



Medical
Wellness
Association

Medical WELLNESS

INTEGRATING HEALTH PRACTICES

Fall 2008

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WELCOME FROM THE PRESIDENT

The demand for wellness programs continues to grow as we provide new Forums, support and strategic partnerships for health, medical and wellness professionals. We are pleased to honor, Dr. Larry Golding with the 2008 Medical Wellness Distinguished Service Award. In this issue we interview Bill Baun, with MD Anderson and the Houston Wellness Association. We also feature articles on Effective Health Coaching and Successful Wellness Programming and Wellness Training Opportunities.

*We are pleased to host the **Medical Wellness Forum**. The **Medical Wellness Association** sponsors the Forum with **IHRSA**, International Health, Racquet & Sports Association and **PRECOR**. We provide ongoing best practices, research, professional networking and continuing education. The **Medical Wellness Forum** is open for all our MWA professional members and partners. The complete Forum Program and Faculty is provided on page nine. There is great excitement in meeting and networking with international medical wellness practitioners. The **Forum** will be at the **RIO Hotel Resort in Las Vegas, September 9th, 10th & 11th** for outstanding workshops, networking, exhibits and trade show. Join in and participate in the exciting new medical wellness transformation. We look forward to meeting with you at the **Medical Wellness Forum**.*

Christopher Breuleux



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THE OFFICAL JOURNAL OF THE MEDICAL WELLNESS ASSOCIATION

ONE-ON-ONE

BILL BAUN AND CHRIS BREULEUX

Medical Wellness Association

Recently I met with Wellness Coach and Manager for M.D. Anderson, Bill Baun to discuss wellness and worksite programs and what the future holds for us.

MWA: Why do we support the worksite wellness movement?

It is estimated that health costs in 2008 will total approximately \$2.2 trillion, or 16 percent of the US domestic product. Seven out of 10 Americans who have some form of health insurance coverage get it through an employer. It is projected that employers will pay approximately \$10,000 per employee for health care this year.

MWA: How are you positioned with the Wellness Association?

Bill: I was appointed the chairman of the Mayor's Wellness Council. The HWA was then developed to create a private sector wellness initiative to address the healthcare crisis. The association was formed for the purpose of supporting the growth of the wellness industry. We strategically make alliances to work with business organizations and associations like MWA.

MWA: As the leader of HWA you partner and interact with many organizations. What is the status of worksite wellness community?

Bill: The value of employee worksite health has driven the interest in wellness. One of our goals is to raise the number of individuals and organizations involved in wellness

programs at the local level. We are driven to help bring both people and companies together to help partner and provide training and ongoing networking events. Companies need to develop a culture of Wellness.

MWA: Do wellness programs impact the P & L and bottom-line?

Bill: Yes. The National Business Group on Health published reports about the benefits of wellness programs. It suggested that worksite programs increase employee morale and productivity, improve employee health and reduce healthcare costs, accidents and absenteeism. The ROI for wellness costs was nearly \$3.50 for every dollar invested.

MWA: Why the major surge in worksite wellness programs?

Bill: A 2006 Purdue University study suggested that 87.5 percent of health care claims costs are due to individual lifestyle. Wellness programs focus on the knowledge, skills and commitment it takes for employees to adopt healthier lifestyles. Comprehensive worksite wellness programs work because they can improve the modifiable health risks of employees.

MWA: How can the Medical Wellness Association and HWA work together and support wellness education and networking?

Chris: There are great opportunities for partnering with wellness organizations. We are excited that there are many new forums to exchange ideas and information to work together in the expanding wellness marketplace. The major benefits of partnering are the networking and training events as well as the broad professional membership base. We all have much to gain when we support and share wellness

and health promotion information. We will continue to strengthen alliances with organizations and professional associations to support the current medical wellness and corporate-worksite health issues.

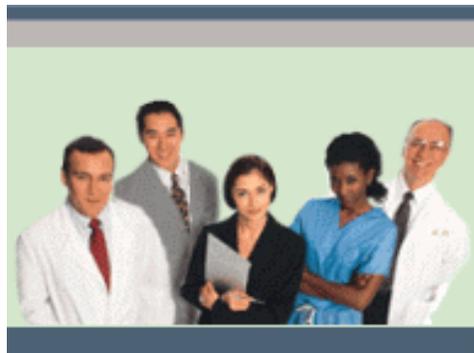
MWA: As a member, the Medical Wellness Association supports local efforts. Do your members seek new business opportunities in wellness and health promotion?

Chris: Definitely. The growing number of wellness providers and allied health providers understand that employers, consumers and members drive the need for wellness programming and resources.

The upcoming Medical Wellness Forum hosted by MWA and the HWA meetings contribute to the ongoing professional training and development efforts. We look forward to meeting with members and guests at the Medical Wellness Forum in Las Vegas, as well as the Worksite Conference in Houston.

