



Medical
Wellness
Association

Medical WELLNESS

INTEGRATING HEALTH PRACTICES

2009 MEDICAL WELLNESS JOURNAL

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WELCOME FROM THE PRESIDENT

International interest in Medical 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 health consumer, I believe in the importance of open and honest dialogue between medical, health care and wellness providers concerning the health reform and preventive medical wellness initiatives.

The Medical Wellness Association was represented well in China and in the Philippines this summer in new partnership initiatives. We are excited about the partnerships as we presented to several Medical and Corporate Wellness Centers for the Association. We also met with local companies, hospitals and medical providers to provide wellness trainings and education. We plan to establish a new Asian chapter and liaison in China and are excited to name Rolando Balburias, MD as the Medical Wellness Advisor for the Association in the Philippines.

We are pleased with the successful launch of our new customized Medical Wellness Newsletter and the International Directory of Medical Wellness Professionals. I encourage you to sign in and check out Medical Wellness ID as we have over 200 active professional users. We strive to continue to network with our members, advisors, partners and representatives from around the world and to support with other professional organizations to promote health and wellness.

The Medical Wellness Association

Christopher Breuleux

Medical Wellness ID



The online network
for medical & wellness
professionals around the world.

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THE JOURNAL OF THE MEDICAL WELLNESS ASSOCIATION

Medical Wellness Association

We continue to form partnerships around the world including Europe, Africa, China and Southeast Asia.

Chris Breuleux, MWA President sits down with James Lafferty, President in Manila, Philippines.

MWA: You have set up Corporate Wellness on 4 Continents. What are the key success factors?

Jim: The critical factor is commitment from the top. I believe strongly in fitness and wellness and I was in a position to direct funds and support behind it. So in each case the programs exploded! A core has been running as it is easy, inexpensive, and fits with our people's lifestyle including frequent travel. In Geneva we had over 250 full marathoners, or 10%+ of our employee population! In the Philippines, we just had over 100 beginners run a full marathon, over 10% of our total employee base. We had over 200 total runners across various distances from 3 K's up to full marathon. When you consider only 1/10th of 1% of the developed world ever runs a marathon, this is quite an accomplishment to get an average employee population to do this at 100x the norm! We also have taken the time to ensure we appeal to everyone. Here in the Philippines, we have a whole menu of "Wellness Circles" which are employee run wellness groups with overall corporate support. We do not just have a running circle as we cover the spectrum of wellness angles and personal interests to touch everyone, be it exercise, sports, or spiritual/mental wellness through stress management. We have a cooking circle for people who want to share a love of cooking, we have surfing, we have reading. We try to make sure our appeal is broad and we encourage people to form a new circle" if they can not find anything that appeals to them personally.

MWA: Discuss the top financial Global Business trend?

Jim: The trend that is important to all is cost control. In the global world, consumers have more choices than ever before and they won't pay for inefficiency. So all companies who want to thrive must drive all non value added costs out of the system. One of our fastest growing costs unfortunately has been health related and frankly is a cost the consumer does not see or realize in the value of the product she buys. So we had to do something to rein these costs in without a simply "hatchet exercise". I decided to invest in preventive health, in wellness. And it works. I have multiple data points that indicate these programs help reduce our health costs and our employees are happier and more productive. It's a total win-win all the way around to invest in wellness.

MWA: New Opportunities in Asia?

Jim: I am convinced that now is Asia's time! The history of the world can be generally characterized by the rise and fall of empires. In general terms we could characterize the 19th century as "Europe's time" when Europe dominated the globe culturally, militarily, thought leadership. The 20th century represented the rise of the US as a global power. I strongly believe the 21st century will be the rise of Asia as a global force, and we see it happening already. More than half the world's populations are Asian. The two largest nations, the focus of all global companies—India and China—are Asian. The peoples are hungry to excel, committed, and highly talented. All of the elements are there for Asia to have its day in the sun. This will be enormous opportunity for all sectors including wellness. With prosperity shall come the issues such as obesity and lifestyle diseases which are growing rapidly already. We see for example in China and most other Asian markets a marked rise in Childhood obesity.

