



Medical
Wellness
Association

Medical WELLNESS

INTEGRATING HEALTH PRACTICES

Fall 2005

Vol.2, No.2



WELCOME FROM THE PRESIDENT

It is my pleasure to invite you to the 2nd annual **Medical Wellness Summit**. This year, the Medical Wellness Association proudly sponsors the Summit in partnership with the American College of Wellness. Both serve the medical wellness profession by providing informative updates, research, best practices, continuing education, practitioner meetings and professional networking. Through the *Medical Wellness Journal*, we are focused on our commitment to serve the needs for research and best practices. Our goal is to provide practical information and evidenced based research to help the medical wellness community.

Today's health consumer demands an integrative approach to medical care. The demand for wellness programs has increased as progress within preventive and conventional medical care have evolved. Medical Wellness integrates care through medical and wellness practitioners working together. Whether you are a physician, therapist, allied health medical professional or wellness practitioner, the Medical Wellness Summit will provide solutions for the changing healthcare environment. We strive to provide an international forum for communication among medical and wellness professionals. There is a sense of excitement in meeting and networking with dedicated medical and wellness practitioners. Please join with us in making the Medical Wellness Summit and *Medical Wellness Journal* valuable resources for increasing networking opportunities and greater awareness of our profession.

Join us in Chicago or online and actively participate in the wellness transformation.

Christopher Breuleux, PhD

MEDICAL WELLNESS SUMMIT 2005 NOVEMBER 2ND-5TH

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THE OFFICIAL JOURNAL OF THE MEDICAL WELLNESS ASSOCIATION

One-on-One

with
Amy Blansit-Broadbent, MA

The following interview of Amy Blansit-Broadbent, MA, President and Founder of The American College of Wellness, LLC, was conducted by Christopher Breuleux, President of Medical Wellness Association.

MW: The second annual Medical Wellness Summit program is quite impressive. What are the actual dates of the event?

Broadbent: The conference kicks off with a Welcome Reception Wednesday, November 2nd at 5:30. Food, drinks and entertainment are provided for free to all attendees. The conference continues through Thursday [Nov. 3rd] and Friday [Nov. 4th] with presentations and demonstrations. Saturday will provide optional site visits to local businesses that have excelled in developing and implementing wellness programming.

MW: Where will the conference be held this year?

Broadbent: The Medical Wellness Summit is co-locating with Club Industry again this year at the McCormick Place in Chicago, IL. This location was a success last year, and we intend to continue working together with Club Industry and other events in the future.

MW: What should attendees expect this year?

Broadbent: This year we are still focusing on interaction and roundtable discussions, but we have really worked to provide leaders in the field of wellness to mediate the dialogue.

MW: What are some of the areas of interest planned for presentations?

Broadbent: There is a wide range of topics, as wellness is a broad field. A

sample of the presentations include: Developing New Medical Wellness Programs, Nutrition, The Future of Wellness, and Business Strategies. [The schedules can be viewed on page 6 of this journal.]

MW: Who should attend this event?

Broadbent: This Summit is designed to be interactive and appropriate for all professional levels. Last year we had positive reviews from Wellness Consultants, Nutritionists, Chiropractors, Professors, Business Owners, just to name a few. We also expect a number of students seeking degrees in Wellness related fields. We offer opportunities for research presentations plus resume and interview sessions. It is a great opportunity to network with your peers.

MW: Club Industry has a large Exposition and Show. Are the attendees of the Summit allowed to attend?

Broadbent: One of the many benefits of the Summit is free admission to the Exposition. Members are able to meet and sample/try out many of the products displayed. The Keynote Session and workouts are all included as well.

MW: If a reader is interested in more information where would he or she find more details?

Broadbent: There is more information on the websites for the American College of Wellness and the Medical Wellness Association.

www.collegeofwellness.com

www.medicalwellnessassociation.com

Inquires can also be sent to cao@collegeofwellness.com



WHAT IS MEDICAL WELLNESS?

Medical wellness is an approach for delivering health care that considers the multiple influences on a person's health. Accordingly, there are multiple options for treating and preventing disease. Further, medical wellness:

- Provides a balanced, appropriate application of wellness practices within the clinical setting that are based on evidence-based practices.
- Promotes a cross-disciplinary approach to patient care, based on informed consent and decision support between the practitioner and patient.
- Establishes a foundation for dialogue and collaboration between conventional and complementary practices with the primary goal of promoting optimal health and well-being.
- Promotes the development and application of professional standards for wellness practices across clinical practices.

Events



*Medical Wellness Summit 2005

MWA supports the leading international health and fitness conferences, training opportunities and educational events. Stay informed with the latest medical wellness news, updates and trends.

Change Your WorkPlace to a “WellPlace”

by Debra B. Davenport, PhD

As you look around your office, take a moment to observe (without judgment) your colleagues and employees. Are any of them overweight, out of breath, and exhausted? Do any of your coworkers smoke, eat constantly, or snack on unhealthy foods? Do they often complain, call in sick, become angry, or appear depressed?

Chances are, if your workplace is like most, there will probably be at least one representative from the behavioral categories above. The truth is, Americans are overworked and under-rested. We are overstressed and undernourished, overloaded and undernurtured. These are the human trade-offs that enable companies to continue to make money in an increasingly competitive global marketplace. Couple this issue with the fact that a large segment of the working population would rather be doing something other than the job they have and you have the quintessential recipe for an unhealthy workplace.

Another important factor to consider is that the American workforce is aging. According to research compiled by Cianbro, a Maine-based company that has instituted a comprehensive employee wellness program, employees over age 55 will increase 42% in the next 6 years and the population over 65 will increase 8% by 2025. Heart attacks, strokes, cancer, and other debilitating diseases are, unfortunately, rather common and obesity is expected to overtake tobacco use as the leading cause of preventable death in America in the next few years. Additionally,



health care costs have soared to \$1.45 trillion per year. From 1990 to 2000 healthcare costs dou-

bled from \$700 billion to \$1.4 trillion. The cost of a family PPO medical plan was \$8,173 in 2002 and will rise to \$17,980 in 2012. (www.cianbro.com/wellness)

So what is a socially responsible organization to do? My best recommendation: Become proactive. Institute a company-wide wellness initiative that encourages wellness and eliminates at-risk health behaviors. Some of our client companies have balked at this suggestion, fearing high cost, minimal documented health improvement, and lackluster program performance. However, when faced with the rising costs of health care, absenteeism, decreased productivity, low morale, and workplace injuries, company executives quickly begin to see the value in promoting wellness as part of their culture.

If you are contemplating instituting a workplace wellness program, congratulations! As a starting point, your initiatives should address the most common causes of employee illness: sedentary lifestyle, smoking, poor nutrition, stress, obesity, high cholesterol, and hypertension.

According to the Wellness Councils of America (www.welcoa.org), an effective wellness program guides participants toward optimal health behaviors by identifying risks and providing the education and coaching necessary to achieve a healthy lifestyle. Team members meet with a health educator to complete a health risk appraisal, then interviews are conducted at the worksite and over the telephone. Health educators discover one or two health issues important to the participant that they would like to work on changing. Action is then based on setting benchmarks that are reasonable, attainable and sustainable.