William B. Baun, EPD, FAWHP, is the manager of Wellness Programs at the M.D. Anderson Cancer Center & chair of Houston's Mayors Wellness Council.

Christopher Breuleux, PhD, FAWHP, is President of the MWA.



Defining Medical Wellness for the Association

Before a new association develops standards, it should have a clear vision and conceptual definition of goals and purpose. The Medical Wellness Association was created as a professional membership based advocate for the and integration of the medical and wellness disciplines. It was initially formed to support the growing wellness movement by clearly defining appropriate guidelines and standards. There is broad agreement among respected analysts that future wellness and healthcare and policy decisions will be driven by the direct consumer and family much more than in the past. We strive to lead the integration of and defining the standards for medical wellness professionals.

Due to improved medical practices, average life expectancy has increased significantly. However, the biggest health problem in our society stems from not maintaining a healthy lifestyle. Today's changing healthcare environment requires an integrative approach to medical care. Increasing medical costs threaten the economic vitality of healthcare options and limit the choices for both providers and patients. Individual consumers who are striving for optimal health and wellness realize that medical science can prolong their lives, but they also want to live well and be healthy throughout their entire lives. Physicians, therapists, health professionals, or wellness practitioners could utilize medical wellness programs to provide real solutions for today's changing healthcare environment. Many organizations have been successful at reducing health and medical costs by helping their employees become wellness consumers and live a healthier life.

Many wellness practices are considered to be outside the traditional realm of conventional medicine. The demand for wellness programs and therapies has increased, and progress toward reducing the barriers with conventional medicine continues. The Medical Wellness Association provides key terms and definitions for the field of medical wellness, allied health disciplines.

Definition of Wellness

The World Health Organization has defined health as a state of optimal well-being, not merely the absence of disease and infirmity. There have been many terms used to define and describe wellness. These include optimal health, health promotion, and total health and wellness. Optimal well-being requires the balancing of lifestyle and various dimensions of the whole person. These dimensions of health include physical, mental, emotional, environmental, spiritual and social components. This broader wellness approach to health demands the integration of all dimensions of wellness. These dimensions are often interrelated as one wellness dimension can affect the others. The developing field of wellness is serving the need of helping individuals improve their health through the process of wellness practices, lifestyle and medical care. We define medical wellness is the practice of health and medical care relating to wellness outcomes. The more specific definition of medical wellness is an approach to delivering care that considers multiple influences on a person's health and consequently multiple modalities for treating and preventing disease as well as promoting optimal well-being. Medical wellness integrates and brings together

stakeholders in healthcare: medical wellness practitioners and health providers.

Medical wellness provides a balanced application of wellness to both health and medical outcomes. It is often viewed as the integration of wellness practices and programs within a clinical environment. Medical wellness evolves continually, as practices and treatments that are proven effective merge into conventional medicine and as new approaches to health, well-being and wellness emerge. The foremost goal of medical wellness is to promote an optimal state of health through practicing an active wellness lifestyle and preventing disease and illness. Best practice medical wellness programs should meet universal quality and medical standards of care that can be proven effective. Medical wellness definitions help clarify conflicting and often misleading health and wellness information presented to the individual by mass media and consumer driven health publications.

Medical Wellness Association

Medical Wellness Association

Chris Breuleux, Ph D, is President of the Association, Board Advisor for the Medical Wellness Alliance and member of the Advisory Board for the National Health, Wellness and Prevention Congress.

Sleep Science: The Missing Wellness

Sleep is one thing most people wish they had more of. With work, family life, exercise and all of the other responsibilities we have to squeeze into the day, a restful night's sleep is a welcome necessity. However, one of the 40 million Americans who have trouble either falling asleep or staying asleep at night, you might find yourself tired and fatigued during the day. According to a report from the Institute of Medicine of the National Academies, between 50 and 70 million Americans chronically suffer from some type of sleep disorder, many undiagnosed. Some of the more common sleep disorders are sleep apnea, narcolepsy, insomnia and restless legs syndrome. Some sleep disorders are genetic and most are treatable through medication or behavioral therapy. Many patients must undergo either nighttime sleep evaluations in which brainwaves, eye movements, breathing, muscle activity and heart rate are measured.

Sleep Apnea

Symptoms include extremely loud snoring, waking up with a headache or dry mouth, daytime sleepiness, poor concentration and short-term memory. With this condition, patients are unable to breathe properly while sleeping because either the tongue or uvula close over the throat, or the upper airway collapses under its own weight, blocking the air from passing through. This causes the person to snore or briefly wake up in order to open up the airway and breathe. Sleep apnea can be a genetic condition and is often related to obesity. People who are obese have greater chances of developing sleep apnea. There are proven devices that can help, such as a CPAP mask that blows air into the throat to open up the airway. Surgery can also correct the problem.