With the growth in Asia I would foresee a strong need for Wellness in Asia, as delivered in an Asian manner.

MWA: Why support worksite and employee wellness initiatives?

Jim: Our wellness goals and initiatives focus on education, commitment to services that help employees adopt healthier lifestyles. Corporate wellness programs work because they reduce health risks of employees. We pay for health and medical care in cash and offer annual physicals for all employees. Wellness programs impact most all families.

MWA: Discuss the future for our International Wellness Programs?

Jim: It is only going to get better. The one who will win in Wellness long term shall be like those in the consumer sector, those that took globalization seriously and looked at distant markets as a way to grow scale and expertise. I can go back 25 years and point to leaders in North America who today have slipped massively as they failed to see the global shifts occurring and they remained geographically limited. Its key that Wellness companies broaden their horizons, and seek to expand beyond their traditional borders. Of course in a smart and manageable way. And as they go, they "Think global yet act local". Particularly in the realm of wellness, this is a very locally nuanced business and one size definitely won't fit all.

James Lafferty, is the Retiring President of P & G Philippines and Medical Wellness Advisor

MWA supports international, regional to local medical wellness efforts.

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

Medical Wellness Guidelines

In these critical times for reform, our association should have clear vision and professional purpose. The Medical Wellness Association was created as a professionally based advocate that develops quality program and service standards for the industry. The integration of the medical and wellness disciplines is now more crucial than ever. We 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 consumer and professional advocacy groups much more than in the past. MWA strives to lead this integration and defining the quality standards for medical wellness professionals, programs and products.

Due to improved technology, medical practices and wellness, the 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 and insurance reform threaten the economics and quality for providers, consumers 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 medical wellness programs and therapies has increased, and the progress toward reducing the barriers with conventional medicine continues. The Medical Wellness Association provides critical guidelines, quality standards and professional reviews for the field of medical wellness and prevention.

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, products and professional services.

The **Medical Wellness Association** provides program and quality standard guidelines for the profession. We are developing new medical well-

ness standards that include health and wellness product and professional evaluation outcomes. Medical wellness evolves continually, as practices, services and products are developed, tested and proven effective. The critical need for quality review and guidelines for these professional services is vital. As new technology and products are developed, the outcome analysis and evaluation for health, wellness consumer products emerge. The foremost goal of medical wellness is to protect both the professional and consumer. Best practice medical wellness programs should always strive to meet quality and outcome standards of care that can be proven effective. Medical wellness guidelines help protect individuals and clarify misleading health and wellness information presented by pseudo scientific and popular media driven advertising and sources.

Christopher Breuleux, PhD
Medical Wellness Association

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.





MWA Medical Advisors

Dr. Olivier Wenker, MD

Dr. Wenker is M. D. Anderson Cancer Center's Director of Technology Discovery and Professor of Anesthesiology Professor for Health Informatics at The University of Texas. He developed the support mechanism for clinical and research faculty. He earned a Master of Business Administration degree from the Jones Graduate School for Management at Rice University in Houston, Texas, receiving the prestigious Jones Award for Academic Excellence.

Dr. Rolando Balburias, MD

Dr. Rolando Balburias is Medical Director of The Center for Wellness and Aesthetic Medicine at The Medical City, a JCI accredited 800 bed tertiary hospital in Manila. He is a Diplomat with the College of Physicians and Head of the Emergency Medical Department. Dr. Balburias is an active internal medicine practitioner and is currently working on his MBA in Ateneo Graduate School of Business in Manila, Philippines.

Dr. Brian Sekula

Dr. Sekula is the CEO for the Health Performance Institute. Brian completed his doctorate study at the University of Houston. He worked for Space and Life Sciences Lab at NASA and in the Health and Human Performance Department at the University of Houston and at the University of Texas, School of Public Health. He oversees the personal training school and works with individuals that have a range of metabolic disorders.

