

CF UroGynecology to open its new facility on Eyster in Rockledge

By Ken Datzman

ROCKLEDGE — With her practice growing, Dr. Marj Sprock, a fellowship-trained urogynecologist, made a bold business decision last year that's helping uplift commercial construction in the region. And it's happening at a time in the recovery when that building sector needs traction.

As an independent practitioner, her decision also shows long-term confidence in the health-care market.

In the face of the swirling Patient Protection and Affordable Care Act, which has created uncertainty for health-care providers, businesses, and general contractors that cater to the medical-office sector, Dr. Sprock felt it was the right time to invest in her own practice facility.

Standing on the sideline, "fiscal cliff" and all, was not for her.

As a businessowner-physician, she made an investment of more than \$1 million to position her practice years into the future and set in motion a plan for construction of a new custom-built facility, more than doubling the size of her current office.

"We are a service-oriented practice and you cannot offer the service without having the proper facility and the space to do so," said Dr. Sprock, the founder of Central Florida UroGynecology, whose practice employs eight people.

"From a business perspective, you have to have a sense of what people desire and want. So we took the step to move forward on constructing the building. We're taking on some risk, yet we're very optimistic about the future growth of the practice," she added.

Dr. Sprock is certainly not alone when it comes to optimism among women entrepreneurs.

A new survey released in February by the National Association of Women Business Owners found a pervasive sense of "economic optimism," including a prediction by 85 percent of the members that more women will become entrepreneurs in 2013 than in past years.

In general, the "State of Women-Owned Businesses" survey found that the large majority (81 percent) were optimistic about their company's overall performance for the year ahead.

The members also plan to invest more (38 percent) or the same (54 percent) in hiring this year than they did in 2012 — a positive sign for the economy.

"We think it's going to be a good year for our practice," said Dr. Sprock, who is originally from Holland and is one of only a small number of physicians around the nation specializing in



BBN photo — Adrienne B. Roth

Dr. Marja Sprock, who founded Central Florida UroGynecology three years ago, has invested in the construction of a new 6,000-square-foot practice facility that is on track to open in mid-May at 101 Eyster Blvd. in Rockledge. The new building, a design-build project by general contractor CDMA of Rockledge, is more than double the space of Dr. Sprock's current office. An independent practitioner, her business employs eight people. "We're growing. We need the space to spread out." She plans to host a community open house to show off the building.



Central Florida UroGynecology

Continued from page 1

urogynecology. “We continue to add new services not only for women but also for men in the area of cosmetic procedures.”

Presently housed in a leased 2,800-square-foot facility at 1009 Harvin Way, Suite 110, Central Florida UroGynecology will be moving into its new 6,000-square-foot building on Eyster Boulevard in mid-May.

“This is a dream come true,” said Dr. Sprock, enthusiastically, who started her practice three years ago.

“I have been driving by the building every morning watching it go up. This is a huge advancement for the practice. We have grown a lot and really need the space to spread out.”

Central Florida UroGynecology plans to host a community open house to show off the building from 4 to 8 p.m. on Thursday, May 16. “Anyone who wants to see the facility is welcome. We will not be seeing patients during those hours,” she said.

The one-story building is located on the corner of Eyster Boulevard and U.S. Highway 1. It’s a prime piece of real estate in that area, at 101 Eyster Blvd.

“It even sounds like a fancy address. It’s a perfect location that is going to give us a lot of visibility. Being on the corner, everybody will know where we are located. There will be signage on the building and on the roadway,” said Dr. Sprock, who singled out the City of Rockledge for its efforts in helping make the project a success.

Her practice is situated in an expanding medical hub, in and around Eyster Boulevard.

Dr. Dennis Carmody (a longtime area dentist), Pediatrics of Brevard, The Eye Institute for Medicine and Surgery, and S&A Acupuncture are some of the practices near the new Central Florida UroGynecology facility.

Dr. Sprock is working with Keith Brockhouse, president of CDMA, a design-build company in Rockledge specializing in the commercial market. He’s also the managing member at Murrell Development Group.

“Keith was able to do the deal to secure the land for the building. He’s fantastic to work with and has been in the business for a long time. I think we started with the land in September and the construction project has been moving along at a fast pace.”

Her facility is on an acre in the small, wooded development on Eyster “that looks like a little nature preserve.” There are several other lots in the development.

Dr. Sprock said this was her first experience working a commercial-construction project. What has she learned?

“Surround yourself with a good team of professionals — people who know their fields and can work well with others on a project. From this experience, I can recommend Keith Brockhouse.”

A graduate of the University of North Carolina at Chapel Hill with a bachelor’s degree in philosophy and economics, Brockhouse has worked in his industry for more than 25 years.

He is chairman of the North/Central Advisory Board of the Salvation Army.