Following are ideas you may want to include in your company's wellness program that will empower your employees to become healthier and more productive:

Movement / Meditation. If you have any unused worksite space, consider designing it for movement classes and/or meditation. Fifteen minutes of yoga, Pilates® or meditation will reduce stress, increase focus and mental clarity, and improve overall well-being. Encourage employees to take quiet time away from their desk for 5-10 minutes throughout the day. Sitting for extended periods can cause strain in the neck, shoulders and low back, and can also cause edema (swelling) of the feet, ankles and legs.

On-Site Massage. Massage therapists routinely make office calls for 10-15 minute massages. This is not only a terrific perk for your employees, but a real boost to their health. Studies show that, following massage therapy, clients feel refreshed, relaxed, more focused, and also report a reduction in pain symptoms commonly associated with sitting and computer work.

Blow the 5:30 Whistle. Today's workplace is about working smarter, not harder. It used to be that fast-trackers racked up brownie points by putting in long hours, taking work home, and coming in on the weekends. I bought into this mindset myself early in my career. Then I realized if I'm not home taking care of my mind and body, who is? And when my mind and body burn out, who will go to work for me? No one. This is not a trade-off any of us should be making. Responsible, humanistic companies embrace the concept that health, wellness, fitness, and family come first - then the job. This is the only mentality that will ensure long-term success for corporate America. If you expect your employees to behave like machines, they will eventually break down. Frequent "tune ups" keep the human machine healthy and productive.

Mental Health Days. Boy, have these gotten a bad rap. In fact, it's a smart wellness choice to take a mental health day. We all need them every now and then. Don't

“Today’s wellplace is about working smarter, not harder.”

malign your employees for needing a day to get their lives back in balance. Encourage rest, rejuvenation, and relaxation whenever possible. Remember: Stress kills.

Stress Reduction. What does your company do to instill peace of mind in your employees? Constant layoffs, pay cuts, shifting priorities, ongoing restructuring – these all add enormous amounts of stress to your human resources. Equanimity starts at the top. As much as possible, keep your company communications on an even keel. Panic and havoc only serve to make your workforce unwell. Stress management classes, coaching, employee assistance programs, and open-door policies are terrific ways to manage workplace stress. By the same token, if you have toxic employees whose behaviors, attitudes, and values are incongruent with your culture, either counsel them or assist them in moving outside of your organization.

Healthy Fuel. If your company provides a cafeteria, snack bar, or vending machines are there healthy choices or junk? Proper nutrition is a critical factor in employee productivity and “healthy fuel” will keep your workforce operating at peak performance. Healthier vending machine alternatives include: nuts and seeds, naturally sweetened graham crackers, trail mix, fresh and dried fruit, carrot and celery sticks, fat-free popcorn, nonfat yogurt, 100% juice (unsweetened), pure water, snack-size canned tuna, and nonfat or 1% milk. Encourage your employees to consume lean protein, fruits, vegetables, complex carbohydrates, and plenty of water throughout the day to maintain blood sugar levels and proper hydration. Often, headaches, forgetfulness, crankiness, and fuzzy thinking are the result of dehydration – the brain needs adequate water in order to function properly. Make sure your employees have access to plenty of fresh water.

The Power of Green. No, I’m not referring

to money; I am referring to *plants*. According to Monique N. Gilbert, B.Sc., “Living plants create a peaceful atmosphere, improve the ambiance and air quality of indoor environments, and induce positive energy around them.” Bring plenty of live plants into your office and ask employees to care for them – watering and tending to plants is a terrific mini break and will keep your wellplace lush with soothing vegetation.

Tranquil Sounds. It’s amazing how sound affects our mood. Just as a leaf blower blasting outside your window can set your nerves on edge, the peaceful sound of a desktop fountain, soft music, or sound machine can relax and de-stress even the most harried.

Fresh Air. Recycled air in office buildings and enclosed work areas can be very unhealthy. If you have the option of opening windows, let the fresh air in! Otherwise, use air purifiers, natural deodorizers, or other natural aromatherapy scents to lift spirits and freshen the air.

Feng Shui. The ancient Chinese art of Feng Shui focuses on the energy of an environment to ensure comfort and success. It has become an increasingly popular and effective modality in residential and workplace transformation. According to Feng Shui expert, Barbara McNary, “In the workplace, Chi (or *vital energy of all things*) can be harmonized for success or ignored and allowed to run chaotic — usually ending in failure. The work environment should support and reflect the hopes, dreams, goals and intentions of the business, thereby carrying that energy into the conscious minds of all employees and clientele.” In addition to placement of furniture and artwork, Barbara offers these tips to start your program:

- Begin with a good old-fashioned spring cleaning.
- Freshen up every corner and desktop.
- Throw away files that aren’t useful.
- Organize storage areas.

Look at safety within the environment.

- Are there sharp corners in traffic areas?
- Loose carpet or extension cords?
- Unstable shelving?
- Not only should you look for real threats of safety, but be aware of what the subconscious might consider threatening.
- Floor to ceiling windows in a high-rise building might produce feelings about being unprotected or unsupported.
- Remedy all safety hazards and another portion of stress is removed.

Whatever thoughts and feelings a person has adds to the energy of the environment.

Other elements of Feng Shui that can contribute to wellness include proper and safe arrangement of office furniture, filing cabinets, and artwork. Symbols of nature help bring the outdoors inside and create a sense of serenity.

Finally, don’t underestimate the psychological impact of color in your business. Greens and blues create a sense of calm, ideal for a medical office reception area. Reds, oranges, and yellows are stimulating colors that might be perfect for your “war room” or other areas where you want to increase creativity and solution-oriented thinking.

Creating a wellness-focused workplace doesn’t have to be a costly or time-intensive project. Implementing a few simple initiatives will let your employees know you care about their health and productivity, and this goodwill will do wonders for your business. The bottom line: Wellness works!

Debra Davenport, PhD, is a Master Professional Mentor and President of DavenportFolio, a licensed firm with offices in Phoenix and Los Angeles that mentors entrepreneurs and professionals. She is a licensed career counselor, the creator of the Certified Professional Mentor® designation and certification program, and a Diplomate of the American College of Wellness. debra@davenportfolio.com (310) 552-0710.

Living Through and Surviving Traumatic Events

Kirsti A. Dyer MD, MS, FAAETS, CWS

Suffering breaks our world.

*Like a tree struck by lightning—splintered,
shaken, denuded*

*Our world is broken by suffering, and we will never
be the same again.*

Nathan Kollar

In just the past few months, we have witnessed two major hurricanes in the Gulf States and now a massive earthquake in India, Pakistan and Afghanistan. Thousands of people have been killed, others have been left homeless without possessions, towns and cities. The massive evacuation of people in anticipation of Katrina and Rita in Alabama, Louisiana, Mississippi and Texas disrupted the lives of thousands of residents. People were often given little warning when told to evacuate. They left homes, pets and possessions behind and put lives and businesses on hold to avoid the path of these natural disasters. Some returned to intact homes, others to shambles, rubble or debris. Hurricane and earthquake survivors, witnesses and evacuees have been left dazed, tired, angry, confused and devastated. Their lives have been shattered, like the tree struck by lightning, and they may never be the same again.

