

TMI SUSTAINABLE AQUATICS PRESENTS

Dedham Health & Athletic Complex

INFO@TMIAQUATICS.COM | WWW.TMIAQUATICS.COM | 1-800-818-8266

Interview with Lloyd Gainsboro, Owner

Dedham Health & Athletic Complex is a premier Health and Wellness Facility in the Northeast, offering activities for all ages and fitness levels, including adult fitness, family fun, outdoor recreation, and medical wellness programs. Dedham Health was the first Medical Wellness Center to be recognized by HHS (Health and Human Services) in Massachusetts. The facility was built in 1978 with a gym, racquetball and tennis courts which they expanded over time. Today, their offerings include multiple swimming pools and a physical therapy department with orthopedics, chiropractic, acupuncture a spine center and podiatry along with cardiac rehab and two medical clinics which include MRI's and Xray facilities with Ultrasound.



Today, Dedham has 3 indoor pools; their outdoor pool is a unique design with zero entry, wave pool and slides. This addition was so innovative and successful that it eventually became a separate membership generating \$1.4M per year. Likewise, the success of their Lifeguard program led to it becoming the blueprint for an independent Lifeguard Training Program.

Lloyd and Roberta Gainsboro have always been visionaries, which put them well ahead of the now popular integration of medical

wellness and fitness, and they have pioneered that arena from as far back as 24 years ago. Of course, Aquatic Therapy is also part of their mix, and we sat down with Lloyd Gainesboro to discuss his Aquatics and his long-standing relationship with TMI and why he and Roberta opted for a TMI Salt Pure® pool as far back as 2007(18 years ago).



"Firstly, regular chlorine smells terrible, and we don't believe it's the best kind of water to have children (and adults) spending time in. We believed that Salt Water was a much healthier alternative, and, after all, we are a Health Club. This is true, especially in an enclosed environment. When outdoors there is not quite the same detrimental effect on breathing and the respiratory tract as there is with an indoor pool. When we added the TMI Low Pressure Salt Synergy® UV system a few years in, that did as much to clear the air as the Salt Pure® system did in the beginning. It's the best combination!"

"For durability of equipment, I give you a 12 out of 10. For your support, I give you the same. You are not just a vendor, you are a partner and we are always loyal to our partners. Our members love our water; we use it in advertising and continually talk about healthy water and no more dangerous chemicals on site. The TMI system helps us attract new and retain existing members. And the savings are phenomenal!"

"My advice to another club owner is make a choice! Run with the pack or distinguish yourself by genuinely helping people and keeping them safe. That's the differentiator. Be different! The TMI automated Salt Pure® and UV systems makes you different!"