Insomnia

People who are unable to relax at bedtime, have trouble falling asleep or staying asleep over long periods of time (more than three weeks) and suffer the daytime consequences of lack of sleep are typically diagnosed with insomnia. However, insomnia is not necessarily a disorder as much as it is a result of some other condition, such as stress, tension or pain. Therefore, treatment for insomnia is best given by addressing the underlying problem, which can be medical or psychological. Sleep aids are often prescribed, but only as a temporary means of regaining a normal sleep cycle.

Narcolepsy

Narcolepsy could be the most dangerous sleep disorder because it consists of uncontrolled attacks of REM sleep during the day,

which can occur at anytime and can be potentially fatal if the person is driving. A state of dreaming occurs during REM sleep that paralyzes all muscles of the body. While most people experience this state only during nighttime sleeping hours, narcoleptics experience it throughout the day. Narcoleptics feel continually sleepy between these episodes, regardless of how much sleep they get at night. The cause of narcolepsy, which typically begins during the teenage years, is not known, but it is related to the part of the central nervous system that controls sleep and wakefulness. Symptoms include excessive daytime sleepiness, cataplexy (sudden loss of muscle strength brought on by a strong emotional stimulus such as fright, anger or laughter), social isolation or depression, short temper and mood swings and having no memory of automatically doing routine tasks while in a twilight sleep state.

Recommendations for Sleep Improvement

- Keep a regular schedule with a consistent bedtime and wake-up time every day of the week. Avoid sleeping late on weekends.
- Stay away from spicy and chocolate foods or caffeinated beverages like coffee, tea and soda after 7 p.m.
- Avoid stress or strenuous activity within two hours of bedtime.
- Sleep environment should be quiet, dark and at a comfortable temperature.
- Practice meditation, breathing techniques or a relaxing activity prior to sleeping.
- Regular massage therapy and muscular relaxation can improve total sleep quality.

Improved Wellness Assessments

Assessment is no longer regarded as a simple measurement tool, but rather as an intricate system in achieving and maintaining wellness and good health. There are numerous web based lifestyle management systems designed to provide testing, activity tracking, and wellness goals. In addition to the core features there is "Apparent Age" or "Real Age," which calculates a person's biological age and aging rate. Although assessment is key to medical wellness programs, they are powerful communication tools between patient and medical staff. Testing and measurements can monitor patient progress, document results, and help improve health and performance.

Welcome New Medical Advisors

John R. Johnston, M.D.

is the Medical Director of Icon Wellness Center and Medical Spa in Houston, Texas. He has practiced family medicine for over 20 years and created Icon as a result of his passion for offering wellness-based solutions to his patients. Dr. Johnston has recently been appointed as a Medical Wellness Advisor for the internationally recognized Medical Wellness Association. Dr. Johnston will be speaking at this year's Medical Wellness Forum in Las Vegas on September 10 and 11. He will be joined by other leading medical professionals who are also on the forefront of making wellness and good health a priority for their patients.

Dr. Robert J. Moore, III

is the CEO and Founder of Body of Knowledge Inc. He is also the owner of Moore Foot & Ankle Specialists, PA. He has 25 years experience in the health and wellness industry starting as a personal trainer and nutrition counselor while attending the University of California at Berkeley. After completing medical school and a surgical residency he has combined these two professions into a unique wellness venue to meet the demand created by America's health care crisis. He is Board Certified in foot and ankle surgery, is a member of the Mayor's Wellness Council, and the chair of the medical committee for the Houston Wellness Association. Dr. Moore has also written and released a new edition of his book Body of Knowledge; The complete weight management system for a lifetime of Health.



Enhance Effectiveness with Online Wellness Coaching

As health and fitness professionals, how often have you heard clients say “I know I need a healthier lifestyle (lose weight, get in shape), but I just don’t know where I’d find the time to make it happen?” Many of those who do make it to the health club for self-directed workouts, or work with a trainer or dietitian, fail in their efforts because they lack the ongoing, often 24/7, support to make the needed lifestyle changes.

Health coaching offers a solution! Coaching has been shown to be an effective tactic in helping individuals achieve and maintain positive behavioral changes. Whether face-to-face, telephonic, online or through mobile devices, the fundamentals of coaching are the same – dedicated coaches helping individuals improve the quality of their lives. However, in today’s world of hectic schedules, people have come to value the convenience of receiving information and assistance on demand. Online coaching helps to meet that need.

