

Holistic health center delayed in Gilbert

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By Beth Lucas, [The Tribune](#)

A holistic health center that is key to Gilbert's plans to create a niche health care market won't open this year as anticipated. Plans that need to be approved by the town to build The Celebration Centre for Integrated Healing are under revision.

But its dream is moving forward, developer Sherry Lund said. The center's revised plans will be submitted to the town late this year for an approval process that could take at least three months before ground is broken.

"I think Gilbert will be known as the city of holistic medicine," Lund said. "More people are using naturopathic medicine now than ever. And they will have a choice - that is the nice thing."

The center is planned on five acres adjacent to Mercy Gilbert Medical Center, southeast of Val Vista Drive and Loop 202.

The center would focus on the merging of naturopathic and conventional medicine, and would provide treatment for patients suffering a variety of ailments, such as cancer, heart and chronic diseases. It would include tropical gardens with koi ponds and a picnic ramada. A 200-seat lecture hall would allow doctors to gather for conventions, and will also be used for public education, according to Lund.

The mergers of Western medicine and alternative therapies is growing in popularity among patients and medical associations.

For Lund, a board member of the Southwest College of Naturopathic Medicine, the issue is serious and personal. She said that due to holistic care, her daughter Victoria Lund was able to initially recover from what had been diagnosed as fatal liver failure. Victoria Lund, 36, later died due to her liver condition.

Sherry's husband, Bill Lund, is behind 1,000 acres of development in the vicinity, including Mercy Gilbert and the Santan Motorplex. The Lunds also donated an acre of land to have Hospice of the Valley within the medical center.

The Gilbert Town Council earlier this year approved \$30,000 for a Morrison Institute study to investigate how successful the town could be in creating a health care niche market, specializing specifically in holistic and women's care. The first phase of the study is expected by late October.

Greg Tilque, Gilbert's development services director, said the town wants to attract more than doctors' offices, it wants to bring in uncommon centers, research and manufacturing firms dealing with health care.

"We think it's got a lot of potential," Tilque said. "We want to see if there is more potential out there for specialized medicine, like the holistic healing and women's health."

Practitioners interested in the center can call (480) 607-3443