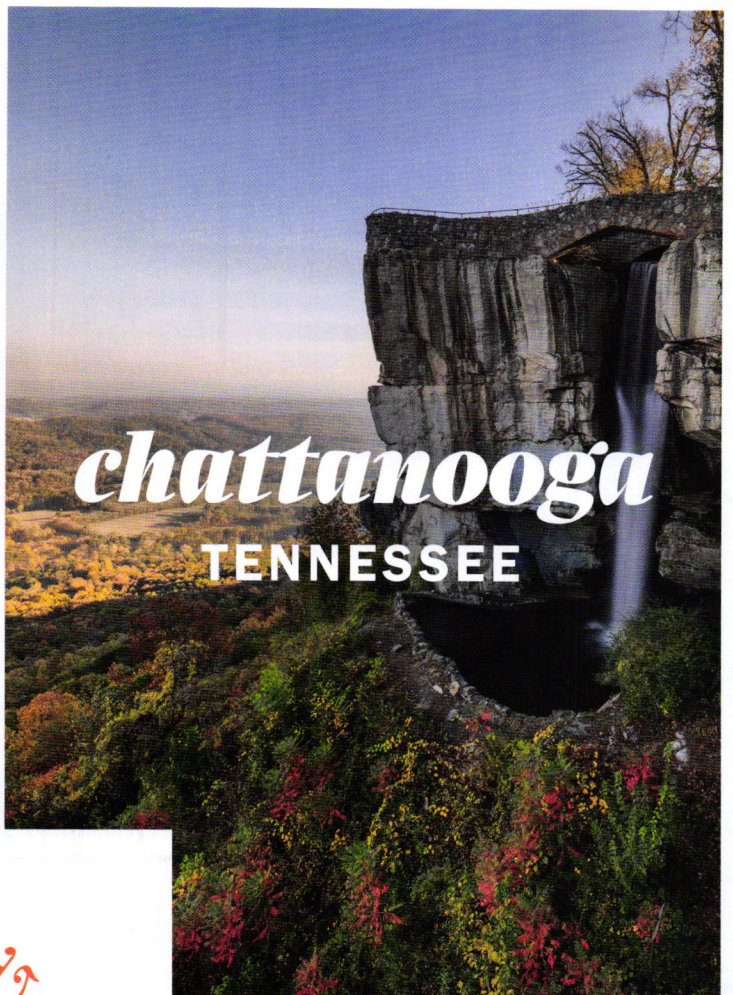
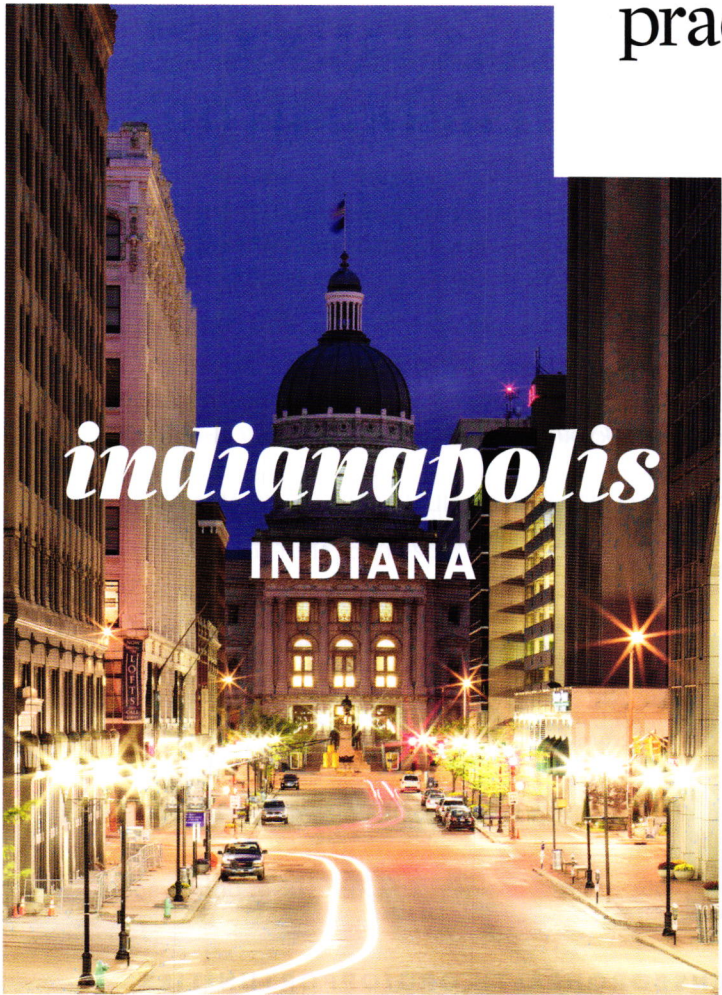