Dr. Marco Vargas

Dr. Vargas is the Founder of 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 Sugar Land Wellness Council and medical advisor for V Sports Medicine.

John R. Johnston, MD.

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 International Medical Wellness Forum in Las Vegas.

Roger Jahnke, OMD

Roger is design consultant for Complementary and Integrative Medicine, researcher in Mind-Body Practice 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 has authored of six books including 4 best sellers. 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.

Improved Medical Wellness

Benefits of Moderate Exercise

Overweight adults who exercise modestly 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.

Wellness Treats Diabetes

It is estimated that about 57 million Americans have pre-diabetes. The American Diabetes Association. Guidelines recommends annual screening lifestyle changes that add regular physical activity: 150 minutes of moderate aerobic activity, such as walking, biking, or swimming, plus two or three weight-training workouts per week.

Obesity Epidemic

The International Health, Racquet, and Sports Club Association, (IHRSA), (ACSM) and MWA joined 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 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. 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 health-care system.

Medical News: Stem Cells Repair Heart Damage

Houston researchers use patient stem cells to repair damage following heart attacks.

The Texas Heart Institute is the first medical facility in the world to test stem cells to replace damaged heart tissue. Using a 3D map, Dr. Emerson C. Perin, cardiologist at the Institute, made 15 injections of stem cells into John's heart. Each injection contained millions of the patient's own stem cells. As Dr. Jim Willerson, President of the Institute, says, "We think the improvement we see is largely from the blood flow increase salvaging the cells that are reversibly injured, allowing them to function normally." Dr. Perin, adds "That reflects in the patient being able to do better, walk further, breathe better." Through numerous studies at the Stem Cell Center, researchers are realizing the potential benefit of implanting stem cells into the heart. For patients like John who have no other options, stem cell therapy is offering hope. As Dr. Perin notes, "Our primary goal is to focus on patients and to try to benefit patients with severe heart disease through stem cell therapy. As the heart gets weaker, and there are not enough options to treat the patient, we may consider using stem cell therapy. Hopefully, in the future, we can apply stem cell therapy even early on to prevent the onset of heart failure. Our efforts are directed towards performing clinical trials, and through these trials, treating patients with cells that we think have great potential."

The Stem Cell Center at the Texas Heart Institute is now conducting five simultaneous studies.

<http://abclocal.go.com/ktrk/story?section=news/health&id=6909755>

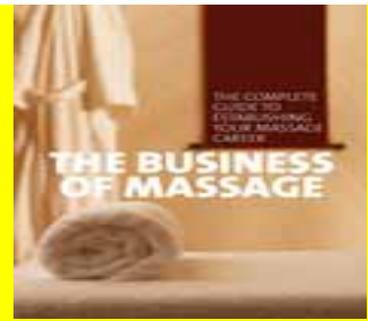
Wellness Coaching

Health 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 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 supports and recommends Health Coaching Services, seminars and webinars for medical wellness professionals. Drawing on Positive Psychology, Health Coaching presents the latest psychology research in the field and we promote strategies for health and wellness coaching practices.

Medical Wellness ID has an active new Wellness Coaching Group.

Go to: MedicalWellnessID.com



Massage and Anxiety Reduction

Based on the premise that massage reduces anxiety, a collection of emerging research suggests that massage therapists are needed to work side-by-side with cardiologists, pulmonologists and other medical wellness practitioners. Most professional massage therapists are familiar with some of the emotional and physical benefits of bodywork. Massage therapy has the ability to foster relaxation and relieve anxiety. However, the universally accepted consequences of intentional touch have been underestimated for far too long. Based on facts compiled by academics at Harvard University, an ability to reduce anxiety translates to a capacity for improving some of our culture's most widespread physiological ailments.

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.

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

* 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

The Importance of Facility Design in the Business of Wellness

There are 950 medically affiliated, membership supported medical wellness centers associated with Health Care organizations in the USA. Based on Association research the number is expected to rise to 1,075 by 2010. This is a fast growing health-care segment, both in urban and rural markets. It is partially driven by hospitals' realization that their community healthcare mission must expand beyond sick care and provide for well care.