Natural traumatic events—hurricanes, fires, earthquakes, tsunamis, tornadoes and floods—are strong reminders of how vulnerable we are to the powerful unexpected forces of nature. Whether the loss of a home, or the loss of a loved one, sudden traumatic events shatter a person's world, destroy what was once familiar and upset the normal sense of safety and stability. Viewing images of destruction, waiting and worrying about safety of family and friends in these areas, have left many witnesses, observers and others feeling shaken and unsure. Survivors are left splintered, shaken and denuded.

Equally damaging has been the result on the overall health and well being of survivors to these disasters. The emotional impact of a traumatic event may be felt for years, and for many whom have lost everything—a lifetime. This article provides survivors and professionals who may be treating survivors with information to understand traumatic events, the resulting normal responses and coping strategies to start restoring their health, so disrupted by these unexpected events.

Understanding Traumatic Events

A traumatic event is "an experience that causes physical, emotional, psychological distress, or harm," (1) or "an event, or series of events, that causes moderate to severe stress reactions." They are characterized by a sense of horror, helplessness, serious injury, or the threat of serious injury or death. (2) A traumatic event is perceived and experienced as threat to one's safety or stability. It may involve experiences, changes or emotions, such as: physical injury or illness, separation from parents (perceived abandonment), death of a friend, family member, or pet, violence of war, terrorism or mass disaster, divorce, loss of trust, a move to a new location, hospitalization, anxiety, fear or pain. (1)

Devastating, natural trauma—hurricanes, earthquakes, fires and floods—can significantly impact a person's overall health and wellness. (3) The effects of a natural disaster can be long lasting. Traumatic events affect those who have been directly affected by suffering injuries or loss(es) (primary survivors). They can also affect people indirectly, those who have witnessed the events either firsthand or on television (secondary survivors). Additionally rescue workers, emergency and medical personnel, counselors, relief work volunteers, chaplains, friends and relatives of victims who have been involved may also be impacted by the traumatic event as secondary survivors.

Focusing on the Basics of Coping

When helping traumatic event survivors, their physical and safety needs must be addressed first. Surviving the first 72 hours can be difficult and chaotic. Survivors may need to be reminded to simply care for themselves and attend to the basic survival needs of the body. Focusing on the basic necessities—personal safety, basic health needs, eating and sleeping—can help to re-establish some sense of control, in coping with events that may be beyond anyone's control. (4,5) Initially, survivors need to:

1. Take it one day at a time.
2. Eat a well balanced diet.
3. Drink plenty of water.
4. Avoid using excess alcohol, medications or drugs to mask the pain.
5. Try to keep up basic hygiene. Remember basic grooming and appearance.
6. Get enough sleep or enough rest.
7. Get some kind of exercise. Even walking

can help relieve stress and tension.

8. If at all possible try and maintain some type of a normal routine, such as sleeping and eating at your regular times.
9. Talk to others, especially those who have lived through and survived similar experiences.
10. Remember healthy coping strategies you have used to survive past challenges. Draw upon these inner strengths and skills again.

More Suggestions for Living Through a Traumatic Experience

After tending to the basics necessities, survivors can focus on a bit more. Additional suggestions for coping during traumatic times are found on page 11. They are developed from Dr. Mark Lerner, clinical psychologist and traumatic stress consultant and President of the American Academy of Experts in Traumatic Stress.

Common Normal Responses Following a Traumatic Event

The recent series of natural disasters have served as powerful reminders that we cannot control the events in our lives. We can, however, control how we will respond in difficult times and choose to view traumatic events. Gaining knowledge and understanding the common responses that occur following a traumatic event can return a sense of control over the chaos and seemingly random occurrences that result in the aftermath of a natural disaster.

The stress reactions and grief responses that follow a traumatic event are normal and very common. Many survivors have lost loved ones, their homes and worldly possessions, experiencing multiple traumas and multiple losses.

Traumatic events impact physical, emotional, psychological, behavioral, social, spiritual, environmental and financial well being disrupting the survivor's normal balanced state of wellness. (3,5) Grief is the normal reaction to loss. Grieving is the process a person goes through while restoring the balance to his or her health and life.

Some of the common reactions that occur include: fear, anxiety, numbness, sadness, depression, anger and rage. Other reactions include:

- * Negative view of the world

(Continued on page 10)



2005 Medical Wellness Summit

Presentations & Panel Discussions Schedule

November 2nd – 5th



WEDNESDAY, NOVEMBER 2ND

5:30-7:00 Kick-off Reception open to all attendees (Enjoy food, beverages, and entertainment)

THURSDAY, NOVEMBER 3RD 7:30am - 6:00pm

7:30-8:30 Medical Wellness Summit Welcome Reception

8:30-10:00 "Developing New Medical Wellness Centers" Panel Presentation, Lead by Christopher Breuleux, PhD, Ed Buda, Jim Binger, Tom Seymour, Mike Alpert

8:30-10:00 "Wellness: A 21st Century Solution" James Strohecker, Dan Ansel, Michael Scott Scudder

10:15-11:15 "Developing New Medical Wellness Centers" Roundtable Discussion, Jim Binger, Ed Buda, Kelly Rieger, Rudy Fabriano, Mike Alpert

10:15-11:15 "Partnering with Physicians and Allied Medical Practitioners" Frank Antonino, DC

11:30-1:00 Lunch Break Options *12:30 Exhibit Hall Open*

**11:30-12:30 Keynote Address - "Mars & Venus Diet & Exercise" John Gray, PHD Author of Men are From Mars, Women are From Venus*

1:00-2:20 "Wellness on the Web, Utilizing Technology" Panel Presentation, Dan Ansel, Shawn Vint, Joseph Graves

1:00-2:20 "Alternative Medicine" Dr. Harminder Singh

1:00-3:00 "What You Don't Know About Your Business" Michael Scott Scudder

2:30-3:30 "Bringing Corporate Wellness to Your Facility" Jasmine Jafferli, MPH, Dave Pickering

2:30-3:30 "Health and Wellness Coaching: The business of Coaching" Sean Slovenski, Donna Mayerson, PhD

3:40-4:45 "Nutritional Wellness: Updates & Evidence Based Programs" Ronda Gates

3:40-4:45 "Wellness and Life Coaching" Panel Presentation Sean Slovenski, Donna Mayerson, PhD

5:00-6:00 "Individualized Nutrition" Susan Marcus, PhD NT, Gary Sandman

5:00-6:00 "Wellness Programs" Round Table Discussions	Employee Wellness — Dave Pickering
Wellness Careers/Recruiting — Jeff Randell	Government & Military Wellness — Yvan Miklin
Corporate Wellness — Kris Anderson	Nutritional Marketing Solutions — Charles Jenkins