Online coaching offers individuals the opportunity to access help whenever they want it and wherever they choose. It is an invaluable tool for health and fitness professionals to augment and support their face-to-face work with clients. Using e-mail and other mobile technologies, you can help individuals acquire information, set and modify goals, develop action plans and gain the support and accountability needed to make and maintain lifestyle changes. In addition, individuals you coach also have access to goal tracking tools as well as educational materials you specifically select for them from the coaching website’s data base.

The Medical Wellness Association has teamed with Hummingbird Coaching Services to make available Online Health Coach seminars for health and fitness professionals. As an originator of online health coaching and the leader in expanding the use of distance technologies to improve behavior

change, Hummingbird provides a comprehensive program on the coaching process, its application to technology, and the advantages of asynchronous communication. Drawing on Hummingbird’s close ties to Positive Psychology, the program also presents the latest Positive Psychology research in this field and explores strategies for incorporating it into coaching practice.

Plan to attend the MWA Forum in Las Vegas to learn more about online health coaching from Hummingbird’s founders, Dr. Donna Mayerson and Sean Slovenski.

Joyce Phelps, Director of the Training Institute for Hummingbird Coaching

Professional Opportunities in Massage Therapy

With growing popularity and an incredible impact on health, massage therapy has become one of the fastest growing careers and wellness opportunity. New schools, colleges and even hospitals are offering programs and credentialed training for registered massage therapists. Using a wide variety of techniques, massage therapists have become a resource to treat a wide range of cases from stress, and anxiety to spinal problems and even athletic injuries. Continuously growing in the allied health and wellness industry, massage therapy has become more widely recommended by physicians and medical practitioners. It has become mainstream and is often utilized as part of the medical and therapeutic regime. Increasingly, consumers are demanding both retail usage for a healthy lifestyle and as viable treatment option for medical care. Insurance companies also acknowledge the importance of massage, with more organizations specifically adding massage therapy as a treatment option to their coverage.

People seek massage therapy as a means not only to treat problematic injuries, but for prevention, wellness and even improved performance. There is a large field of specialty massage therapists with a variety of strengths and expertise. Finding the right therapist and treatment options can make all the difference between performing, injury time and a faster recovery. A good massage therapist can assess physical muscles and tension levels of a client to determine where and what problems exist in the muscular skeletal systems.

According to the AMTA (American Massage Therapy Association), massage therapy is scientifically proven to treat many illnesses and muscle problems, as well as boosting the immune system, lowering blood pressure, soothing joint and muscle pain, combating depression and withdrawal symptoms, lowering stress and anxiety levels, and rehabilitating patients with serious injuries.

Christophe Breuleux, LMT

An estimated 20 million Americans receive massage therapy and bodywork each year, according to the National Institute of Health (NIH).

* Approximately 50,000 massage and bodywork practitioners provide 45 million one-hour therapy sessions each year.

* Two thirds of Americans have tried at least one form of alternative therapy or treatment for health or medical conditions.

* Massage therapy is the third most commonly used form of alternative medicine in the U.S., having been tried by over 35% of Americans

Promote Wellness Careers

You're invited to be a part of the single largest career network, exclusively for professionals & students in medical wellness. Whether you're looking for your next career move, have a position for a medical wellness professional to advertise or just want to keep your finger on the pulse of our growing industry, our networks for you. “Candidates have a great deal of flexibility to either view career opportunities on line, register to receive them based on their qualifications & preferences or subscribe to receive a weekly review. There is never a cost or any restriction on access for candidates”. Said Michaela Conley, CEO/Founder of the HPCareer.Net network. Employers pay a low flat fee to advertise directly to candidates via email based on the requirements of the opportunity. Ads then remain online and are propagated throughout the network to ensure rapid response and maximum ROI. Customers report receiving their first responses to their ad in as little 24 hours. Please visit the “Careers” link on our MWA website or call 410 715 2268 www.mwa.hpcareer.net.

Health Promotion and Wellness Outcomes

George J. Pfeiffer, MSE, FAWHP

Within worksite health promotion and wellness there is much discussion around the concept of health and productivity management (HPM) and its impact on managing human capital and the bottom line.

A central tenet of HPM is that health and productivity are inextricably linked, and as such, organization's need to look at the total costs associated with health-related lifestyle risks and acute and chronic health conditions.¹ As such, the collection, integration, and interpretation of specific data sets related to the direct (e.g., medical, pharmacy) and indirect (e.g., sick-days, disability, presenteeism) costs of a population are desired best practices. Data management allows organizations to not only benchmark their current health management practices, but identify strengths, gaps, and opportunities within these practices and realize a greater total value for each healthcare dollar invested.

Without a doubt, "You can't manage, what you don't measure" is an important principle for making value-based health management decisions. However, the vast majority of employers have limited access to health data and more importantly, limited resources to analyze and interpret this data. So what can companies do?