This is the preventative side of healthcare and is built on the growing acceptance of the notion that "exercise is medicine." Healthcare is not only for the treatment of disease, but also the prevention of disease. Roughly seventy-five percent of all hospitalized patients today are recovering from illness or injury related to unhealthy lifestyle choices and this epidemic is on the rise. Now, more than ever, healthcare providers are recognizing the long term value of preventative measures. But how does one take this awareness and translate it into a successful and profitable business solution? And how is this business solution best accommodated in a building and what do we call this building?

Does it really matter if they are called "centers" or "clubs"? There is this certain undertone of exclusivity to the word "club" that causes most healthcare institutions to avoid using it. They prefer to define and name them as lifestyle or wellness "centers." It may just be semantics, but make no mistake about it, in the medical fitness industry, the most successful operations look like clubs, feel like clubs and act like clubs. They have a dimension of social connectivity and "belonging" that is not found in physical therapy clinics and rehab centers. Some healthcare institutions around the country have come to take pride in their facilities and embrace the "club" moniker without hesitation. Consider for example, Piedmont Hospital Health and Fitness Club in Atlanta, Bronson Athletic Club in Kalamazoo and Condell Hospital's Centre Club in Libertyville, Illinois.

True **medical wellness** must differentiate themselves from other exercise enterprises whose business premise is limited to "affordable access to equipment." A wellness center environment elevates itself with the presence of "enrichments," in both facility and program that add substantially to a unique and sustainable member experience. What is the importance of design as a major influence on success in the wellness industry? Certainly location, competitive positioning, operational efficiency, professional management, programming and marketing are must-haves. But why should wellness operators care about design in their development planning? Is it merely a beauty contest or is it an important factor in the quest for profit?

If building design is to be more than a beauty contest in bricks and mortar it must recognize and amplify the impact of all these other factors. Designers must demonstrate their ability to enhance business success and ultimately embrace the opportunity and duty therein. Clubs and wellness programs that deliver a memorable and user-friendly member experience, in a cost conscious environment, will always find success and profit.

Important and self evident areas of focus are parking, first impressions and transitional amenities such as reception, locker rooms, refreshment and social areas. It may seem obvious, but both operator and designer must take the time to thoroughly think through the ideal member experience and collaborate on how to optimize the performance of each component of the building. For example, no one enjoys a long, miserable hike from their car to the front door of the club and a concern like this will have great influence on site planning. The reception experience can have a strong influence on pride of membership and therefore member retention and member referrals. Creature comforts and uncongested conditions in the locker rooms, cafes and workout areas are essential to member satisfaction.

The importance of design requires the architect to accept an owners' agenda for business success and understand the member-supported club business, learning as they go how to serve it in creative and far-sighted ways. An intelligent site and building plan are a prerequisite to unleashing the creative hounds of style, form and fashion. There are numerous facilities around the country where it is obvious that the styling began before the plan was perfected. Too often designers want to indulge only their own creative agendas. They may wish to impress peers, win awards, earn the respect of mentors, avenge for past artistic failures or gratify their own aesthetic bias. None of these motivators are focused on success in the club business. This self-serving approach is riddled with missed opportunities for designers to focus their creative talents on an agenda for business success.

To cite some examples:

Location: Inspired design can mitigate the negative influences of a poor location, such as difficult topography, lack of views, bad neighbors, poor access or no retail exposure. It can also multiply the benefits of a great location. Good views, favorable grades and great exposure can be amplified and exploited by an attentive designer.