FRIDAY, NOVEMBER 4TH 8:30am – 5:30pm

8:30-10:00 "Sport Medicine Therapy and Training" Scott Hopson

8:30-10:00 "Wellness Management and Operations" Panel Discussion, Chris Hull, Yvan Miklin, Colleen Wigg

10:15-11:30 "The Spirit of a Winner: Healthy and Stress Free" Marilyn Fitzgerald

10:15-11:30 "Preventative Medicine Model" Christopher Fey

11:30-1:00 Lunch/Exhibits

1:00-2:30 "Preventative Tests & Diagnostics" Panel Discussion, Rebecca Busch

1:00-2:00 "Designing Wellness Facilities" Jim Binger, Tom Seymour, Rudy Fabriano

2:00-2:30 "The Future of Wellness - An Introduction" John Munson, PhD

2:30-4:15 "Laser Therapy" (Demonstrations Included) Mike Barbour, Vickey Piccirillo

2:30-4:15 "The Future of Wellness" Faculty Panel

4:15-5:00 "Wellness Career Advising" Scott Chovanec, MS, MBA

4:15-5:00 "Distinguished Medical Wellness Centers" Ed Buda, Mike Albert

"Round Table Discussions" Clinical Nutritional Solution – Charles Caudle, Medical Wellness Services – Jason Conviser,
Wellness Inventory – James Strohecker, Nutrition and your Computer – Joseph Graves

5:00 Medical Wellness Award Reception

Exposition Hall Hours

Thursday, November 3rd 12:30-5:30

Friday, November 4th 11:30-5:00

Saturday, November 5th 9:00-1:00

*Medical Wellness Summit attendees receive FREE admission to the Exhibit Hall

Medical Wellness Association and American College of Wellness are proudly hosting:

Medical Wellness Summit 2005

November 2-5, 2005
McCormick Place
Chicago, Illinois



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I. CONFERENCE REGISTRATION FEES:

	Regular	On-Site	Total
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* Separate registration form required; guests are ineligible for ACW CE credits.

Please be prepared to show your identification upon arrive at the conference!

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All requests for cancellation must be made to the ACW/MWA headquarters in writing by mail or email. Phone cancellations will not be accepted. All cancelled/refunded registrations will be assessed a \$50 administration fee. The performance of this conference is subject to the acts of God, war, government regulation, disaster, strikes, civil disorder, curtailment of transportation facilities, or any other emergency making it impossible to hold the conference. Conference schedule is subject to change. Special Services: <input type="checkbox"/> Please check here if you require special accommodations to participate in accordance with the Americans with Disabilities Act. Attach a written description of your needs.

MAIL TO: 2345 East Grand, Springfield, MO 65804
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Clinical Trial on Laser Therapy as a Pain Control Modality

By Bruce Gundersen, DC, FACO

Hypothesis: Reduction in the perception of pain can be achieved with specific applications of Low Level Laser Therapy (LLLT) at 830 nm for certain conditions.

The study is a pilot project and was not considered by a review board (IRB) for the initial phase. Continued investigation is suggested. The equipment for the study was provided by MicroLite. No fees for treatment were charged to any patients and no subjects were paid to participate in the study.

REVIEW OF THE LITERATURE

There are few studies on LLLT and those that exist rarely distinguish between the various wavelength devices. According to the Swedish Medical Laser Society Light Emitting Diode (LED) units are heating devices and seem to take around 2x the incident dose of LED to produce the effect of the Laser probe and then to a much shallower depth of penetration. Both LEDs and LASERS work, but more research must be carried out with LEDs. LLLT research should not be used to justify LED equipment, or to infer the benefits of LED therapy (this could apply equally to pulsed v continuous wave lasers). There are still no investigations showing that Light Emitting Diode Therapy (LEDT) is as good as LLLT although many comparisons have been made, also with a different dose. The depth of penetration depends primarily upon the wavelength and power density of the beam incident to the tissue, and the absorption/reflection characteristics of the irradiated tissue.

FDA CLASSIFICATIONS

Another key point is that LED devices are classified by the FDA with a product code ILY. The Device Description is Infrared lamp. True laser devices have a product code of NHN. The Device is a lamp, non-heating, for adjunctive use in pain therapy. The Device Description is also Infrared lamp. LED devices heat tissue and sellers of LED devices must warn customers of the hazards of heat generated by their modality, unlike low-wattage lasers that heal without heating human tissue.

The primary clinical point of the literature review is that certain light therapy seems to be a leading cause for remission of pain generation or of pain perception in both acute and chronic situations. There is also some evidence of tissue healing rate affectivity. In conclusion from analyzing these articles, LLLT is not well understood by those who have investigated the variety of frequency responses and expectations.

RESEARCH METHODS

A trial was designed to measure the patient's perception of pain and relative improvement on various conditions that cause pain or have pain associated with them. Patients who had reported persistent pain were notified of the project and invited to participate. Other providers of physical medicine were notified as well and encouraged to have patients with similar painful conditions inquire. All patients admitted to the study had a history of pain with multiple episodes of chiropractic manipulation and physical therapy with various degrees of limited success.

A combination Visual Analogue Pain scale and pain drawing was used to measure an intake score for each patient and document the location and type of pain. The Treatment Protocol was the same for each patient, only the location of the treatment differed based on the reported area of pain. Depending on the tissue to which the treatment was applied, three techniques were used: Rotation on thicker muscular tissue, alignment on tendons and ligaments and pivot on combination areas. There were 4 men and 7 women ranging in age between 15 and 83 years of age. Intake measurements include a visual analogue pain scale from 0 to 10 with 0 representing no pain and 10 representing the most pain. Patients with complaints of less than 6 weeks onset were considered in the acute group and those of more than 6 weeks were in the chronic group. The intake physician determined each of the following items prior to beginning any treatment: Treatment foci, the number of foci per complaint, the nature of the treatment protocol, rotational, alignment or pivot application of the laser instrument depending on the tissue being measured. Each focus was treated with 4 joules per cubic centimeter. Patients were positioned with treatment as closely horizontal to the heart as possible.

RESULTS

The average intake score was 7.18, and the average exit score was 2.91 on a scale of 0-10 with 0 being no pain and 10 being most pain. The average intake score of the chronic group was 6.83 and the average exit score was 3.33 showing a measured average change of 3.5 that equates to an improvement quotient of 51.2%. The average intake score of the acute group was 7.6 and the average exit score was 2.4 showing a measured average change of 5.2 that equates to an improvement quotient of 68.4%.

CONCLUSIONS

It is noted that every patient in the study perceived some reduction in pain. It was evident to the staff that the perception of pain was reduced in most patients after 1 or two sessions of treatment. It seemed as though the chronic group noted the most significant changes most rapidly even though their overall change was less than the acute group; but no measurements were made to corroborate this. It would be wise in a future study to have the patients complete a Visual Analogue Pain scale after each session to see when the most benefit was derived and to determine if 6 sessions were actually necessary to produce the remission of pain. It seemed that chronic patients needed less sessions to respond than did the acute group. This would be very interesting to bear out with future study as it seems to be opposite of the response to typical non-drug and non-surgery physical medicine modalities.

