



The Health Club Revolution

There's a new must-have membership on the rise—and its goal is to help you live your best life.



Achieving wellness in 2020 can be a full-time job. There are doctors to see, from the family practitioners and medical specialists (both Western and Eastern, of course) to the acupuncturists, chiropractors, and, *ahem*, the occasional cosmetic experts. But that's only scraping the surface: We take yoga and Pilates, we juice and we cleanse, we sauna and we meditate, we have personal trainers and reflexologists and

aestheticians and masseuses. There are new health studies to consume, preventative measures to take, and supplements to consider. If it all sounds more stressful than it's worth, private wellness clubs are offering the closest thing to a one-stop health shop, combining everything from heart-health checkups and blood-sugar tests to raw-food classes and full-service spa facilities. Here, four of the newest good-for-you membership clubs promoting the future of wellness.



THE WELL NEW YORK

The 18,000-square-foot club that launched last September in Manhattan's Union Square neighborhood combines integrative health care with other popular wellness services, such as fitness studios, meditation centers, and spa facilities. It offers a 360-degree program, with a \$375 monthly membership fee that covers everything from unlimited yoga, movement, and meditation classes to monthly sessions with dedicated health-care coaches who work together to tailor programs that achieve members' goals. It's one stop for the gym, the doctor's office, the meditation studio, and so on—and it's all done in a welcoming space that's beautifully designed and encourages members to drop in daily, whether it's for a private training session, a facial, a workshop on healthy eating, a doctor's appointment, or a nourishing meal made with locally sourced, seasonal ingredients in the organic restaurant. the-well.com



PARSLEY HEALTH LOS ANGELES, NEW YORK, SAN FRANCISCO

Bridging the gap between medicine and wellness, this medical membership club looks more like an artist's loft or chic boutique than it does your average doctor's office. For a subscription fee of \$150 per month, a team of doctors, registered dietitians, health coaches, and other gurus give members a tailored evaluation of their well-being—physical, mental, even emotional—using advanced diagnostic testing and targeted physician assessments that take into account everything from fitness and nutrition to stress and sleeping patterns.

Far from a revolving door, Parsley ensures each of its members spends 75 minutes with his or her doctor on the first visit to create a lifelong plan that connects all the dots of a healthy lifestyle, treating concerns that range from insomnia, infertility, and IBS to hormonal imbalances and autoimmune conditions, all with constant feedback. parsleyhealth.com



FORWARD EIGHT LOCATIONS AND COUNTING

Launched in 2017, this membership club has set its sights on becoming the Apple of health care with its futuristic business model. Founded by former executives of Google and Uber, Forward touts some seriously modern AI, from a 3D body scanner that produces biometric data in mere seconds to examination room monitors that "listen" (much like Amazon's Alexa) to consultations to provide real-time diagnostics, facts, and resources. The \$149 per month dues give access to unlimited in-person doctors' visits and newfangled medical devices, such as a cardiac ultrasound machine and a DNA sequencing program. The club has even elevated the classic doctor's appointment garb, replacing paper gowns with Lululemon clothing that's more comfortable (and modest). As Forward expands, it hopes to replace not only the outmoded doctor's office visit but eventually the hospital visit as well. goforward.com



LANSERHOF AT THE ARTS CLUB LONDON

The Arts Club is a legend in London's social club scene and last summer the venerable society became the leader in a new VIP frontier bringing Austria's acclaimed Lanserhof institute (known for its intense privations and detox methods) to a cosmopolitan setting for the first time. Six floors of health and wellness space house medical facilities with state-of-the-art diagnostic equipment as well as spa treatments. For about \$8,500 per year (plus a \$1,970 joining fee and an additional \$1,300 annual fee for optional butler services), each member receives a personalized analysis and protocol based on the results of high-tech tools like a full-body MRI and 3D body scan. There's also a cryotherapy chamber and organic meals made according to each member's nutrition plan. On the penthouse level, members can hook up to a vitamin IV drip while sitting in an infrared-heated chair. theartsclub.co.uk —J.C. ♦