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VITA, A GROUNDBREAKING WELLNESS, SPA AND LIFESTYLE FACILITY
FROM HENRY FORD WEST BLOOMFIELD HOSPITAL**

***Vita is the First Wellness Facility in a U.S. Hospital
of such Significant Size, Caliber and Services***

DETROIT and ATLANTA – Michigan’s new Henry Ford West Bloomfield Hospital houses a truly innovative and one-of-a-kind wellness facility that provides a model for affecting positive change in healthcare. Vita serves patients, their families and the community as a one-stop shop of wellness and preventative care focused on a life-long approach to wellness.

“Vita at Henry Ford West Bloomfield Hospital sets the benchmark for the future of preventative care in the United States. A rarity in healthcare – Vita’s staff truly affects change through spending quality time with patients and providing valuable education to them,” said Henry Ford West Bloomfield Hospital President and CEO Gerard van Grinsven.

Named after the Latin word for “life,” Vita bridges exceptional traditional medicine with complementary medicine to create the ideal conditions for sustained wellness. Every program, each integrative therapy and all classes have gone through a rigorous review by a comprehensive scientific committee made up of Henry Ford physicians, scientists, nurses and other care professionals, making sure each experience within Vita is safe and suited to fit patients’ needs.

In addition, Vita’s specially trained health and healing professionals work with a patient’s existing health care providers to create customized programs to help them reach their greatest health potential. “This collaborative approach to wellness empowers the health care team to eliminate redundancy and embrace integrative wellness,” added van Grinsven.

Vita is part of one of the most advanced health care facilities in the United States, the new Henry Ford West Bloomfield Hospital. The hospital’s unique offerings include:

- All 300 beds are in private rooms, with windows overlooking a pond and landscaped courtyards. In addition, all rooms have a bed for a family member to spend the night
- Called “smart rooms,” each patient room is fitted with a flat panel television where patients can access educational shows related to their particular illness
- All patients have Internet access
- Patients may order meals and beverages of their choice at any time
- Each floor of the four-story hospital contains family-oriented rooms (beds, tables, kitchen facilities) for those families who need to stay for extended periods of time

Vita offers 8,000 square feet of relaxing amenities including:

- Mind/body wellness studio

- Cardio fitness evaluation area
- Nutrition counseling office
- Behavioral health room
- Meditation room
- Eight rooms for traditional wellness services, including a hydrotherapy tub room
- Special services room
- Whirlpool, sauna and cold shower circuits
- Locker rooms
- Relaxation lounge
- Live Well Shoppe
- Henry's Restaurant

“Vita is a completely innovative approach to health care that combines traditional Western medicine with Eastern philosophies, healing treatments, and educational opportunities for women, children and families. Because this was such a revolutionary undertaking, we chose Creative Spa Concepts as our partner based on their respected reputation in the luxury, hospitality and wellness industries,” added van Grinsven.

Creative Spa Concepts Founder and President Mindy Terry added, “It is such a privilege to work with such an esteemed company as Henry Ford West Bloomfield Hospital. Vita is a pioneering and important project that will serve as a model for the future of healthcare and wellness. It’s an honor to be involved with a project of such significance for future generations.”

Creative Spa Concepts shaped Vita’s individual services and group classes/activities. Individual services include:

- Vita Restore – a series of classes, consultations, integrative healing methods and healing treatments. Significant topics include stress solutions, how to sleep well, pre/post-natal nurture, managing menopause, weight wise and teen power
- Vita Lifestyles – this series includes health coaches to assist in developing a wellness plan including a fitness routine, regular health screenings and a healthy, organic approach to eating
- Vita Body – includes Acupuncture and Traditional Chinese Medicine, chiropractic services, biofeedback and several types of healing massage
- Vita Skin – healing facials for all skin types, including men and teenagers; body treatments and baths
- Vita Silhouette – body treatments designed as a component of any contouring or weight loss program
- Vita Mom – safe and effective treatments to help ease the discomforts of pregnancy as well as restore and renew the body’s pre-pregnancy form
- Vita Specialties – includes wig and make-up consultations for those who are undergoing treatment for cancer

Group classes/activities include:

- Vita Move – available as group classes or individual training sessions, the opportunities range from many types of yoga (for babies, kids, moms-to-be, cancer patients and survivors), Pilates and Zumba® Dance
- Vita Living Classes – offer the opportunity to learn from Henry Ford West Bloomfield’s health specialists on topics such as parenting, childbirth, disease prevention and advances in therapies for cancer treatment, cardiovascular disease and diabetes
- Vita Support – support groups including Livewell with Cancer, Weight Wise and Heart Mates

About Vita at Henry Ford West Bloomfield Hospital

Vita is a groundbreaking wellness and lifestyle facility housed inside Michigan's Henry Ford West Bloomfield Hospital. Opened in March 2009, Vita is the first wellness facility in a U.S. hospital of such significant size, caliber and services. Through a life-long approach to wellness, Vita is a truly innovative and one-of-a-kind facility that dramatically enriches the physical and mental health of women, children and families. Complete details on Vita may be found online at www.henryfordwestbloomfield.com/vita.

About Creative Spa Concepts

Creative Spa Concepts is a highly respected full-service spa consulting firm that specializes in all aspects of new development and ongoing operations. CSC's consultants represent more than 100 collective years of experience in the wellness and hospitality industries. CSC stands out from all other spa consulting firms because each consultant has developed, led or been an integral part of guiding spas to national "Top Ten" status including the rankings in *Condé Nast Traveler*, *Luxury SpaFinder* and *Spa* magazines. In addition to working with Henry Ford Health Systems, CSC's experts have worked for and with prestigious companies including Ritz-Carlton, Wynn Resorts and Four Seasons Hotels. Additional details are available on www.creativespaconcepts.com.

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