Participation is Key

Beyond the fundamental requirement that employee health be a core corporate value which is articulated and supported by all levels of management, a key success factor is broad range participation of the eligible population. Why? Participation rates are a relatively simple "litmus test" that can help program managers, as well as management, benchmark and gauge employee (and dependent) engagement within sponsored programs.

Research conducted by the University of Michigan's Health Management Research Center (HMRC) has shown the correlation between participation in health management activities and health and productivity measures such as reduced medical and pharmacy costs and reduced productivity-related losses due to absenteeism and short-term disability.

Based on this research, the HMRC recommends the following participation benchmarks for comprehensive wellness programs:²

50% of the eligible population should participate in at least one wellness activity such as a health risk appraisal
90% to 100% of the eligible population should participate in at least one wellness activity over a given three-year rolling period

80% of the eligible population should engage in a minimum of two wellness activities within a three to four year period

60% of the eligible population should engage in a minimum of three wellness activities within a five-year period

The bottom line? Motivating your target population to participate in a number of wellness activities within a specific time window is critical to impacting desired outcomes such as risk reduction, risk avoidance, health cost moderation, and improved productivity measures.

This relationship is echoed in a study by Serxner and colleagues that showed the following:³

Participants in a health risk appraisal (HRA) program cost \$212 less, per year than eligible non-participants.

A greater cost-savings were realized when participation in a health risk appraisal program was sustained. Cost savings of \$83, \$173, and \$543 were realized by completing HRA 1, 2, 3, and more, respectively.

Participants in either a health risk appraisal program or another wellness activity realized cost savings when compared to non-participants

Participants who engaged in both an HRA and other wellness activities within a specified period of time, had overall greater cost savings, as compared to separate activities or to non-participants

Again, the major take away message is the importance of not only building ones participation base, but to keep that growing base engaged through ongoing programming. In other words, there is a "dose response"³ association between participation and successful program outcomes.

Summary

Today, with the growth of health and productivity management and its associated metrics, there are new tools and processes to measure risks and related costs. There is no doubt that these metrics have allowed human capital managers (e.g., employee benefits, medical directors, wellness, employee assistance, health and safety) to make a greater business case to senior management. In addition, these measures have brought a new level of accountability among managers responsible for employee health.

However, within this data management process, participation rates have become a "second-class citizen" for many organizations—based on decision-makers' bias for so-called hard data. In addition, the belief among smaller organizations that "robust" data collection is needed to have a successful employee wellness program may be a major barrier to adoption.

With the emerging research on the value of participation metrics related to program outcomes, decision-makers and wellness professionals alike have a relatively simple way to benchmark program impact. In addition, since sustaining and expanding participation are two primary success factors, organizations may consider reallocating a portion of assessment resources to social marketing initiatives within their target population(s).

References:

- Loeppke R, Hymel PA, Lofland JH, et al. Health-related workplace productivity measurement: general and migraine-specific recommendations from the ACOEM expert panel. *J Occup Environ Med.* 2003;45(4):349-359.
- Health Management Research Center. (2008) *Cost Benefit Analysis and Report 2008*. University of Michigan, Ann Arbor, MI.
- Serxner SA, Gold DB, Grossmeier JJ, et al. The relationship between health promotion program participation and medical costs: a dose response. *J Occup Environ Med.* 2003;45 (11):1196-1200.

George J. Pfeiffer is president and founder of The WorkCare Group, Charlottesville, VA and a Diplomat of the Medical Wellness Association.

MWA Supports International Health & Wellness Initiatives



Medical Wellness Association Partners for the Children in the Philippines

I represented the Medical Wellness Association in the Philippines this past year in our new partnership with P and G along with the Red Cross and the Philippine Association of Medical Technology in Manila. We are excited about the partnership as we presented to the local Media and over 10,000 school children on The Medical Wellness Association. We also met with local workers, companies and medical providers to provide wellness trainings and help establish a new Asian chapter for the Medical Wellness Association.

MWA recommends and supports Exercise is Medicine™

The Medical Wellness Association is committed to lend support to encourage ongoing physical activity health benefit outcomes

- Exercise and physical activity are proven and powerful medicine, helping prevent or treat numerous chronic conditions such as hypertension, cardiac disease & diabetes.
- Research shows significant health benefits for those who engage in at least 30 minutes of moderate physical activity most days of the week.
- Nearly two-thirds of patients (65%) would be more interested in exercising if advised by their doctor.

If there were a drug that could so powerfully fight America's obesity epidemic and the health implications it brings, surely every physician would be eager to prescribe it. This is the impetus behind Exercise is

Medicine™ program supported by ACSM and the American Medical Association.

To learn more about Exercise is Medicine initiative, visit www.exerciseismedicine.org.

