

A Gym Where Everyone Knows Your Name

“OUR MEMBERS ARE PART OF OUR FAMILY. WHEN YOU WALK THROUGH THE DOOR, WE WANT TO KNOW HOW YOU ARE DOING. WE CARE ABOUT YOU.”

BY FARRAH PILEGGI

“Where everyone knows your name, and they’re always glad you came.” The lyrics of the popular theme song from the 80’s sitcom, Cheers, ring in my ears when talking to Kathie Flynn about Focus Fitness exercise salon. Cheers was about a bar in Boston, and literally when patrons would walk in, everyone including the bartenders would shout out a friendly greeting. This is the best way to describe what the atmosphere will be at the new Focus Fitness gym, but with protein shakes and nutritional food plans instead of beer and wings. ➤

Kathie Flynn, Office Manager and Marketing Director at Garden State Spine & Pain Institute, is extremely excited for Focus Fitness to open their doors. Having worked with Dr. Raj Gupta, founder of Soul Focus, for several years, Flynn whole-heartedly believes in Dr. Raj’s DREAM (Diet, Rest, Exercise, Adjustments, Mental attitude) philosophy.

Focus Fitness, the gym that will be located in the new Soul Focus Building, a 16,000 square foot wellness center soon to open in Eatontown, stands out from other gyms for many reasons. First, all amenities are included in the price of membership. That means bottled water, towels, shampoo, conditioner, cotton swabs, everything. The key difference however, is that each member will be known personally, and it is this personal attention, Flynn explains, that creates an intimate, caring environment. Members will not just be swiping a barcode keychain and heading to their workouts.

“Our members are part of our family. When you walk through the door, we want to know how you are doing. We care about you.” Flynn says.

Walking into a gym can be an intimidating first step for people who don’t know how to have a healthy lifestyle, and according to a New York Times report, almost 34 percent

of adults are obese in America. When it feels as though all we have to choose from today is big-box or supersized gyms, there is comfort in an intimate, luxurious environment. Especially for those that are losing the battle of obesity and poor nutrition that plagues us all today.

Aside from offering individual personal training with licensed trainers, Focus Fitness will also offer small, intimate personal training groups. A great concept that capitalizes on the motivation we get from friends and family.

Flynn explains, “Groups of three or four people can sign up. The great thing about this is that if you don’t feel like going that night, your partner can hold you accountable because they are going and expect you to go.”

Since Soul Focus will include a full service spa, gym and the conservative and gentle pain management from Garden State Spine & Pain Institute, doctors and physical therapists will be on the floor along side gym members. As each member joins, a customized plan will be created for them and maintained upon with a full progress report. Members’ progress will also be discussed in weekly staff meetings. The staff at Soul Focus will constantly be evaluating itself to make sure each member is happy with their results—something that is lost in the mass membership gyms of today. Focus

Fitness will limit the number of members it allows, keeping the atmosphere intimate and personal.

Dr. Raj Joshi, a physical therapist at Garden State Spine & Pain Institute, is also looking forward for Soul Focus to open. “Opposed to going to regular gyms, at Soul Focus, physical therapists can work more closely with their patients while they work out to oversee and prevent injury.”

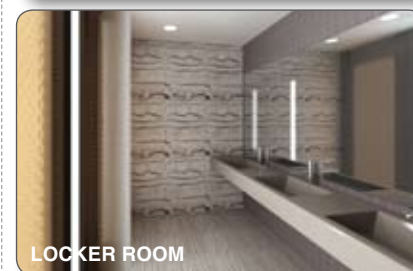
Dr. Joshi can sympathize with the importance of this personal care, having two knee surgeries after high school due to injuries sustained playing sports. After undergoing physical therapy, it was then he realized he wanted to be a Physical Therapist. Having recently graduated from the University of Medicine and Dentistry of New Jersey (UMDNJ) with his doctorate, he is excited for his future at Soul Focus.

When asked why she loves working with Dr. Raj and the staff, Kathie Flynn said, “I am just a healer. I simply love helping people.”

It is this healing attitude of Flynn, Joshi and others at Soul Focus that will create an environment of balance and harmony. Wellness is at the forefront of each staff member’s mind and their focus is truly on you. ■



GYM



LOCKER ROOM



DR. RAJ GUPTA
Got questions? Just want to say Hi? ... email me! Drraj@gardenstatespine.com



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