The 830nm cold laser treatment delivered in the protocol described above produces a consistent reduction in the perception of pain at various foci in patients with a variety of diagnoses. This may be temporary or permanent; this study could not determine any long term benefits. Follow-up and additional measurements in functionality changes are indicated to determine tissue healing, rehabilitation or recuperation as a result of this modality.

The other literature referenced herein shows a wide variety of responses. This study specifies one wavelength device and measured its effect on pain perception. It can be considered that many forms of light therapy have been studied on the surface and that an equally wide spectrum of response can be expected. Under con-

trolled protocol for specific pain relative to a variety of conditions, the 830nm Cold Laser device can produce a consistent remission of pain perception in both acute and chronic situations. Additional study is indicated to 1) follow-up on patients whose pain is reduced to see if there is a lasting effect; 2) measure functionality as a part of the initial considerations; and 3) measure timing of response to treatment by considering pain tools on each visit rather than just intake and exit.

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RESOURCES

Available at: <http://www.ml830.com>

The Cost of Obesity

A 2005 Emory University Study found that employers spent \$36.5 billion for obesity-related illnesses in 2002. That's nearly 12 percent of all health costs! In 2002, the average cost to treat an obese employee was \$3,454.00, while the average cost for normal weight employees was only \$2,200.00.

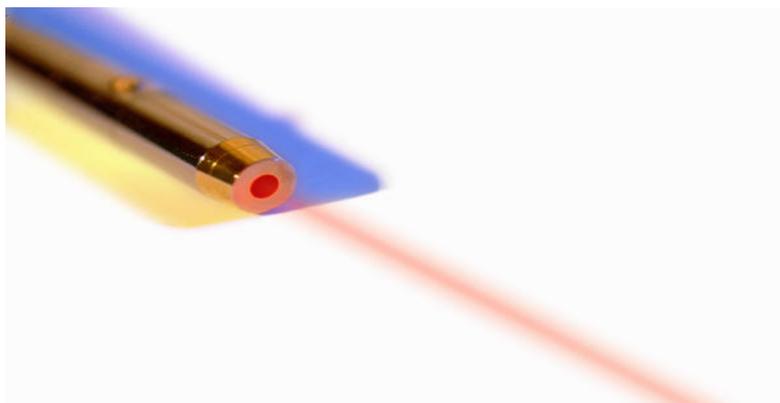
Health and Employee Morale

The ComPsych Corporation announced findings of the Health and Productivity Index which analyzes the effects of workplace health upon morale, motivation and performance. Results revealed overweight employees had lower morale. Also, employees in non-healthy workplaces were found to be less motivated, have lower morale and were more likely to be overweight.

Survey Highlights

- * 22 percent of very overweight employees had low morale, almost twice that of healthy weight employees, of whom 12 percent had low morale.
- * 80 percent of employees in non-healthy workplaces described themselves as overweight, compared with 62 percent of employees in healthy workplaces.
- * For healthy workplaces, 82 percent of employees were highly motivated, compared with 66 percent of employees in non-healthy workplaces.
- * 71 percent of employees in healthy workplaces had high morale, compared with 41 percent of employees in non-healthy workplaces.

"Healthy" or "non-healthy" workplaces were defined the availability of healthy food, opportunity for physical activity, management of stress levels and access to health education. "These results show the importance of a healthy environment in fostering high morale and productivity," said Dr. Richard A. Chaifetz, chairman and CEO of ComPsych. Organizations have an opportunity to improve their employees' well-being and their performance through wellness initiatives – encouraging diet, exercise, stress management and health education



(Continued from page 5)

- * Moodiness
- * Impatience or irritability, feeling jumpy
- * Startling with loud noises
- * Changes in appetite—eating too much or not being hungry
- * Problems concentrating
- * Difficulty in school
- * Wanting to be alone more often than usual, or not wanting to be alone at all
- * Re-experiencing the trauma—in daymares, nightmares or flashbacks
- * Increased use of alcohol/drugs to cope with traumatic event, impairing recovery
- * Tearful at unexpected moments, crying more easily or wanting to cry all the time
- * Avoidance of situations that remind the survivor of trauma—places, time of day
- * Difficulty sleeping, nightmares
- * Loss of interest in previous activities
- * Plans for the future no longer matter(7)

Common physical responses include nausea, diarrhea, stomachache, headache, dizziness, rapid heart rate, lightheadedness, allergies, rashes, grinding of teeth, increased colds and flu-like symptoms.(2, 7)

Understanding the normal responses that may result following a traumatic event can help survivors realize that certain responses may even be expected; they are normal reactions to a major loss. It helps survivors to know that they are not “losing it” or “going crazy,” rather what they are experiencing are normal responses to an abnormal event. Survivors need to take care of themselves and understand that these normal responses and feelings are their body's way of coping with a major life-altering event. This knowledge can make physical and emotional responses less disturbing and overwhelming. (3,4)

When to Seek More Support

Most people who have been directly involved with a painful, extraordinary stressful, traumatic event will be affected in some way. Many will require some form of assistance, whether financial, environmental, physical, emotional or psychological. How a survivor reacts to a traumatic event depends on that person's perception of the events, his/her previous experiences with prior challenges or traumas, his/her coping abilities and the level of available existing support.

In general, the intense physical and emotional responses start to lessen within

two weeks and often disappear within four to six weeks as life continues and the survivor's attention becomes focused on other things. Many people feel better within three months after the event, but others recover more slowly, and some do not recover without help. Much depends on the survivor's coping skills, prior state and the nature and the extent of the losses sustained. Someone who has experienced multiple major losses e.g. loss of home or possessions, death of a loved one or multiple traumas may take longer to recover. Research indicates that 20-30% of persons directly affected by a major traumatic event will require some type of long-term emotional support such as counseling. (2,7)

Any trauma survivor feeling or showing any of the following symptoms should seek professional help.

- * Prolonged agitation or anxiety
- * Depression or extreme hopelessness
- * Impaired daily activities or job function
- * Suicidal thoughts or ideation
- * Prolonged, inhibited or absent grieving
- * Extreme physiologic or psychological reactions
- * Substantial guilt
- * Substance Abuse – alcohol or drug use
- * Psychotic states
- * Uncontrolled rage

Various supportive resources that survivors may find helpful include: emergency response teams, counselors, social workers, physicians, nurses, healthcare professionals, clergy, therapists, support groups and leaders, mental health professionals and other survivors.

Helping the Survivors

The Center for Disease Control's Emergency Preparedness & Response Disaster Mental Health Resources offers ways for healthcare providers to address the emotional needs of survivors and help them cope with the traumatic event: (2)

- * Identify concrete needs and attempt to help. Traumatized persons are often preoccupied with concrete needs (e.g., How do I know if my friends made it to the hospital?).
- * Keep to their usual routine.
- * Help identify ways to relax.
- * Face situations, people and places that remind them of the traumatic event—not to shy away.
- * Take the time to resolve day-to-day conflicts so they do not build up and add to

their stress.