Coaching Training Partnership

Hummingbird Coaching Services Inc., and the Medical Wellness Association Launch New Health & Wellness Coaching Partnership September 1, 2008

Hummingbird Coaching Services and The Medical Wellness Association are partnering to develop Health Coaching Workshops and Webinars, which will expand best practices for health coaching and the standards of coaching for health and wellness professionals. The new workshops and coach training programs will begin in 2009.

Christopher Breuleux



Benefits of Internet Wellness Assessments

Wellness assessments can benefit employee worksite health:

- Assess health risks
- Help employees and members learn about Internet resources, references and guides
- Develop individual & team health and wellness goals
- Teach the benefits of balancing self, team and work
- Assess wellness, longevity and health-risk levels
- Identify individual lifestyles and behaviors that are high-risk
- Inventory and select successful medical wellness programs
- Customize, support and track wellness and fitness activity programs
- Identify wellness programs to improve health and well-being
- Recognize the importance of exercise and physical activity
- Help individuals learn and practice health-related wellness skills
- Integrate medical wellness and health-risk management
- Assist in tracking and managing multiple worksites
- Provide aggregate health reporting
- Provide strategic employee health and wellness planning

**The Medical Wellness Association
Christopher Breuleux, Ph.D.**

www.medicalwellnessassociation.com



Medical Wellness Association

Leading the Integration of Medicine and Wellness



Join our network of leading medical, health fitness and wellness professionals that work together to improve the health, productivity and well-being of employees, families and consumers.

Contact 281-313-3040 or Info@medicalwellnessassociation.com



MWA presents the
**MEDICAL WELLNESS
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SEPTEMBER 9 thru 11 >> LAS VEGAS, NEVADA @the RIO

Read our online journals & magazines or fill out a membership application at

www.medicalwellnessassociation.com

Medical Wellness Forum at the Rio All-Suite Hotel & Casino

INFO@MEDICALWELLNESSASSOCIATION.COM

Discover Opportunities in Medical Wellness - Find Solutions, Make Connections

Get the most up-to-date, credible, safe and valuable information from leading experts that you can incorporate into your practice & programs

Learn the most effective way to integrate the use of Wellness practices and products into your business; and discover the latest Medical Wellness research and most cutting-edge trends. Come discover how medical wellness programs provide real solutions for today's changing health care environment. Join us in Las Vegas for the most valuable networking event for our profession. *More information at the MWA website: www.medicalwellnessassociation.com.*



Christopher Breuleux, PhD
Conference Chairman
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Director
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George Pfeiffer, MSE, FAWHP
President and Publisher
The WorkCare Group

Medical Wellness Forum

Rio Hotel, Las Vegas, September 9, 10 & 11, 2008

September 9

9:00 am

New Trends & Opportunities in Medical Wellness

Dr. Christopher Breuleux & Lauve Metcalfe

10:00 am

The Future of Wellness, Dr. John Munson

11:00 am

Exercise is Medicine: How to Profit

Dr. Jason Conviser

1:00 pm

Corporate/Worksite Wellness Programs,

George Pfeiffer

2:00 pm

Health and Wellness Coaching

Dr. Donna Mayerson & Sean Slovenski

3:00 pm

Fitness & Wellness Activities for Seniors

Dr. Lawrence Golding, Karen Brown-Gordon & Jennifer Padilla-Loupias

September 11

8:00 am

Open Medical Wellness Business Round Tables

Meet with the CEO's, Physicians & Advisors

Health Assessments & Programs,

Profit with Wellness

Working with Medical Professionals Providers

One on One Wellness Networking & Marketing,

9:00 am

Market Your Wellness Business Online

Rick Stollmeyer

10:00 am

Building Your Brand Through Networking,

Michaela Conley

11:00 am

Sleep Science: The Missing Wellness Piece

Dr. John Spencer Ellis

September 10

8:00 am

Wellness Trends: Ask the Medical Wellness Experts

Dr. Robert Moore, Dr. John R. Johnston, MD and

Dr. Graham Simpson, MD

9:00 am

Developing & Designing MedicalSpa-Wellness Centers Jim Binger & Dr. Christopher Breuleux

10:00 am

Weight Loss Success & Obesity Programs,

Amy Blansit, Casey Conrad

11:00 am

Successful Wellness Programs, Laurie Cingle

12:00 am

The Art of Weight Loss, Lauve Metcalfe

1:00 pm

Medical Wellness Success for Health Clubs

Mike Alpert

2:00 pm

Medical Nutrition, Eric Durak

3:00 pm

Positive Psychology,

Dr. Donna Mayerson & Sean Slovenski

Medical
Wellness
Association

PRECOR^{USA}



Hummingbird
COACHING SERVICES



Successful Wellness Programming

Recently, we have been experiencing a shift in people's attitudes from "fitness" to "wellness." Losing weight remains the number one reason people begin an exercise program. Although the desire to manage weight is still predominantly for appearance, there is an increasing awareness of the health implications of being overweight.