Operations: The day to day routine of member-based wellness operations must be understood by the architect. Design decisions can impact the number of staff required to run a facility. Member/guest access control can be simplified or complicated by design and layout choices. Access control is fundamental to business success in clubs, just as it is for cinemas and stadiums. Operations can also be impacted by the selection of finish materials, which can be durable and easy to clean or easily damaged and difficult to maintain. These are all examples of design and planning issues that can have a great impact on financial performance. Clubs that locate their member reception and access control desks immediately inside the front door fail to create a welcoming lobby environment for non-members, forgetting perhaps that all their members were, at one time, non-members. It is no coincidence that, for hotels, the hospitality factor and the distance from the front door to the registration desk descends with the room rate. As in hotels, the better the club, the more generous the space that should be allocated to open lobby functions as it allows for the visitor/guest to take comfort in new surroundings and anticipate a sense of belonging.

MWA Supports International Wellness Initiatives

Medical Wellness Association Supports Wellness Programs and Standards in Asia

Dr. Christopher Eric Breuleux and Jason Conviser represented the Medical Wellness Association in China and the Philippines this summer with our new partnership initiatives. We are excited about the partnerships as we presented to the several Medical and Wellness Centers and Media on The Medical Wellness Association. We also met with local companies, hospitals, media and medical providers to provide wellness trainings and education. We plan to establish a new Asian chapter liaison in China and have named Dr. Rolando Balburias as the Medical Wellness Advisor for the Association in the Philippines.

Exercise is Medicine™

The Medical Wellness Association is committed to supporting the ongoing physical activity health benefit outcomes and initiatives. 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 American Medical Association.

Exercise is Medicine Initiative
www.exerciseismedicine.org

International Directory for Medical and Wellness Professionals



Link for **Medical Wellness ID**

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 our growing career network 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 HP Career.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



New Medical Wellness Trends

Top Health & Wellness Trends

1. Financial health risks, Health reform
2. Preventive health and wellness
3. Employee services for businesses to improve the health of employees
4. New focus on dealing with chronic diseases
5. Health and wellness coaching
6. Pediatric Obesity, children programs
7. Internet resources & advertising
8. Work family balance, stress and work
9. Wellness, longevity and anti-aging
10. Integrate medical wellness programs
11. Educated and Experienced Fitness Professionals
12. Customize and track wellness and fitness activity programs
13. Integrate medical wellness and health risk management
14. Functional and core training
15. Provide strategic employee health and risk management

The Medical Wellness Association
Christopher Breuleux, Ph.D.

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Competitive Pressure: In a competitive wellness marketplace, strategic design can create the differentiation that leads to increased market share. If your competitor has a 15 lap per mile walk/jog track, you can gain an edge by having a longer track with fewer laps per mile. If your competitor has crowded, low ceiling group exercise rooms, then you tailor your design to have large, glassy, and high-ceilinged studios. Your competitor has gang showers, yours can be individual compartments. Your competitor expects members to bring their own padlocks while your members can enjoy the convenience of keyless electronic locks. Designing with a competitive strategy in mind can create the differentiation that will not only improve your market share, but will expand the market itself.

Programming: In the area of program accommodation, design can promote flexibility, functionality and flow. Planning can create convenience and opportunity, anticipate needs and deliver value. The circulation of user groups, staff members and materials throughout the facility can be optimized to provide the best possible member experience. Inspired design can create synergy, which is the design miracle by which 2 plus 2 equals 5. Synergy happens when your tennis players, while limping through the club, notice the aquatic exercise classes and learn of its benefits to relieve their painful joints. Synergy is what happens when an avid weight lifter runs into an old friend coming out of a Yoga class and decides to join her next time. Synergy is what happens when designers pay close attention to opportunities in facility design for creating visual excitement, showcasing one attraction to another and arranging the fit and flow of the plan to encourage cross-awareness and cross-utilization.

Some key indicators for visual excitement include introduction of daylight, provision of entertaining exterior view opportunities, openness between levels for intra-club visual connectivity, cross fertilization of programs, intuitive way finding and generous ceiling heights. Also of great importance is the use of “invisible” circulation, which is the art of allocating space to circulation without creating unnecessary walls and doors. The most common mistake in club design is “death by corridor,” which is the wasteful arrangement of dedicated, walled-in corridors. Another common oversight is the false economy thought to be gained by the use of enclosed, fire-rated stairs for all vertical circulation. A great feature of well designed clubs is a conveniently located, generously dimensioned, spatially open, monumental staircase as an architectural feature of the interior space. It is the strategic proportioning, scaling and placement of open volumes of space that is far more important to a favorable end result than the lavish application of luxurious materials. Imported marble is a poor substitute for adequate ceiling height.