greenville
SOUTH CAROLINA

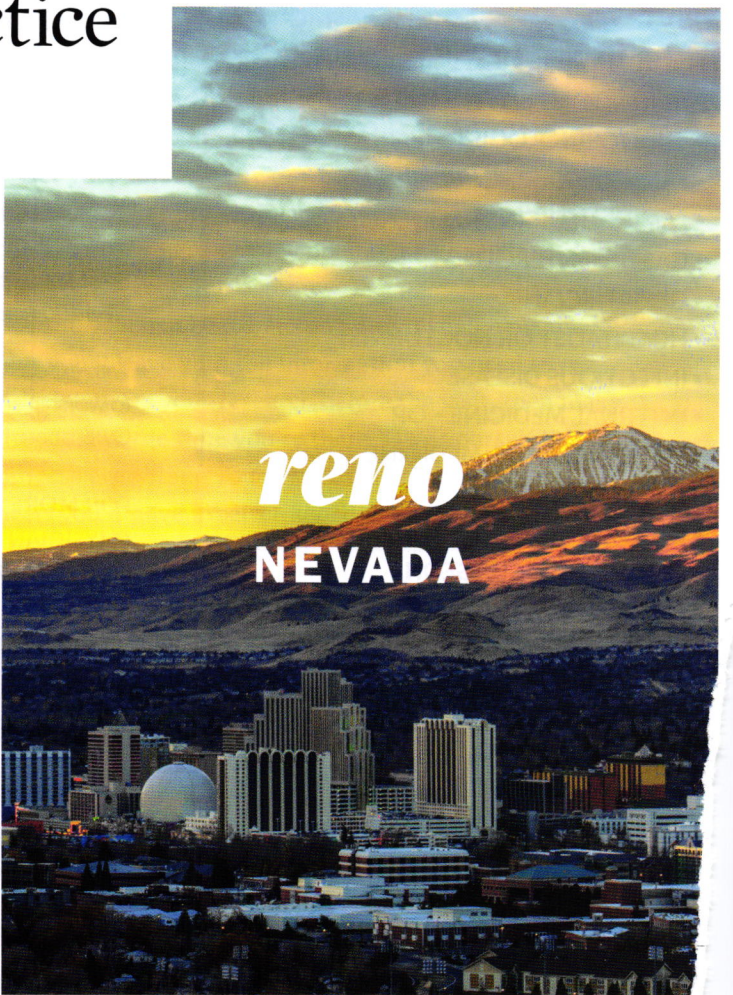


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Can you hear that? It's the sound of peace and calm outside, underneath the wide sky. The noise and stimulation of the health care workplace—the beeping, the phones ringing, all the people—feels a world away. That's why many physicians opt to live in areas where they have easy access to the great outdoors: for rest and relief. For others, the great outdoors presents an entirely different (and louder) slate of activities: outdoor sports to the enjoyment of both the athletes and the onlookers.

In Reno, Nevada, physicians enjoy the sunny, dry

weather that is conducive to getting outside year-round. Chattanooga, Tennessee, was built around the Tennessee River where open swimming and a lively riverfront boardwalk provide year-round entertainment. Indianapolis, Indiana, is most known for car racing and, for a little less horsepower, cycling. In Greenville, South Carolina, golf is available practically year-round, and nature lovers can marvel at the beauty of the Blue Ridge Mountains.

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Residency in Greenville led to **Adam Scher, M.D.**, and his family building their lives there.

See this issue's physicians in exclusive video interviews at [Facebook.com/PracticeLink](https://www.facebook.com/PracticeLink).

