement academy, a sports performance and training facility, and a boutique hotel with 20 suites.

"The truth is that it's an experiment," Mr. Diamond said. "We don't know if it'll work. And if it works, it'll spur a whole new type of health care."

The developers shopped the concept outside the country in locales such as London and Saudi Arabia, but Greenbrier owner Jim Justice, a billionaire coal executive who bought the resort out of bankruptcy in 2009, saw the potential and agreed to finance the medical institute initiative.

The Greenbrier's roots lie in medical care, when more than 200 years ago people visited the resort to improve their health by soaking in the sulfur springs. During World War II, the resort served as a hospital for

the U.S. Army. The latest development, which has been in the works for more than a year, only builds on that history, according to Dr. Thomas J. Graham, chairman of Cleveland Clinic Innovation — the commercialization arm of the Cleveland Clinic — and the health system's vice chairman of orthopedic surgery. He pitched the idea to Mr. Justice.

"The Greenbrier had a strong but dormant history as a health care destination, and I brought that idea to Mr. Justice's attention, and he then embraced this idea and allowed me to be integral in the initial development," said Dr. Graham, who worked on the Greenbrier project before

joining the Clinic in August 2010.

The fully formed concept behind the five-building project was hatched by Mr. Diamond, Dr. Graham and Dr. James Andrews, a well-known orthopedic surgeon with sports medicine practices in Alabama and Florida.

A healing environment

Mr. Diamond said the institute is designed to attract patients requiring some sort of elective care rather than those with immediate medical needs. He noted the Greenbrier, for one, could provide the right setting for someone receiving several months of treatment for chronic diseases such as diabetes or heart disease.

The Greenbrier's amenities include several restaurants, a 40,000-square-foot spa, an 89,000-square-foot casino that opened last year, and dozens of recreational activities, including three 18-hole championship golf courses.

"People are looking at the value and outcomes of health care and the fact that it might be done differently at a medical destination like Greenbrier than an acute care location like a hospital in their neighborhood," Mr. Diamond said.

Also, bringing together the medical experts would allow the institute to develop a global "think tank" to spur further medical research and innovation, according

to those involved with the project. "Right now, anything that promotes creative thought in medicine about the delivery of care, fiscal responsibility, and the types of products and processes that can extend life, I applaud," the Clinic's Dr. Graham said.

Dr. Graham and Mr. Krohn said they wouldn't identify any of the parties with which they are negotiating in the medical field to bring to Greenbrier, but noted that many of the heaviest hitters in health care would be involved in the project.

"We're in active discussions with physicians, health care administrators and providers, consultants, large public companies in the health care space, you name it," Mr. Krohn said. "It's a large undertaking and involves a lot of discussions and negotiations with just the right partners." ■

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