- * Identify support sources, i.e., family and friends. Encourage talking about their experiences and feelings with friends, family, or other support networks (clergy and community centers).

Making Sense of Loss & Picking up the Pieces

Trying to make sense of or find meaning sudden catastrophic losses can be difficult. Natural Disasters such as Hurricane's Rita and Katrina, the Asian Earthquake, or last Christmas' Tsunami are beyond anyone's control; they are reminders how susceptible we are to the whims of nature. Natural disasters cause sudden, devastating, insensible losses that cannot be explained. Witnesses are left with the realization that life is not always fair and that sometimes bad things happen to good people. We are left asking the poignant question "Why?"

It is human nature to want to answer the questions "Why?" "Why me?" and "Why did this happen?" yet it may be impossible to ever find an answer. Asking "Why" may be counterproductive, especially when working on recovering and rebuilding. Perhaps the more worthwhile question to ask is, "How do I pick up the pieces and go on living as meaningful as possible?"

Picking up the pieces of a shattered life and finding ways to keep on living is a challenge. Many survivors discover an internal core of strength, others rely on their faith, and still others cope by making sense of or finding personal meaning in the events. They view the event as a chance to be reborn, a turning point or a wake-up call in their life.

Realizing that Life Goes On

Dr. Elisabeth Kübler-Ross said of *mourning*, that "it usually ends when people realize that they can live again, that they can concentrate their energies on their lives as a whole...." In time survivors come to cope with the difficulties and the challenges, integrate the loss, and begin to rebuild a new life—a life forever change by the events. Integrating traumatic events into a new life involves giving up on old dreams and not spending a lifetime mourning what might have been. Survivors learn to accept what their life is now.

The destruction caused in a few hours by hurricanes Katrina and Rita or the Asian Earthquake may take years to repair. Yet in the midst of the destruction there are signs of life. Les Brown once offered

the wise words, "Change is difficult but often essential to survival." Although the setbacks from Rita were difficult, residents of these states are changing in order to survive. They are living by the words "*Laissez les Bons Temps Rouler*" "The good times will roll again."

Slowly, survivors start to live again. In time, they begin living a new life, believing that life is worth living and that most of all despite tragedy...*Life goes on.*

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Emergency Preparedness Resources

1. The Department of Homeland Security: <http://www.ready.gov/index.html>
Includes information for putting together a disaster kit of emergency supplies and creating a family plan.
2. Federal Emergency Management Agency: http://www.fema.gov/preparedness/community_prepare.shtm
Includes Community and Family Preparedness
3. Red Cross: http://www.redcross.org/services/disaster/0,1082,0_501_,00.html
Includes Disaster Services and Disaster Safety.
4. Hurricane Awareness: <http://www.redcross.org/news/ds/0305hurricane/index.html>
5. CDC Emergency Preparedness & Response Site: <http://www.bt.cdc.gov/>
Includes various resources for coping with different agents, diseases and other threats.
6. San Francisco, Office of Emergency Services and Homeland Security: <http://www.72hours.org>

Disaster Mental Health Resources

1. CDC Emergency Preparedness & Response Site: <http://www.bt.cdc.gov/mentalhealth/>
Includes an extensive section on Disaster Mental Health.
2. The American Academy of Experts in Traumatic Stress: <http://www.aacts.org>
3. Acute Traumatic Stress Management: <http://www.atism.org>

21 Things You Can Do While You're Living Through a Traumatic Experience (6)

1. Take immediate action to ensure your physical safety and the safety of others. If it's possible, remove yourself from the event/scene in order to avoid further traumatic exposure.
2. Address your acute medical needs (e.g., If you're having difficulty breathing, experiencing chest pains or palpitations, seek immediate medical attention).
3. Find a safe place that offers shelter, water, food and sanitation.
4. Become aware of how the event is affecting you (i.e., your feelings, thoughts, actions; your physical and spiritual reactions).
5. Know that your reactions are normal responses to an abnormal event. You are not "losing it" or "going crazy."
6. Speak with your physician or health-care provider and make him/her aware of what has happened to you.
7. Be aware of how you're holding-up when there are children around you. Children will take their cues from the adults around them.
8. Try to obtain information. Knowing the facts about what has happened will help you to keep functioning.
9. If possible, surround yourself with family and loved ones. Realize that the event is likely affecting them, too.
10. Tell your story. And, allow yourself to feel. It's okay—not to be okay during a traumatic experience.
11. You may experience a desire to withdraw and isolate, causing a strain on significant others. Resist the urge to shut down and retreat into your own world.
12. Traumatic stress may compromise your ability to think clearly. If you find it difficult to concentrate when someone is speaking to you, focus on the specific words they are saying—work to actively listen. Slow down the conversation and repeat what you have just heard.
13. Don't make important decisions when you're feeling overwhelmed. Allow trusted family members or friends to assist you with necessary decision-making.
14. If stress is causing you to react physically, use controlled breathing techniques to stabilize yourself. Take a slow deep breath by inhaling through your nose and then exhale slowly through your mouth. Upon exhalation, think the words "relax," or "let go." Repeat this process.
15. Realize that repetitive thinking and sleep difficulties are normal reactions. Don't fight the sleep difficulty. Try the following: Eliminate caffeine for 4 hours prior to your bedtime, create the best sleep environment you can, consider taking a few moments before turning out the lights to write down your thoughts—thus emptying your mind.
16. Give yourself permission to rest, relax and engage in non-threatening activity. Read, listen to music, consider taking a warm bath, etc.
17. Physical exercise may help to dissipate the stress energy that has been generated by your experience. Take a walk, ride a bike, or swim.
18. Create a journal. Writing about your experience may help to expose yourself to painful thoughts and feelings and, ultimately, enable you to assimilate your experience.
19. If you find that your experience is too powerful, allow yourself the advantage of professional and/or spiritual guidance, support and education.
20. Try to maintain your schedule. Traumatic events will disrupt the sense of normalcy. We are all creatures of habit. By maintaining our routines, we can maintain a sense of control at a time when circumstances may lead us to feel a loss of control.
21. Crises present opportunities. Cultivate a mission and purpose. Seize the energy from your experience and use it to propel you to set realistic goals, make decisions and take action.

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Walking to Improve Well Being: American on the Move Day of Action

Every day I walk myself into a state of well being, and walk away from every illness. I have walked myself into my best thoughts, and I know of no thought so burdensome that one cannot walk away from it.

Søren Kierkegaard

On September 28, 2005 more than 15,000 individuals across the country interested in taking steps to improve their health pledged to move more and eat less as part of the 2nd annual America On the Move Day of Action. The pledge was simple:

***Walk an extra 2000 steps (equivalent of 1 mile)**

***Eat 100 fewer calories each day**

Their message is, 'Move more and eat less.' Making two simple changes helps in maintaining a healthy weight by improving the balance between the amount of calories consumed and the amount of energy burned in a normal day. *America On the Move* is a national initiative dedicated to helping individuals and communities across the country make positive changes to improve health and quality of life. America On the Move strives to support healthy eating and active living habits in our society by inspiring people to engage in fun, simple ways to become more active and eat more healthfully. For more information visit <http://www.americaonthemove.org>

Ground-Breaking Health Summit Aimed to "Get Healthy California"

Current statistics indicate that over 60% of the adults in the United States are considered to be overweight or obese. In California over 50% of adults are overweight or obese. Nearly 30% of California children are overweight or at risk for being overweight. The number of children ages 6 to 19 who were obese has tripled since 1976. These statistics, not so different in many of the other states, indicate that California is experiencing a true public health crisis, with this obesity epidemic.