Greenville, South Carolina

Located in the northwestern corner of South Carolina, Greenville is equidistant between Atlanta and Charlotte, North Carolina. This corner of the state—the greater Greenville-Spartanburg-Anderson area—is often referred to as “the Upstate” of South Carolina. Greenville is a lively small city with a vibrant downtown area, and total wilderness is just a short drive away.

WHEN ADAM SCHER, M.D., FIRST visited Greenville to interview for his residency, something just clicked. It was winter, and he ate downtown at a BBQ restaurant. He walked outside to the quaint street lit up with Christmas lights. “It was like a Hallmark movie,” Scher said. He called his then-girlfriend (now wife) back in New York City, raving about Greenville. “You are not going to believe this place,” he said. Scher grew up on Long Island and was in the mood for a change.

Says Scher's wife, Taryn: "My thinking at the time was, 'OK, worst case scenario, it's a three-year commitment.' Within a week, that was it. I was all in."

Today, Taryn is so passionate about Greenville that she manages PR for Visit Greenville, one of her accounts at her public relations firm, TK PR. "My feeling on Greenville is, 'You really can't pack your bags fast enough,'" she says. "It's a wonderful place to live and work. We came from a really big city, and we were nervous that we were going to miss out on the amenities. This did not turn out to be the case. Greenville is a small town, but we still have touring Broadway shows—*Hamilton* is coming through soon. We have James Beard-nominated restaurants. We have food festivals, art festivals, and it's really affordable."

In addition to a bustling health care community, both BMW and Michelin Tires have their headquarters nearby. The companies' suppliers set up camp close to these headquarters, so there is industry humming away and steady job opportunity. Thus, there are often transplants moving to the area and getting acclimated to Greenville.

Taryn Scher says that community members like to volunteer and plan events, which makes it easier for new residents to become part of the community. There is also an entrepreneurial spirit fostered by local business owners who are collaborative and passionate.

Says Adam Scher: "If you walk around downtown Greenville, you probably wouldn't feel like you were in a small southern town. You'd feel like you were in the 'new south' or metro south. But drive out 10, 20, 30 miles, and you'll see farmland and forests."

The Schers have built their lives in Greenville. Adam completed his three-year residency through Prisma Health-Upstate (at the time, the health system was called Greenville Health System) and then joined Prisma Health-Upstate's outpatient internal medicine practice. Prisma Health-Upstate offers 19 residency programs. The University of South Carolina School of Medicine is located within Greenville

Memorial Hospital (also owned by Prisma).

Scher's group practice is called Cypress Internal Medicine. It's located on the campus for Prisma Health Greer Memorial Hospital. Says Adam Scher, "Within our hospital system, the buildings and the structures are just beautiful. It looks like a hotel with a shopping mall. My practice is at the second biggest satellite campus in the area for Prisma."

Says Hannah Sandberg, a physician recruiter for Prisma Health, "Across all eight campuses, Prisma Health Upstate employs 16,000 people, including over 1,200 physicians on staff." The system is licensed for 1,627 beds across eight campuses.

Greenville Memorial Hospital, the health system's flagship hospital in the area, is licensed for 814 beds. Greenville Memorial has the only comprehensive stroke center in the Upstate and also has a children's emergency room. The maternity ward delivers 6,000 babies a year.

Sandberg is currently recruiting for "a little bit of everything: internal medicine, primary care, internal medicine specialties, emergency medicine, surgery, radiology and psychiatry."

Adam Scher recommends that physicians in the mood for a change consider Greenville, not just for its quality of life, but also for the opportunity. "Our hospital system is really big, and then there are two other hospital systems in the Greenville-Spartanburg area," he says. "There are tons of job opportunities. It's an incredible medical community down here."

When the Scher family has downtime, they tend to head to the great outdoors. "We love driving around the mountains or taking the kids to the golf course and putting them in the golf cart."

Taryn Scher encourages those considering moving to Greenville to look at the Visit Greenville website and check out the events page to get a sense of how much is going on and what kinds of activities there are. Says Taryn: "It's the best possible mix of everything in one. It's a little hidden gem. I'm dumbfounded that more people aren't here."



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