More and more we hear individuals expressing concern about their health. In addition to losing weight, they are more interested in reducing stress, increasing energy, feeling better, improving overall health, performing daily tasks easily, and lowering blood pressure and cholesterol. People are stepping up and taking more responsibility for their health and the consequences of poor lifestyle choices.

As the attitudes shift, so must the programming shift to meet the needs and goals of the people exercising in our programs. As health fitness programming is an integral part of our service line, we need to begin developing more health-oriented programs, or wellness programs, to help them achieve their lifestyle goals. "Fitness Programs" can be defined as being exercise-oriented and motivational in nature. Fitness programs are fun, scored, recreational, sports-oriented, or one-on-one. "Wellness Programs" can be defined as being health-oriented and educational in nature. Wellness programs target traditional ways of preventing and treating special health concerns as well as non-traditional alternative measures. They cover the gamut from exercise, weight management, cholesterol screenings, acupuncture, and healing herbs.

We are moving from "Fitness = Exercise + Diet" to "Wellness = Exercise + Healthy Eating + Education". When deciding what your wellness programs

will look like, consider your members. The first step is to assess the goals of your members. Check interest surveys or needs analyses completed by candidates for membership during the sales or enrollment process. Review the medical and exercise history questionnaires prior to the assessment and testing. It is always recommended to conduct an informal survey by simply asking members what they would be interested in.

The next step is to put your ideas into a calendar format. Plan your calendar six to 12 months in advance. Set a deadline for when it will be published and distributed. The goal is a seamless execution of each and every program. Will any of your programs have expenses? If yes, you will need to budget well in advance and obtain the necessary approvals. Not only do you need to determine what topics you will offer, you need to find qualified experts to deliver the information.

Look within your community for physicians, physical therapists, chiropractors, nutritionists, psychologists, and other experts who are interested in marketing and program presentations. Interview only those practitioners who you feel are appropriate based on your program assumptions. For example, while you personally may be interested in hypnosis or acupuncture as a way of relieving stress, your customers may not. It's best to start with what is more traditional. Interview several providers of the same services to ensure they not only have the proper credentials, but that what they say and how they say it will be well received by your members. Each club has a general "personality". It is important to match the personality of the presenter with the personality of the club. You may learn this the hard way, through trial and error.

Wellness Programming

- Weight management
- Stress management
- Nutrition classes
- Health screenings
- Alternative health topics (acupuncture, Chinese medicine)
- Special populations: seniors, women, men, children
- Health promotion & prevention
- Exercise and physical activity
- Self-care and safety

Typical Wellness Goals

- Lose weight for appearance
- Feel better
- Reduce stress
- Improve overall health
- Increase energy
- Lower blood pressure & cholesterol
- Perform daily tasks easily

Laurie Cingle, M.Ed., specializes in creating successful programs, developing non-dues revenue profit centers, establishing market differentiation and designing new programs.

Aerobic Fitness Lessens Brain Atrophy in Older Alzheimer Adults

Investigators compared the relationship between cardiovascular fitness and regional brain volume in 56 healthy older adults and 63 people with early-stage [Alzheimer's disease](#). People with early Alzheimer's who had higher levels of aerobic fitness had less atrophy in the areas of the brain associated with memory than those with the lesser fitness ratings. The effect was not seen in the healthy older adults.



The Fat Cocktail

What do you get when you mix sugar, salt, and fat?

Answer: a cocktail that promotes fat production and storage. If you really want to sabotage weight-loss and maintenance, just make sure that your meals contain simple carbohydrates, salt, and fat. Eating the three together is like mixing gin, beer, and wine during a night on the town. The combination does far more damage than any one alone, and a fat hangover lasts much longer than an alcohol hangover. While fat by itself is an obvious waist expander, adding salt and sugar will increase the release of the storage hormone insulin.

Here's why: The pure sugar found in foods like candy, cake, crackers, chips, ice cream, and doughnuts gives your body a 100 percent shot of simple carbohydrates. To add insult to insulin, most of the processed products that contain the simple carbohydrates also contain salt or sodium. When salt and sugar enter your system together, they turn on a specialized protein in the intestines that literally pumps more sugar into the bloodstream, even if your bloodstream contains as much sugar as it can normally handle from a large meal or sweet dessert. When this happens, the body responds as if you ate more carbs than you really did and releases more insulin. This means everything you ate—not just the sugar and salt, but also the extra protein, fat, and other carbs—will be more easily stored as fat.

And if that is not bad enough, a high level of insulin also temporarily disables the body's fat-burning capabilities. In biochemical terms, the high levels of insulin being forced into the bloodstream shut down the very enzyme that works to break down fat so the body can burn it. In the end, the fat from your meal or any extra calories still hanging around from an earlier meal are then easily escorted into your fat cells. Result: fat storage is maximized by the Fat Cocktail!

