



Medical
Wellness
Association

Medical WELLNESS

INTEGRATING HEALTH PRACTICES

2009

Vol.6, No.1



WELCOME FROM THE PRESIDENT

I know how depersonalized health care can be, how the whole person is often overlooked and why consumers are seeking care that promotes wellness. These are values that Medical Wellness practitioners provide through services and education. Excitement will come from powerful new scientific methods that will allow better understanding of human complexity and provide answers to how new medical wellness interventions work. Consumer interest in wellness is strong and growing. Allied Health providers, physicians and hospitals are responding to this interest by integrating medical wellness practices with conventional care. As both a practitioner and consumer, I believe in the importance of open dialogue between medical and health care providers concerning our health and well-being.

We are pleased with the launch of the our new International Directory of Medical Wellness Professionals. I encourage you to sign in and check out Medical Wellness ID. We see the coming year as a period of intense listening, sharing and networking. I will continue to network with our members, advisors, partners and representatives from other professional organizations.

*The **Medical Wellness Association** is pleased to present the 2009 **Medical Wellness Forum Workshop** in partnership with **IHRSA**, International Health, Racquet & Sports Association. We provide ongoing best practices, research, professional networking, training and continuing education. The **Medical Wellness Forum** is open to everyone for the meetings and networking with international medical wellness practitioners. The Medical Wellness Forum will be at the IHRSA Conference in **San Francisco, March 16th** for outstanding workshops, networking and trade show. Join in and participate in the exciting new medical wellness transformation. We look forward to meeting with you in San Francisco.*

Christopher Breuleux

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THE JOURNAL OF THE MEDICAL WELLNESS ASSOCIATION

Medical Wellness Association, MWA
Christopher Breuleux, PhD President of the Association discusses the growth, benefits and new services for the wellness and medical communities.

MWA: What does the future hold for the Medical Wellness Association?

Chris: The future for medical wellness is bright. Professional medical groups are attracted to our diverse members, advisors and specialty experts. MWA was developed to create medical wellness initiatives to improve health and medical care. The association was formed for the purpose of supporting the growth of the wellness industry. We strive to increase the number of organizations and individuals involved in medical wellness programs.

MWA: As the leader of MWA you interact with many professionals.

What is the status of the medical wellness community?

Chris: The individual consumer has driven the interest in wellness. MWA will strategically make alliances to work with organizations and partner associations. We are driven to help bring both people and companies together to help partner and provide training, support, resources and ongoing networking events. We want to improve medical wellness outcomes which then benefit everyone, from the provider to the patient, employee and family member.

MWA: What is new in 2009 for the Medical Wellness Association?

Chris: New this year we have launched the International Directory of Medical Wellness Professionals, Medical Wellness ID. Which serves as our professional networking and medical wellness community. This new benefit is highly valued for all MWA members. The new Medical Wellness Webinar program kicks off this month. We continue to form

partnerships around the world including Europe, China and South-east Asia. MWA is planning future international conferences, forums and training events.

MWA: Why support worksite and employee wellness initiatives?

Chris: Our worksite wellness goals and initiatives focus on education, commitment to services that help employees adopt healthier lifestyles. Worksite wellness programs work because they can reduce health risks of employees. Seven out of 10 families who have health insurance coverage get it through employers. Employee programs impact most all families.

MWA: How can the MWA support medical wellness education, quality standards, programs and partnering?

Chris: There are many opportunities for partnering with wellness organizations. We are excited to provide new forums and events 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 our diverse 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 new organizations and groups that improve and support our medical wellness standards and guidelines.

MWA supports international to local wellness efforts. Do members seek new business opportunities in medical wellness and health promotion?

Chris: The majority of allied health and wellness providers understand that consumers drive the need for wellness programming, products and resources. Every allied health, wellness, and medical professional can benefit by working and supporting MWA. Professional medical members include physicians, podiatrists,

chiropractors, acupuncturists, naturopaths, osteopaths, nurses, PT/OT and dietitians. Wellness practitioners include therapists, health educators, counselors, physiologists, counselors, coaches, fitness technicians/trainers. By promoting a cross-disciplinary approach to wellness, everyone benefits—from companies, clinics, universities, hospitals and clubs to professional groups and Association partners.