California Governor Arnold Schwarzenegger convened the first of its kind Summit on Health, Nutrition and Obesity on September 15, 2005. This Summit was designed to bring together experts from the business, education, government and public health communities to find creative ways of doing something and taking positive steps in combating the obesity epidemic facing California. Costs to the State due to physical inactivity, overweight and obesity in adults are projected to be \$28 billion for 2005.

At the Summit, Governor Schwarzenegger encouraged Californians to improve their health and physical fitness and "Get Healthy California." He also signed landmark legislation to ensure that California Students have access to healthy foods. SB 12 sets food nutrition standards for

food, SB 965 extends the ban on the sale of soda, SB 281 will provide a framework in the Governor's budget to include more fresh fruits and vegetables in school meal programs. Once the legislation is implemented, California public schools will have the strongest nutrition standards in the nation.

The Governor is working with the various experts from different sectors to promote an environment in California that encourages healthy eating, regular physical activity and responsible choices. Governor Schwarzenegger has set forth his 10-point vision for a healthier California.

10 Steps Toward Healthier Living

1. Californians will understand the importance of physical activity and healthy eating, and they will make healthier choices based on their understanding.
2. Everyday, every child will participate in physical activities.
3. California's adults will be physically active every day.
4. Schools will only offer healthy foods and beverages to students.
5. Only healthy foods and beverages will be marketed to children ages 12 and under.
6. Produce and other fresh, healthy food

items will be affordable and available in all neighborhoods.

7. Neighborhoods, communities and buildings will support physical activity, including safe walking, stair climbing, and bicycling.
8. Healthy foods and beverages will be accessible, affordable, and promoted in grocery stores, restaurants, and entertainment venues.
9. Health insurers and health care providers will promote physical activity and healthy eating.
10. Employees will have access to physical activity and healthy food options.

These Steps may seem ambitious, but once implemented, they will improve the health of Californians and allow California to serve as a model for healthy living.

For More information about the Summit on Health, Nutrition and Obesity, and the Landmark Nutrition legislation visit the California State Website, <http://www.ca.gov> and/or Governor Schwarzenegger's Website <http://www.governor.ca.gov>

Taking It Easy on Exercise Intensity

Your doctor told you to exercise more. Where do you begin? It may not be as overwhelming as you think. In a recent study conducted at Duke University Medical Center, it was determined that the duration you exercise may be **more** important to your heart than your intensity (N=133 sedentary overweight men and women). Researchers from North Carolina published in the *Cardiopulmonary and Critical Care Journal (CHEST)* that people who walk briskly for 1.5 to 2 miles per day or about 20 to 30 minutes a day will significantly improve their cardiovascular fitness and lower their risk of devel-

oping heart disease.

Brian D. Duscha from Duke University Medical Center added that walking/jogging more briskly or increasing your time will also increase the benefits. Duscha also emphasized that the participants walking 20-30 minutes a day improved their fitness **without** losing any weight. "People need to know: even without losing weight, you are getting significant benefits by exercising -- you're improving your fitness level, decreasing fat and increasing muscle and improving your lipid panel -- so don't stop exercising," Duscha said. Therefore, Duscha and col-

leagues conclude, "it is appropriate to recommend mild exercise to improve fitness and reduce cardiovascular risk, yet encourage higher intensities and amounts for additional benefits."

Source:

BD. Duscha, CA. Slentz, JL. Johnson, JA. Houmar, DR. Bensimhon, KJ. Knetzger, and WE. Kraus, *Effects of Exercise Training Amount and Intensity on Peak Oxygen Consumption in Middle-Age Men and Women at Risk for Cardiovascular Disease*. *Chest*, Oct 2005; 128: 2788 - 2793.

Good News for Coffee Drinkers: Beneficial Antioxidants in Java

The morning cup of coffee has an exhilaration about it which the cheering influence of the afternoon or evening cup of tea cannot be expected to reproduce.

Oliver Wendall Holmes, Sr.

For years physicians have recommended their patients cut down or eliminate their coffee intake. Coffee has been linked as a contributor to stress, hypertension, heartburn, PMS and increasing cholesterol levels. However, new finding presented in August 2005 and many other recent studies demonstrating more health benefits in coffee may give cause to reconsider the prior advice against drinking coffee.

The latest research findings were released showing coffee as the number one source of antioxidants found in the typical American diet. These findings from Chemistry Professor Joe Vinton and his team from the University of Scranton Pennsylvania were presented in August at the 230th meeting of the American Chemical Society. The University analyzed the antioxidant content of more than 100 food items and then compared these findings to the typical American diet. Typical American adults drink 1.6 cups of coffee each day, potentially consuming approximately 1300 milligrams a day of antioxidants from either caffeinated or decaffeinated coffee.

A study released earlier in this year from the Harvard School of Public Health and Brigham and Women's Hospital found that participants who regularly drank coffee sig-

nificantly reduced the risk of onset of type 2 diabetes, when compared to non-coffee drinkers. The antioxidants in coffee may also increase a person's insulin sensitivity, improving the body's response to insulin, decreasing the risk of diabetes.

These new findings from Vinton's team demonstrate that coffee, due to the rate of consumption in the typical diet, is the primary source of antioxidants for most Americans. Other foods, particularly fruits and vegetables such as cranberries, red grapes, apples, tomatoes and dates contain more beneficial antioxidants than coffee, but are consumed less often in the typical American diet than coffee so contribute smaller amounts of antioxidants.

Antioxidants are chemical substances that help protect against cell damage by ridding the body of harmful free radicals that cause certain diseases. Free radicals can cause mutations in cell DNA that can lead to cancer, contribute to symptoms of aging, cardiovascular disease and other diseases. Well known antioxidants include vitamin A, vitamin C, vitamin E, carotenoids and flavonoids.

Over 19,000 studies have been done in recent decades examining coffee's impact on health. Some of these studies have shown that coffee may lower the risk of diabetes, Parkinson's disease, and colon cancer, lift moods, treat headaches and lower the risk of cavities. Current thought is that one to two cups of coffee a day appear to be beneficial.

Before rushing out and drinking more coffee, one must remember with nutrition, the focus is on utilization and moderation, providing enough but not too much of a substance. The potential health benefits of the antioxidants in coffee depend in how they are absorbed and utilized by the body; high levels of antioxidants in foods do not necessarily translate to high levels of antioxidants in the body. Additionally, coffee should not be considered to be a substitute for more antioxidant and nutrient rich beneficial fruits and vegetables. Vinton points out the unfortunate fact that Americans are still not eating enough fruits and vegetables, which contain more antioxidants as well as other beneficial nutrients, vitamins minerals and fiber not found in coffee.