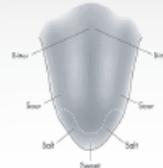
Dr Robert Moore, III.

WHY WE CRAVE SUGAR AND SALT

Our taste for sugar and salt is inherited from our ancestors, who needed them to survive because they do such a great job at helping the body accumulate calories and store fat. To ensure that this instinct remained intact, we were wired with a mechanism to sense their presence—the tongue.

The salt and sugar taste buds are concentrated right up front to better greet these substances as soon as you open your mouth. The signal they send goes directly to one of the most primitive centers of our brain stem and causes a positive response to eat and want more. The brain stem says, "Mmm, good. Me no starve."

Sour and bitter, which most of us have been programmed to be less interested in, are located on the sides and the back of the tongue.



Wellness Treats Obesity

Obesity has risen to epidemic levels and it leads to costly health problems, reduces life expectancy, and is associated with discrimination. Finding a realistic solution to this growing medical problem needs more consideration than simply asking people to eat less and exercise more. Obesity is a social, environmental, emotional and physical issue that needs a broad-based plan and lifestyles that support wellness and healthier behaviors.

Mind Body Issues

This segment provides insight on food issues, body issues, eating behavior, and skills to live a wellness lifestyle. Issues are related to barriers to exercise and making healthy food choices, emotional issues around food, and daily challenges. Support groups provide a safe environment where feelings and resistance to weight loss can be dealt with. There are a variety of social and cultural issues that sabotage weight loss and maintenance. Most obese individuals are not always equipped with the skills necessary to modify eating and physical activity habits. Professional wellness coaching teaching new behavioral skills is essential. Medical wellness professionals can provide support and guidance. They can be found at colleges and universities, wellness and fitness centers, weight loss groups; hospitals and other medical

groups. Wellness Associations, physicians, dietitians along with health and wellness coaches provide needed support. These providers can share a wealth of information such as: food needs, establishing new eating behavior, physical activity plan, finding the time to exercise and developing the skills to maintain a wellness balance essential for on-going success.

Association Support

This organization consists of leading medical, health, and fitness professionals dedicated to the improvement of well being, health and productivity for families, consumers and employees. This association was developed as a multi-disciplinary organization focused on promoting high standards for medical wellness. Our goal is to make wellness a global priority.

Christopher Breuleux, Ph.D.

Obesity Threatens America

A stunning statistic based on data collected through the National Health and Nutrition Examination Study for over 30 years projected that if current trends continue, by the year 2030, 86% of US adults could be classified as overweight and over 51% as obese. The highest levels of obesity could occur in non-Hispanic black women (96%) and Mexican-American men (91%). Following this trend, by the year 2048, every American adult would be considered overweight or obese.

SOURCE: Obesity, July 2008

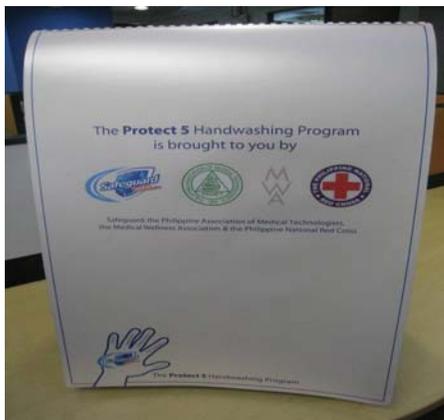
Medical Wellness Directory

New Linked In Medical Wellness Association and Alliance Group

We have created an International Linked In Medical Wellness Group. The Directory allows you to find communities of medical and wellness professionals who share a common experience, passion, special interest, affiliation or goal. *Join our new group and link in today!*

Invite to Join our Medical Wellness Group, Go to: <http://www.linkedin.com/e/gis/717997>

MWA Supports Philippine Children's Health & Wellness



International Medical Wellness Forum Expo and Wellness Exhibits 3-Day Expo hosted by IHRSA, The Medical Wellness Association

“Coach Training Program: Online Health Coaching”

Description: *This program is designed for health and fitness professionals who are interested in learning to provide health coaching in an online environment. The training is designed as part of the Hummingbird Coaching Services' Health Coach Training Program.*

- Step 1 – One month participation in health coaching provided by a Hummingbird Master Coach.
- Step 2 – Webinar and Teleclass and online learning module.
- Step 3 – Core Training – hands-on practice with health coaching protocols and application through online coaching technology.
- Step 4 – One month supervised Practicum

* The Hummingbird Health Coach Training Program and education is endorsed by the Medical Wellness Association

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imbalance

stress

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lack of focus

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presenteeism

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