The upcoming Medical Wellness Forum hosted by MWA—IHRSA meetings contribute to our professional training and ongoing development efforts. We look forward to meeting with members at our Medical Wellness Forum Workshop in San Francisco.

Christopher Breuleux, PhD, FAWHP, President, is Board Advisor for Medical Wellness Alliance, the National Health, Wellness and Prevention Congress and Health Club Networking Association.



Medical Wellness Standards and Guidelines

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

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. The healthcare consumer seeks an integrative approach to medical care. Increasing medical costs threaten the economics 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 reduc-

ing the barriers with conventional medicine continues. The Medical Wellness Association provides critical definitions and guidelines for the field of medical wellness and allied health disciplines.

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, 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. The Medical Wellness Association defines medical wellness as the practice of health and medical care relating to proven 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 allied healthcare: medical and wellness practitioners, providers and professionals. The **Medical Wellness Association** provides program and application guidelines for the profession. We are developing new medical wellness standards that include both health and medical outcomes. Our programs and operations are often viewed as the integration of wellness practices and programs within a clinical environment. Medical wellness evolves continually, as practices

and treatments are developed, tested and proven effective. The integration of these complementary programs merge with conventional medicine 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 active wellness lifestyle and disease prevention. Best practice medical wellness programs should always strive to meet quality and medical standards of care that can be proven effective. Medical wellness guidelines help clarify misleading health and wellness information presented by popular media driven health publications and sources.

Christopher Breuleux, PhD,
Medical Wellness Association

Medical
Wellness
Association



Sleep Wellness

Good restful sleep is key to individual health and 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, 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.

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.

Clean Air Results in Living Longer

Nearly five months have been added to Americans' average life expectancy by the decrease in air pollution that began in the late 1970s and lasted through the early 2000s. The *New England Journal of Medicine* reports that the effects of reduced air pollution accounted for about 15% of the overall 2.72-year increase in life expectancy from 74.32 to 77.04. We are getting a substantial return on our investments for improving air quality as we have cleaner air that improves our environment but it is improving our public health as well.

Source: [New England Journal of Medicine Pope C et al "Fine-particulate air pollution and life expectancy in the United States" *N Engl J Med* 2009; 360:376-386.](#)



MWA Medical Advisors

Dr. John Spencer Ellis

John is the CEO of National Exercise & Sports Trainers Association, the Spencer Institute for Life Coaching, and the Get America Fit Foundation. He is a Fellow of the National Board of Fitness Examiners, the author of *Your Ultimate Guide to Optimal Fitness*, *The Compass*, *The Well Couple* (2009), and a contributor to *Power of Champions* and *Peak Vitality*. He holds two bachelors degrees (business & health science), an MBA, and a doctorate in education. He also completed doctoral level studies in naturopathy. He is a member of the American Sleep Association, National Sleep Foundation, and the American Academy of Anti-aging Medicine. His medical training includes a license in radiological technology, a medical assisting certification, and training in McKenzie rehabilitation.

Dr. Robert J. Moore

Robert is CEO and Founder of Body of Knowledge Inc. He is also the owner of Moore Foot & Ankle Specialists. 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.

Roger Jahnke, OMD

Roger is design consultant for innovative Complementary and Integrative Medicine, researcher in Mind-Body Practice (Qigong and Tai Chi) and Wellness Coaching, trainer of Coaches and Mind-Body Practice Teachers, 30 years clinical practice of Acupuncture and Oriental Medicine, author of *The Healer Within* and *The Healing Promise of Qi*, lecturer and keynote presenter at numerous national and international conferences.