An Industry of Miracles: The economic miracle that makes the club industry possible is leverage that allows an individual to enjoy affordable access to facilities, amenities, programming and attractions that they could never afford to build and maintain as a sole user! The statistical miracle that makes the industry possible is the law of averages that prevents all members from showing up at the same time. This is beneficial as no club is sized or staffed sufficiently enough to serve all members at the same time. The creative miracle that designers deliver is the collaborative work they do with operations managers and program staff to capture the intelligence and experience which resides in all parties to the wellness industry - owners, users, staff, suppliers, instructors etc. Eighteen months before opening, the architect must build a building on paper that will deliver a memorable and satisfying experience for each member.

As a design specialist, I believe that the best results come from the recognition that there are no universally applicable answers. Design is too important to a successful business plan to be entrusted to a standard big box prototype. The best solutions are similar to a custom-made suit versus one purchased “off the rack.” A facility should be custom fit to the market, tailored to the site and shaped to enhance the programmatic assets of a full “reasons to join” package. Customized, professional design services are available for 6-8% of the total project cost, and from a value received point of view, it is the best money you can spend before the doors open.

Design image can reinforce pride of membership or erode it. This will influence member retention and member referral. Word of mouth is the best advertising. Intelligent design with attention paid to aesthetics and style can enrich the member experience just as easily as poor design can impoverish it. Member supported wellness facilities that feel more like clubs and less like clinics will find themselves full of happy members for whom the “club” they belong to is as much a part of their identity as the clothes they wear, the car they drive and the house in which they live. When design supports pride of membership, design supports business success.

Hervey R. Lavoie, Architect, is President of OLC Designs





Obesity Awareness and Management

For adults, overweight has historically be defined by a weight greater than 10% above the mean for a select height and weight, whereas obesity was defined as a weight greater than 20% of the mean for the same height. Today, height and weight values are still used for the diagnosis of overweight and obesity but they are also defined by Body Mass Index (BMI) values. The relevance of the terms is not related to vanity but rather that they both identify body sizes which increase the likelihood of certain diseases and other health problems leading to premature death. Significant concern related to the size of Americans is valid for everyone as the health costs of an obese person are substantially higher than a normal weight person and obesity-related diabetes represents the most costly disease to the health-care system.

The statistical data defined below is based on BMI diagnosis of overweight and obesity. BMI is used because it offers easy methodology and for most people it correlates well with their amount of body fat. Overly muscular individuals cannot use BMI for accurate health risk determination as muscle mass reduces accuracy. However, keep in mind that overly muscular individuals represent a very, very small percentage of the population.

- An adult who has a BMI between 25 and 29.9 is considered overweight.

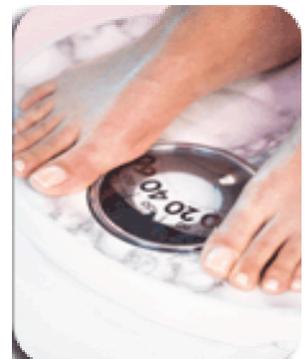
An adult who has a BMI of 30 or higher is considered obese.

Over the past four decades the National Center for Health statistics has been tracking America's obesity problem and have noted a linear trend. Since the 1960's humans have increased in size by 0.65 lbs per year. If this trend continues the average weight in America two hundred years from now will be over 200 lbs.

Reason for Concern....

- 63% of Americans are overweight with a Body Mass Index (BMI) in excess of 25.0.
- 31% are obese with a BMI in excess of 30.0. (Only 13% were obese in 1962)
- Childhood obesity in the United States has more than tripled in the past two decades.
- According to the U.S. Surgeon General report obesity is responsible for 300,000 deaths every year.
- 3.8 million Americans carry over 300 pounds
- The average adult woman weighs in at 163 lbs.
- Obesity is most prevalent in Hispanic and African American women
- 400,000 Americans (mostly men) fall into massive 400+ pound category

IHRSA/American Sports Data, Inc.