Dr. Sprock did the interior-design scheme for the building herself. She picked “bright, uplifting colors” for the interiors including orange-peach, yellow, green and beige. “This is like kaboom! And people love it.”

Dr. Sprock describes the exterior color of her new facility as a “little darker than sand. It resembles the chocolate ice cream at Del’s Freeze. I think that is an accurate description. Everyone goes to Del’s for ice cream.”

In business for more than 40 years, Del’s is on North Harbor City Boulevard in Melbourne.

Dr. Sprock also likes to use tulips to decorate an office or home. She grew up near Amsterdam. Holland is known for its tulip season. The weather there is suited to tulip growing, with cool springs.

“I like to go there in April,” she said. “The tulips are beautiful, so colorful. I just love tulips.”

From mid-March to the end of April the tulips transform large parts of Holland into a colorful patchwork, she said.

Another one of her hobbies is swimming. Dr. Sprock is a distance swimmer and often workouts with her four children. “I typically swim every morning, Monday through Friday. I swim more than a mile every day.”

She added, “I run a little with the kids and sometimes compete in a triathlon. And I really love snow skiing.”

Swimming is a good way to get regular aerobic physical activity. “It works so many muscles.”

Just two and half hours per week of aerobic physical activity, such as swimming, bicycling or running can decrease the risk of chronic illnesses, according to the U.S. Department of Health and Human Services’ “Physical Activity Guidelines for Americans.”

Dr. Sprock’s team for her project also includes veteran PNC banker Chris Pavey, who made the construction loan for the new building.

“Chris was very responsive. It was a ‘straight up’ commercial-construction loan. They looked at my business and liked the numbers.”

The American Bankers Association has just released a series of tips to help small-business owners best position themselves to obtain bank loans.

- Get to know bankers at several financial institutions in your community.

- Be able to articulate your firm’s “value proposition” to its target markets and your business plan to reach them.

- Think like a banker. Understand the risks of operating in your industry.

- Develop at least two ways to repay the loan.

- Don’t ask for loans that should be funded with equity injections. Bankers aren’t paid to take equity risks; they’re paid to make loans that will be repaid on time.

Office-related construction spending seems to be making a slow but steady comeback in select markets in the U.S. and is being paced by job growth in professional and business services.

Those two areas — professional and business services — led the way in job creation in 2012, according to a report by the Associated Builders and Contractors Inc.,

a Washington, D.C., trade organization.

Central Florida UroGynecology treats women for urinary, fecal, and cosmetic gynecology problems.

Also, Dr. Sprock has expanded her business into the select cosmetic-procedure arena, mainly in the areas of slimming and fat removal, for both women and men.

At a conference she attended, Dr. Sprock learned of a new piece of equipment that helps people get rid of unwanted fat. The procedure is non-invasive and requires no anesthesia. There is no “downtime” either.

Central Florida UroGynecology purchased an “i-Lipo” machine, which has been approved by the U.S. Food and Drug Administration. The body-shaping and cellulite-reduction technology is touted as offering convenient, safe, and pain-free body contouring in as little as 20 minutes.

The laser procedure offers patients an “effective” means to achieve immediate and measurable inch loss, said Dr. Sprock.

“The machine was featured on the ‘Dr. Oz’ show and we’re seeing really good results,” said Dr. Sprock, who performed her residency training in obstetrics and gynecology at Henry Ford Hospital in Detroit, where she also completed her fellowship in urogynecology.

This approach to fat reduction can be used year-round on all skin types.

Clinical studies have confirmed the efficacy of i-Lipo. All parts of the body can be treated where fat is stored, including the waistline, thighs, arms, legs, and even under the chin.

“There are people who workout on a daily basis and still have fat areas they can’t get rid of,” she said.

According to Chromogenex, the U.K.-based developer and manufacturer, i-Lipo is the first direct-skin contact-laser device designed for fat reduction and body contouring to receive FDA approval for “circumferential reduction.”

Based on results from a recent double-blind, placebo-controlled, randomized study of 34 volunteers, the FDA found that more than 70 percent of participants experienced significant inch loss, thus validating the use of i-Lipo to target specifically chosen anatomical areas for fat reduction.

The results represented more than double the percentage difference for meeting “significant results” as defined by the FDA.

With the opening of the new facility on Eyster Boulevard, Dr. Sprock said her practice has purchased a second i-Lipo machine that is even more advanced than the initial product.

The new “i-Lipoxcell” represents third-generation technology from Chromogenex, a world leader in laser innovation. The latest machine incorporates four technologies for “intelligent body-fat analysis and measurement,” including radiofrequency for skin tightening.

“We will have i-Lipoxcell at our practice in about six weeks. We are on the cutting edge with this technology. We’re well positioned to grow the practice with our new facility and our emphasis on patient service. This is an exciting time for us,” said Dr. Sprock.