Ronda Gates

Ronda is a Pharmacy graduate with Masters in clinical nutrition. She has 17 years as practicing hospital pharmacist; and founded *LIFESTYLES* by Ronda Gates to develop and deliver motivational programs to enhance health habits. Author of six books including 4 best sellers; co-developed *Covert Bailey's Fit or Fat System* and produced *Fit or Fat* PBS lectures and TV series. Developed continuing education courses, supportive health materials, and training programs for health professionals. Best known for development of weight management programming delivered in medical environments and currently focusing on senior fitness and health with emphasis on psychological aspects triggered by change, drug interactions, quackery and motivational programs related to senior living health issues.

Dr. Jessie Jones

Jessie is professor in Health Science, director of the Fibromyalgia Research and Education Center, co-director of the Center for Successful Aging at California State University, Fullerton. Dr. Jones earned her PhD from the Ohio State University. She recently published a book titled *In Full Bloom: Brain Education for Successful Aging*. Research areas include factors related to improved physical and cognitive function in older adults and people with fibromyalgia.

John R. Johnston, M.D.

John 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 and presented at the Medical Wellness Forum in Las Vegas. He is joined by other leading medical professionals who are also on the forefront of making wellness and good health a priority for their patients.

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. 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 outcomes & improve health performance.

Wellness Coaching

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 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 San Francisco to learn more about the Future of Medical Wellness.

Massage Therapists

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. 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.

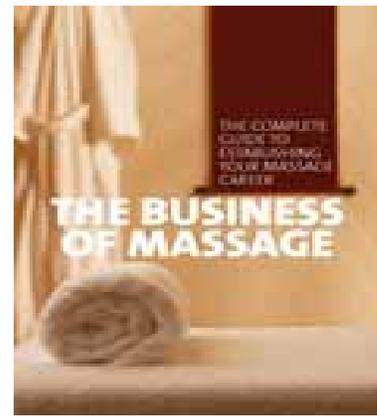
People seek massage therapy as a means not only to treat problematic injuries, but for prevention, wellness and even improved performance. There is a large field of specialty massage therapists with a variety of strengths and expertise. Finding the right therapist and treatment options can make all the 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. 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 net-works 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, 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. Visit the "Careers" link on our MWA website or call 410 715 2268 www.mwa.hpcareer.net.



ONE-ON-ONE WITH MICHAEL SCOTT SCUDDER

We recently conducted an interview with fitness industry expert **Michael Scott Scudder (MS)**. Michael has owned health clubs and has consulted 500 worldwide fitness facilities for-profit, not-for-profit and hospital-based sectors of the industry.

MWA: Michael, I recently read an article where you talked about Wellness as a “fork in the road” as imminent in the health and fitness business. Can you discuss your position?

Michael: Out of deference to an agreement with that magazine, let's say that I see “a big change a-coming” in what we have known as the “fitness industry.” It's kind of like you're driving along on a straight road for it seems like forever (reminiscent of some of our highways here in northern New Mexico), used to your customary speed, the familiarity of how your car handles and in general, comfortable with the way things are. Then, all of sudden, you go into a sudden deep curve and see a sign that shows a dividing road just around the bend. Well, you're going 85 miles an hour and now you've got to not only deal with the sudden shift in road terrain, you've also got to choose which road to take at the divider, which is imminent. I guess I'm trying to make an analogy for the thousands of operators out there, to warn them that this road ain't ever going to be the same again! In the commercial club sector, we presently are way overbuilt, with diminishing membership numbers and seriously out-of-date practices for the majority of members that we attempt to serve. Supply of clubs and demand for memberships is seriously unbalanced. It's one reason that the annual attrition rate in the industry has continued to hover at 40% or higher for ten years.

MWA: So what do you see about to happen?