So when you pour your cup of exhilarating morning Java, you may be getting more than a "cheering influence" you may also be drinking a healthy dose of beneficial antioxidants. However for even more beneficial antioxidants, remember your fruits and veggies.

For More Information:

American Chemical Society. 2005. Coffee is number one source of antioxidants. Available at: <http://www.physorg.com/news6067.html>
Salazar-Martinez E. et. al. 2005. Coffee Consumption and Risk for Type 2 Diabetes Mellitus. Available at: <http://www.annals.org/cgi/content/abstract/140/1/1>
Kirchheimer S. 2004 Coffee: The New Health Food? Available at: <http://my.webmd.com/content/icl/80/96454.htm>

Purchasing Medical and Wellness Equipment

By Christopher Breuleux, PhD

Each year, the process of evaluating and purchasing equipment becomes a bit more complicated. There are new companies and technology, categories, updates and additions to existing equipment, all which make the decision more difficult and time-consuming. Obviously, every business and facility has unique and different needs. Whether you are developing a new program with the latest equipment or simply updating your facility, there are some basic processes and steps that should always be considered when purchasing.

Understand Your Needs

- 1. What market segments are you targeting?** Beyond traditional therapeutic and resistance exercise equipment, there are considerations for specialized populations such as women, children, seniors, post-injury athletes and rehab patients.
- 2. What kind of space do you have?** Nobody wants to work out in a confining and crowded space. A general rule of thumb is 40 square feet of floor space per individual exercise unit. If you're dealing with special populations, such as users in wheelchairs, that number may need to go higher.
- 3. What are your facility constraints?** Certain equipment, such as treadmills, have large motors that require a lot of power. Some elliptical/cross training units are wireless, which is a useful feature when adequate power is not available.
- 4. What are your staffing and programming capabilities?** Make sure you have or recruit the appropriate staff to provide programming and supervision for the machines you purchase.
- 5. What is your budget?** This will determine whether you purchase new, upgraded or refurbished items. As the level of equipment sophistication increases, so does the cost of buying new.

Evaluate & Compare Supplier Vendors

- 1. How long have they been in business?** New companies may be eager to offer attractive pricing incentives, while more established companies may have proven track records and be worth the extra cost.
- 2. Are they financially stable?** You obviously

want to avoid buying equipment from a company that is about to go out of business. Imagine trying to get parts or service from a manufacturer who no longer exists!

- 3. Are they an MWA partner or member?** All MWA partners and members pledge to follow the association's code of conduct for ethical business practices and quality.
- 4. Confirm the warranty?** Each part of a machine (e.g. frames, belts, chains, upholstery) may be covered under a different warranty, and for a different length of time. Be sure you understand all the terms of warranties.
- 5. How complicated is it to service the equipment?** Most manufacturers will train your staff to make routine repairs. Some offer a certified technician training program, and may reimburse you for the hours your maintenance person spends on repairs.

Due Diligence and Reference Checks

- 1. Ask for their service record and references.** The best way to find out what type of service a company provides is to call reference list to ask pointed questions. If you know of other clubs that have the type of equipment you are considering buying, contact them. Ask to speak to the maintenance staff. You want to know what the service will be like after your order clears.
- 2. How is the installation?** Did the delivery process go smoothly? Did the manufacturer take care to get the equipment through the doors, around the corners, and up the stairs without gouging walls and tearing the carpet? Was installation painless and trouble free? Once installed, was the equipment thoroughly tested, and your staff properly trained on safety, operation, and routine maintenance?

Considerations by Equipment Type

Equipment: Desirable features include: a user-friendly operating display, easy-to-read instructions, smooth operation, comfort, well-designed bottle/reading racks, appropriate programs and heart rate monitors. Bikes should have seats that are comfortable for both women and men, and should adjust easily and smoothly. Ellipti-

cal/cross training machines should allow for a comfortable stance full range of motion through a variety of stride lengths. Treadmills will have large and flexible/resilient decks and belts, adequate motors, self-lubricating roller bearings, a decline feature for special training, good handrails, and automatic stop/clear features (useful in resetting between users). Stepping/stair machines should position users to work the gluteus maximum muscles more so than the knees. They should also have large foot pads and a special coating on the handrails so that they are durable, non-slip and easy to clean. Upper body ergometers and rowing machines should provide a smooth rowing motion, with the cable, seat and fly-wheel operating smoothly.

Rehab and Resistance Equipment:

Desirable features include: solid and ergonomic frames, easy seating and quality upholstery. Selectorized equipment should contain clear directions and illustrations. Information on equipment should clearly explain the muscle groups being exercised and the appropriate range of motion. Such equipment should be of bio-mechanically sound design and should allow for independent movement. All selections should be easy to use, and provide quality negative resistance. Other desirable features include: smooth bolt heads, rubber-coated covers which cut down on the noise, ergonomic grip design, and on/off controls.

Remember that you are buying equipment for all of your participants and patients. The appropriate selection of equipment along with appropriate safety procedures will provide positive results.

Resources

Medical Wellness Guide, <http://www.MedicalWellnessAssociation.com>
American College of Sports Medicine
International Health, Racquet & Sportsclub Association



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Rush-Copley Workout for Hurricane Relief



Rush-Copley Healthplex

Program Review

The Rush-Copley Healthplex opened in 1997 on the new Rush-Copley Medical Center Campus. The Healthplex, a 175,000 sq. ft. multi-sport, medically based fitness center, is the premiere club in the Aurora/Naperville/Plainfield area, a booming market with over a half-million residents. Serving approximately 5,500 members and employing over 200 staff, the Healthplex caters to a client base that is willing to pay for and expects to receive the highest quality facilities and service. Winner of numerous awards for programming in aquatics, tennis and fitness, the Healthplex has attracted many of the top instructors and personal trainers in the area.

The offerings at the Healthplex are extensive: an array of cardio and strength equipment, aquatics with lap pool and therapy pool, gym floor with 2 basketball courts, 8 indoor tennis courts and 6 outdoor clay courts, a 1/5 of a mile indoor track, rock climbing wall, locker rooms with whirlpool, sauna, and steam, and a two-floor children's fitness and sports academy. In addition, the Healthplex was the first club in the Illinois to feature a Kinesis Studio and now serves as a Midwest regional training center for Technogym, as a result. Programming continues to expand with demand, and current classes include a wide variety of group exercise classes, and specialty classes, such as Pilates, tai chi, yoga, master swim and spinning. Sport specific training for both adults and children is available, as well.

Within the Healthplex, there is a large integrated sports medicine/rehab practice: *Physical Therapy and Sports Medicine Centers*. In addition, attached to the Healthplex is a 30,000 sq. ft. medical office building, which features numerous healthcare specialty practices. The club is managed by industry veteran Ed Buda of Lakeshore Medical Fitness, a Chicago based management firm that specializes in larger, more complex facilities.

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