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## Announcement



### **Midtown Atlanta Gets New Medical Office Space** *Unique design and construction supports new practice initiative for high risk pregnancy mothers.*

ATLANTA, GA, May 7, 2010 – CKW & Associates recently completed the management of the design and construction for See Baby and Brad Bootstaylor, M.D. See Baby is the first high-risk obstetrics medical practice in Atlanta to incorporate a chic upscale spa-like feel within a perinatology office that cares for "high-risk" pregnancy. See Baby office is located at 550 Peachtree Street Suite 1165 at Emory University Midtown Hospital Medical Office Tower.

"This was an exciting and fast paced assignment due to its unique new design and construction requirements," said Todd Cohen, partner with CKW & Associates. "More and more medical businesses and physicians are recognizing the value of hiring a construction management partner to manage their build-out and development projects."

"CKW & Associates was presented with two challenging requirements: 1) to create a novel and aesthetically contemporary diagnostic facility that mimics a spa, and 2) to complete the project in 90 days and on budget" according to Dr. Bootstaylor. "They accepted the challenge after thoughtful review and were able to deliver on both accounts exceeding my expectations. In fact the project came in ahead of schedule and under budget, without compromising the overall goal."

The innovative "spa" practice concept is reflected in the office environment, design and patient experience. See Baby facilities include 3D/4D ultrasound services for a relaxing and exciting bonding experience for expecting mothers and families. See Baby complies with all strict medical design and safety codes.

### **About See Baby and Dr Brad S. Bootstaylor**

Located in Midtown Atlanta, See Baby is uniquely different and has redefined maternity care. The See Baby "formula" helps achieve an unprecedented level of pampering fused with maternity care. With more than 90 years combined experience specific to the field of maternal-fetal medicine has evolved with the creation of a perinatal spa-like facility, designed with the patient in mind. As a board certified Maternal-Fetal Medicine specialist supported by experienced perinatal Sonographers, we are here to provide you with the best maternity care in an attentive and relaxing environment. For more information please call See Baby at 404-223-9306 or visit our website at [www.seebaby.org](http://www.seebaby.org)

Brad S. Bootstaylor, MD, FACOG is board certified in Obstetrics and Gynecology and Maternal-Fetal Medicine by the American Board of Obstetrics and Gynecology. He has been in private practice in Atlanta since 1996. Dr. Bootstaylor received his medical degree in 1988 from the Albert Einstein College of Medicine in New York. He completed his Ob/Gyn residency at St. Luke's/Roosevelt Medical Center in New York City in 1992. He also completed his fellowship training in Maternal-Fetal Medicine and Obstetrical Sonography in 1994 at the Univ. Of California at San Francisco Medical Center Subsequently he spent 2 years as an Assistant Professor of Ob/Gyn at the Beth Israel Medical Center in New York. Dr. Bootstaylor has published several articles on fetal physiology and obstetrical sonography. As an undergraduate he received the Jonas E. Salk Scholarship, and during his active duty for 4 years with U.S. Army Special Forces (Green Berets), he received the Army Commendation Medal. He is a Fellow of the American College of Obstetrics and Gynecology, and a member of the National Medical Association, American Institute of Ultrasound in Medicine, and the Society for Maternal-Fetal Medicine.