MS: Well, a little more background first. As the fitness industry has matured (the “modern industry” is now in its fourth decade), so have the patrons. Where you once had a rather narrow demographic/sociographic band of users, you now have 6, 7, maybe even 8 groups to which the average club has to try to cater. Each of those groupings wants something a little different than the other. Yet, the majority of facilities still practice introductory exercise as though the population shifts have never occurred. It will not be too long before better than 1/3 of fitness facility members are over the age of 50. I've personally witnessed that the more life-experienced members don't want what most clubs are delivering. They want *programming*, not down-the-line-of-equipment, a little cardio, a shower, and out of there! They want to be taken care of as a valuable human being, not as “just another member.” They want *pleasant activities*, not dull “workouts.” They want *exercise experiences* that fit their *lifestyles*, not just an 8 ½ by 11 sheet of paper that addresses only physical accomplishment. That's where “wellness” comes in. While I still have yet to see a real good description of wellness, I believe it encompasses physical, emotional, spiritual, psychological and social needs. What I predict is that we will see “traditional fitness” go on one road, dominated in high population, acceptable demographic areas by club chains that will pick their target markets and go out and get them. There will be others, well-financed and marketing-savvy, who will emerge as time goes on. That side of the road will be the standard offerings that we have seen for over 20 years, will probably have about 30 million members at its zenith, divided up by some 15,000 to 20,000 clubs. Yes, there will still be profitable independents and less-populated areas where traditional fitness is likely to hold on for another 20 years. But you're going to see 10,000 or more fitness facilities that will disappear within the next few years. The other side of the road is what I've described previously as wellness. It's already being practiced by many hospital and/or medically-based fitness facilities. It will continue to grow as North America ages. Exercise prescription, exercise documentation and holistic programming will be the lynchpins of this new sector, and I think medically-based operators and/or some clubs that “can get over to the other side” with medical affiliations will dominate this sector. The offerings will not just be the standard “fitness within 4 walls” and “membership” paradigms of the past. There will also be outreach programming, serious interfacing with the Internet and other entities that frankly I can't even envision yet! I think this sector will enjoy equal or more customers in comparison to the players in the traditional fitness mode.

MWA: What do you think the future hold for the Medical Wellness Association and clubs?

MS: If they continue to operate for the most part as they have, commercial clubs will be late to the dance. However, I also think that there will be maybe 5% to 10% of the present health club sector that will be inventive enough to benefit from the coming wellness revolution. That means to me that maybe MWA and some other medically-based fitness and/or wellness associations will eventually see association memberships rise by 1,000 clubs or so. What I think MWA and other associations need to do *now* is collaborate, integrate and begin to educate the commercial sector.

MWA: How can club management develop strategic alliances with wellness and medical providers?

MS: First of all, they've got to get on board with *fitness documentation*. What passes for that now is not what will be required in a couple of years. Now, most clubs think it's sufficient to verify that a member has used a facility x number of times a month. What providers, insurers, subsidizers and the like will be looking for is established metrics at the outset of a user's program or membership, and then consistent, quasi-scientific evidence of the results of exercise for that person, and what the changes have been. Clubs (and probably dozens of medical wellness operators) need to understand that *delivery systems and documentation will be keys for wellness intervention*. If clubs can do that, then they can approach providers with documented evidence that the providers should be sending people to them for bona fide wellness programming. Also, equipment companies and software systems need to start thinking “wellness” and not just “fitness.” For many, that will be a quantum leap that they may not make.

MWA: How can the MWA and fitness groups or clubs work together to support wellness education and networking?

MS: Collaboration and education. *Reaching out* rather than trying to *pull in*. It's not going to be sufficient to say “we're here, join us.” Both sides of the street are going to have to meet in the middle, agree on educational strategies and venues, and then go out and do a consistent job of public education. In some ways, it will be back to the roots of the original fitness industry, where people like me went out daily and preached exercise...we nearly dragged people in our doors! Actually, what I'm talking about is sort of generically evangelical in that sense. I think there needs to be a realization that collaborative conferences and the use of the Internet are the ways to get to the people. Do that, and the rest will take care of itself in time...because *there will have been a massive shift in consciousness from where the fitness industry is now*.