Careers in
Medical Wellness



Medical Wellness and Nutrition Updates, Olivier Wenker, MD

Antioxidants And Free Radicals

Free radicals in biological systems are molecules with unpaired electrons on their outer shell. The unpaired electrons can be highly reactive and participate in various chemical reactions. Normal metabolism in the human body creates free radicals such as reactive oxygen species (ROS) as a natural by-product of energy production and other processes. However, nutritional, biological and environmental factors can dramatically increase the amount of ROS and lead to increased oxidative stress ¹.

Oxidative stress is defined as an imbalance between oxidants and antioxidants in favor of the oxidants, potentially causing damage to cells or cellular components ². In more general terms, oxidation is the process underlying rusting, including biological systems. When the rate of rusting exceeds the body's capacity for repair, accelerated aging occurs. The participation of free radicals in the aging process and their role in degenerative diseases is not new. As early as 1956 Harman conceived the free radical theory of aging where he suggested that cumulative effects of free radical damage to cells over time causes aging ³. By now, free radical damage has been linked to many conditions and diseases such as Alzheimer's disease, diabetes, cancer, arthritis, cardiovascular disease, eye diseases, wrinkle formation, and premature aging ^{4,5}.

Antioxidants have been shown in numerous studies to exert beneficial effects on various organ systems and to prevent or reduce the symptoms of many diseases ^{6,7,8,9}. Antioxidants are molecules capable

of reducing or preventing the damaging effects of free radicals on living cells. They reduce oxidative stress by donating an electron to aggressive free radicals thereby minimizing damage to cells. Antioxidants can also repair oxidative damage once it has occurred through mechanisms similar to the way the body repairs damaged DNA ¹⁰. Some antioxidants are produced within the body and others have to be obtained from dietary sources. Diets rich in fruits and vegetables have long been considered to be an excellent source of antioxidants, which usually provide the pigments responsible for their color. Often, the deeper the color, the higher the level of antioxidants. Berries and sea vegetables in particular are known to produce some of the highest levels of antioxidants in the form of special phytochemicals called polyphenols and thiols (flavones, anthocyanins, ellagic acid, isoflavones, stilbenoids, etc.) which work together in synergistic ways. This observation led to the common sense approach of preferably consuming whole foods or combinations of various antioxidant-rich foods such as berries ^{11,12}.

ORAC Standard

One standardized and well recognized method to measure the antioxidant power of nutritional products is the Oxygen Radical Absorbance Capacity (ORAC). This relatively simple but sensitive and reliable test was developed at the National Institute on Aging and first published in 1993 ¹³. The test is now used by the US Department of Agriculture USDA to compare the antioxidant power of various foods ¹⁴.

The average ORAC intake for humans has been found to be approximately 1,600 per day. Even those who consume 4 to 5 servings of fruits and vegetables per day only obtain around 2,000 ORAC ¹⁵. The scientists at the USDA-ARS Human Nutrition Research Center on Aging at Tufts University now recommend a daily consumption of antioxidant nutrients between 3,000 to 5,000 ORAC units ¹⁶.

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German Medical Wellness Programs on the Increase

With compulsory health insurance and offering probably the best healthcare in Europe, Germany is fast becoming a destination for specialist healthcare. German medical wellness programs actively target Russians and other Eastern European countries for wellness and spa programs and services. German health and wellness spas tourism is on the rise dramatically. Europeans travel and go abroad in large numbers for medical wellness and spa treatments. Although destination spa resorts target international consumers travelling for planned medical wellness treatments. New data suggests the number of inbound German medical and healthcare tourists is on the rise and already much higher than expected, and it should continue to increase.

German medical wellness facilities offer packages enabling its visitors and tourist members to seek treatment and services. