
BROOKE

Bentley

STORY SUBMITTED

First impressions are everything and no one understands this better than Brooke Bentley. Brooke was raised by hardworking, honest parents who constantly pushed their daughter to be her best and conveyed to her the importance of education. The result of this upbringing is a woman who has made it her life's passion to take care and empower others to look, as well as, feel great about themselves.

Brooke Bentley's career as a Family Nurse Practitioner began at Holston Valley Medical Center practicing hospitalist medicine. In 2011, though, she was presented with the opportunity to become a part owner of Performance Medicine in Johnson City. Performance Medicine is an Integrative medical clinic, specializing in weight management, bio-identical hormone replacement therapy, cosmetic procedures, and quality skincare. The practice, from top to bottom, was clearly a reflection of her ideals and, not one to back down from a challenge, Brooke jumped into business ownership headfirst. "I was really excited to be able to provide more preventative and one-on-one care: something I am really passionate about." There, under the mentorship of Dr. Tom Rogers, she realized that preventative medicine and aesthetics was truly her calling and dedicated herself full-time to her work at Performance Medicine of Johnson City.

"In order to be a successful business owner, you have to be capable of not only learning quickly, but also making decisions quickly. Growing a business from the ground up is not easy, but if you can maintain high standards, the clients will keep coming back." Staying up-to-date with practices and advances in the medical field is something that Brooke is also passionate about.

She maintains an active role in continued medical education, in order to stay at the top of her field and provide her patients with outstanding health care. Brooke explains that one of the perks of preventative medicine is working with people who are striving for a healthy and balanced lifestyle. Her patients are proactive about their health, so it is important for Brooke to be able to provide them with individualized and knowledgeable care. "Running a small medical practice has really given me the opportunity to get to know my patients and earn their trust. We try to identify someone's needs and then treat them, not just cover up the symptoms with various medications. I know that what we do makes a difference in people's lives."

Ms. Bentley welcomes a variety of patients, treating primary care needs and common illnesses, but also specializing in bio-identical hormone replacement, medical aesthetics, and healthy weight loss. "I love working with hormonal issues, because it can make a huge difference in someone's life. When I have a patient with a hormone imbalance and all



Brooke lives by daily, especially when it comes to her patients and staff. "I try to be the best leader I can be and I try to live like I want all my employees and patients to live. I eat healthy and exercise regularly. I am always pushing my employees to push themselves. I want them to grow and stretch as a professional and as a person."

Brooke is proud to be a female entrepreneur and business owner, but is constantly looking to challenge herself and improve the lives of those around her. She is consistently pushing herself, her team of employees, and her patients to the next level. "Watching this business grow in all aspects is something I never grow tired of. I delight in seeing the business grow and add programs, in watching my employees do well, and in witnessing our clients grow and be able to live healthier,

the symptoms associated with that, and am able to pinpoint the problem and resolve it, it's such a great feeling. The same goes for weight loss; it is very rewarding when someone who is unhappy with their weight can come in and get the physical and mental treatment they need to feel better about themselves and become healthier at the same time. It is truly amazing to see our clients improve their quality of life." Bentley has also garnered quite the reputation in the field of cosmetic injections. Locally she is known for her skilled and subtle touch, but for the last five years she has been traveling nationwide as a certified trainer in cosmetic injections for large medical companies. In July of last year she expanded her skills to the Knoxville area, managing and injecting at Knoxville Dermatology Group Medispa.

It is clear that Brooke maintains a very busy life, but even more apparent is the passion she possesses for her work. When asked how she does it all, she attributes her success to many factors; foremost among those are her ability to multi-task and her keen attention to detail. Brooke credits her success to her supportive family, skilled staff, and positive friends: all have been fundamental in helping her to operate a successful business and maintain a busy career. Leading by example is something that



happier lifestyles. All of that is why I work so hard every day." Despite any hesitations, she is grateful that she has chosen to follow her dreams and pursue her passions, and encourages other women to do the same. Showing no signs of slowing down, Brooke talks of plans to expand her practice, new business ventures, and perhaps eventually opening a clinic in her hometown in Kentucky. In the meantime, she is excited about taking her business in Johnson City to the next level. "So far this year has been incredible and I can't wait to see what the rest of 2015 has to offer. I am most especially excited about becoming the sole owner of our Johnson City location, which will be newly named "Advanced Medicine and Aesthetics". The future looks bright for Bentley and one thing is clear; she will continue to lead by example; encouraging and inspiring others to always be their best. **VIP**