MWA Supports International Health & Wellness Initiatives

Medical Wellness Association Supports Wellness Standards and Credentials in China

Dr. Jason Conviser represented the Medical Wellness Association in the China this past year in new partnership initiative. We are excited about the partnership as we presented to the local Medical and Wellness Centers and Media on The Medical Wellness Association. We also met with local workers, companies and medical providers to provide wellness trainings and education. We plan to establish a new Asian chapter and liaison in China for the Medical Wellness Association.

Exercise is Medicine™

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

Exercise is Medicine initiative,
www.exerciseismedicine.org.

The New International Directory for Medical Wellness Professionals



New MWA 2009 Wellness Webinars

Medical Wellness ID, HPCareers, and the Medical Wellness Association Launch New Health & Wellness Webinars for 2009

HPCareer.net, Hummingbird and The Medical Wellness Association are partnering to develop Health and Wellness Webinars, which will include medical wellness best practices and standards for wellness pro-



28th Annual IHRSA International Convention & Trade Show
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Medical 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 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 and wellness 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



San Francisco,
California

March 16, 2009

MWA presents the
**MEDICAL WELLNESS
FORUM**

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

www.medicalwellnessassociation.com

Medical Wellness Forum and Workshop in San Francisco

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
President
Medical Wellness Association



Lauve Metcalfe, MS
Director
Program Development
Center for Physical Activity &
Nutrition- University of Arizona



Medical Wellness Forum

San Francisco Workshop, March 16, 2009

Leading the Integration of Medicine and Wellness

8:30 am

New Trends & Opportunities in Medical Wellness: The Future of Wellness
Dr. Christopher Breuleux , President, Medical Wellness Association

9:30 am

Trends and Research Applications for Wellness
Lauve Metcalfe, Health Centered Living, University of Arizona

10:45 am

Medical Wellness Success in Health Clubs and Communities
Mike Alpert, CEO, The Claremont Club

11:20 am

Success Strategies for Medical Wellness Centers, Hospitals and Healthcare
Ed Buda, CEO, Lakeshore Medical Fitness

Discussion: Ask the Medical Wellness Experts



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Successful Medical Wellness Programs

Recently, we have been experiencing a shift in attitudes from “fitness” to more “wellness.” Weight loss remains the number one reason people begin a wellness or exercise program. The goal to manage weight is still predominantly for appearance, yet we see an increasing awareness of health implications of being obese and 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 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. “Wellness Programs” can be defined as being health-oriented and educational in nature. Wellness programs target traditional ways of preventing and treating special health risks as well as promoting health. They include programs from exercise, weight management, health screenings, acupuncture and nutrition.

We are moving from “Fitness” to “Wellness + Healthy Eating and Balanced living”. We recommend you schedule ideas into a calendar format. Plan your wellness calendar six to 12 months in advance. Set a deadline for when it will be published and distrib-

uted. The goal is a seamless execution of every wellness program. 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. It is important to match the personality of the presenter with the personality of the participants and culture.

Wellness Programming

- Weight management
- Stress management
- Nutrition classes
- Health screenings
- Wellness coaching
- Alternative health topics (acupuncture, Chinese medicine)
- Active aging and senior programs
- Health promotion & prevention
- Exercise and physical activity

Popular Wellness Goals

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

National Wellness Observances

National Nutrition Month

American Dietetic Association
120 South Riverside Plaza, Suite 2000
Chicago, IL 60606-6995
(800) 877-1600 x4771
www.eatright.org

American Heart Month

American Heart Association
7272 Greenville Avenue
Dallas, TX 75231
(800) 242-8721
inquires@heart.org
www.americanheart.org

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National Wise Health Consumer Month

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www.counseling.org





Update on 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.

Wellness and lifestyle issues are key for promoting daily activity and making healthy food choices and emotional issues around food. 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 coaches, physicians, dietitians along with trainers provide needed support. These providers share a wealth of information such as: food needs, establishing new eating behavior, physical activity plan, finding the time to exercise and developing 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.

Obesity Trends

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 classi-

fied 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.

Benefits of Moderate Exercise

Overweight adults who exercise moderately every week can achieve significant health and wellness benefits. Based on new research in the Archives of Internal Medicine. Found that 3 sessions a week totaling 90 minutes of moderate exercise combined with 60 minutes of resistance exercises improved insulin resistance and decreased the risk of developing type 2 diabetes and cardiovascular disease.

The Kitchen Cure for Pre-Diabetes

Most Americans with pre-diabetes eventually develop the full-blown disease, but it can be prevented. Simple food choices as part of a weight-loss plan can help bring your blood sugar under control. Researchers now say that eating patterns, rather than specific "good" or "bad" foods, help determine whether a person gets diabetes. People whose diets frequently include whole grains, fruits, nuts, and low-fat dairy products have a diabetes risk 15 percent lower than people whose diets don't, according to a new study reported in *Diabetes Care*. By contrast, those who regularly eat refined grains, red meat, and high-fat dairy even in combination with good-for-you tomatoes and beans, have an 18 percent higher risk.

Wellness Treats Diabetes

It is estimated that about 57 million Americans have pre-diabetes. The physical damage of elevated blood sugar begins well before the condition reaches the level at which diabetes is diagnosed. This is why doctors are focusing more on discovering high blood sugar early and on controlling blood sugar to keep it in the normal range. "The earlier you treat it, the lower rate of complications," Dr. Om Ganda, professor of medicine at Harvard Medical School. It is important for adults to be screened before they experience symp-

toms of diabetes. If individuals develop symptoms such as excessive thirst and frequent urination they should be tested on a regular basis. "If we just wait for people to come in with symptoms, the body's machinery is so messed up that it's hard to do a good job with treating the illness," explains John Buse, M.D., Ph.D., president, medicine and science, of the American Diabetes Association. Guidelines recommend annual screening for elevated blood sugar and with major lifestyle changes. A typical recommendation would be to reduce your weight by 5 to 7 percent and to add physical activity: 150 minutes of moderate aerobic activity, such as walking, biking, or swimming, plus two or three weight-training workouts per week.

Critical Obesity Epidemic

Recently the new President was presented with a letter addressing the need to commit to fighting the obesity epidemic in the United States. The International Health, Racquet, and Sports Club Association, (IHRSA) & MWA joined 44 prominent physicians and 48 of the country's health and medical organizations in an effort to stress the importance of action. "What is lacking is not well-conceived ideas for policies and programs, but a national commitment for a comprehensive campaign to prevent and reverse overweight and obesity, a war that should begin in the womb and infancy, extend to schools, then include workplaces, doctors' offices, and the general community," the letter states. This effort was a collaboration organized by the non-profit Center for Science in the Public Interest (CSPI) which included such organizations as The Obesity Society, American Heart Association, and the Partnership for Prevention and Trust for America's Health among others. "The numerous possible approaches to reversing the obesity epidemic are well known, so they're not itemized in the letter," said CSPI executive director Michael F. Jacobson. Members of the medical and wellness communities want the new administration to commit to making a difference in the fight against obesity. If current trends continue, America's waistline will continue to expand, increasing the prevalence of a number of diseases and drastically increasing the strain those diseases place on the healthcare system.

Medical Wellness Directory

New Medical Wellness ID Linked In Medical Wellness Association

We have created an International Directory of Medical Wellness Professionals. The Medical Wellness 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 Medical Wellness ID today!***

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International Medical Wellness Forum



**Workshop hosted by IHRSA and
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March 16, 2009, San Francisco



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Medical Wellness Professional Goals include:

- Defining, promoting and integrating medical and wellness practices & services
- Promoting the integration of medical, complementary, and alternative therapies when appropriate in the clinical setting
- Facilitating professional coalitions to promote clinical integration
- Providing professional leadership and education for medical wellness
- Developing standards, guidelines, and credentialing programs
- Advancing medical wellness leadership excellence and recognition
- Enhancing networking and professional development opportunities
- Strengthening, supporting, and diversifying membership and partners
- Collaborating and partnering with high-quality providers and organizations



Metabolic Syndrome in a 62-year old Female, the Effect of Dietary Changes and Exercise: Case Report

Sekula, Brian K, PhD

Sekula, BK. *Metabolic Syndrome in a 62-year old female, the effect of dietary changes and exercise: Case Report.*

A retired 62-year old female with metabolic syndrome (type II diabetes, hypertension and elevated triglycerides) was treated with dietary and exercise interventions. In 4 months she lost 34 pounds. At the recommendation of her physician, she was able to eliminate glargine (insulin), furosemide (diuretic) and enalapril (ace inhibitor) medications and cut her dose of metformin (glucophage) in half. Triglycerides and fasting blood glucose levels were normal. HbA1c levels had dropped from 13.2% to 8.3%. At 6 months post-program, she lost an additional 13.6 kgs, her blood sugars remained normal, her triglycerides had dropped further and her HbA1c levels were 5.2%. Descriptive information regarding changes in her condition as well as the dietary and exercise protocols are discussed.

Keywords: Metabolic syndrome, weight loss, diet exercise.

METABOLIC SYNDROME is a cluster of conditions that, at its onset is linked with abnormalities in glucose metabolism, specifically, elevated levels of insulin. In a typical sequence, this individual was diagnosed as diabetic more than 10 years ago. At that time, her blood pressure was high but not clinically high enough to warrant additional treatment. Similarly, triglycerides were elevated but not considered high. She was prescribed metformin, counseled on a diabetic diet and encouraged to become more physically active. At enrollment she reported being at her heaviest weight, and was taking both insulin and metformin for type II diabetes and both a diuretic and ACE inhibitor to control hypertension.

This case report discusses significant changes in parameters of metabolic syndrome in this individual using an unconventional, research-based dietary approach. The exercise intervention was developed specifically to conform to the dietary intervention. Based on the significant improvements in health status she experienced and the incidence of metabolic syndrome in the US, this approach has the potential to have a significant impact on the US healthcare system. The dietary and exercise interventions are detailed.

CASE REPORT

The individual is a 62-year old retired female. She is 162.6 cm (64") tall and weighed 98.6 kg (217 lbs) at her initial visit. Her BMI was 37.3 kg/m² and her waist circumference was 109.2 cm (43 in). Fasting blood glucose was 131 mg/dL, triglycerides were 207 mg/dL, and resting blood pressure was 152/96 mmHg. Her LDL cholesterol was 134 mg/dL and HDL was 52 mg/dL. Percent body fat, as measured by skin fold thickness, was 48%. She presented no orthopedic contraindications to exercise or physical activity.

A three-day dietary log showed that she consumed a diet high in carbohydrate, low in fat and moderate in protein (58% CHO, 28% FAT, 14% PRO), which was 1,650 kcal/day and included 106 gm CHO, 115 gm FAT, and 58 gm PRO (three day averages). This dietary intake is consistent with recommendations from various agencies: a high-carbohydrate, low-fat and moderate protein diet for the prevention of heart disease.

DISCUSSION

The current dietary intervention is based on research showing three consistent outcomes. First, that restricting consumption of non-fiber based carbohydrates controls the production of insulin in the body. Second, the consumption of high-quality protein and essential fats promotes sparing of lean tissue. And, third, this creates a balance of the metabolic hormones, glucagon and insulin. The end result accomplishes a fundamental shift in energy metabolism from one that is primarily dependent on carbohydrate (glucose and glycogen) metabolism for energy production to one that is fatty acid dependent for energy production.

The Recommended Approach

According to the American Diabetes Association, type II diabetics should target 45-60 grams of carbohydrate per meal. From this recommendation, individuals can choose juices, crackers, sodas, a variety of snacks and other rather fiber-deficient foods to meet their daily carbohydrate needs. However, this is counter to the mounting evidence showing the insulin response of these foods is high, exacerbating symptoms of the metabolic syndrome rather than improving them.

Our Standard Dietary Protocol

We start patients on a 50 gm of net carbohydrate consumption daily and adjust as needed regarding tolerance, function and performance. For those taking insulin, we measure c-peptide levels to estimate insulin production. C-peptide levels were 1.3 ng/ml for this individual, indicating adequate insulin production.

Liver and kidney function tests were normal, indicating no need to adjust protein consumption. We recommended a daily protein intake of 67 gm or 1.3 gm/kg lean body mass (LBM). There were no restrictions on the amount of fat consumed; however, trans fats were not allowed and neither were hydrogenated oils, partially hydrogenated oils, or other industrially processed vegetable oils.

Our Standard Exercise Protocol

The exercise portion of this particular intervention was initiated once she had metabolically adapted to her new dietary intake. This process took approximately two weeks.

targeting the large musculature, with an added focus on improving performance in functional tasks, such as balance and activities of daily living. Each workout was moderately vigorous and included warm-up and cool-down time. For cardiovascular conditioning, she was prescribed at least one day per week but could perform two if she desired. Each session was prescribed for 20 minutes and was to average a 7 out of 10 on the Borg CR-10 scale. This equates to a moderately vigorous level of physical activity.

RESULTS

Throughout the intervention, she reported feeling progressively better, with increased mental and physical energy and less sluggishness. Basic descriptive data showed marked improvement over the 4-month intervention period. She lost 15.5 kgs (34 pounds) of weight and her percent body fat decreased to 34%. More specifically, this represented a gain of 3.6 kgs of LBM and a loss of 19.1 kgs of fat.

Results were equally impressive regarding metabolic syndrome. Fasting blood glucose was 103 mg/dL and HbA1c was 8.3%, a 37% drop. Triglycerides were 148 mg/dL, LDL cholesterol was 126 mg/dL and HDL cholesterol was 57 mg/dL. Resting blood pressure was 123/78 mmHg.

Regarding dietary intervention, food logs showed that she consumed an average of 1600 kcals per day over the last two weeks of the intervention. This is about 150 kcals per day higher than what she averaged when the exercise intervention began. As the exercise intervention progressed, she continued to report a craving for protein. She would state that she wasn't really hungry, but that she felt like she needed to eat some protein. The first step we took was to double her egg consumption at breakfast. She went from 1 scrambled egg to two. This alleviated the problem but did not eliminate it. Ultimately, her morning snack was changed to 1 ounce of raw almonds and her afternoon snack was 1 tablespoon of peanut butter. These final changes appeared to eliminate her desire for protein as we made no changes over the last four weeks of the intervention and she had no additional reports of cravings. Over the last two weeks of the dietary intervention, she consumed an average of 48.3 gm of carbohydrate per day. The main sources of dietary carbohydrate were fibrous vegetables, including broccoli, spinach, green beans, asparagus and assorted peppers. She consumed limited amounts of fruit, including peaches, apples and various berries.

CONCLUSIONS

The effects of metabolic syndrome on the individual are significant, including direct and indirect costs and mental stress. Given that the genesis of metabolic syndrome can be identified as hyperinsulinemia, behavioral therapies should prove effective in controlling metabolic syndrome and its associated co-morbidities. However, the ADA recommends 45-60 grams of carbohydrate per meal. This has had no measurable effect on the incidence of type II diabetes or metabolic syndrome. The dietary approach used in this intervention was different than the standard ADA diet. It was based on research showing controlling insulin, sparing lean tissue and balancing insulin and glucagon promotes weight loss and improves health. Based on post-intervention measurements, it can be concluded the intervention was successful in promoting improved health. Ten months after starting the intervention, HbA1c levels had decreased by 61% (13.2% vs. 5.2%). She had lost a total of 29.1 kgs (64 pounds) of body weight and her triglycerides had dropped to 83 mg/dL.

The results show that interventions focused on controlling insulin, sparing lean tissue and balancing metabolic hormones merit serious consideration as population-based approaches to controlling direct and indirect costs and co-morbidities associated with metabolic syndrome.

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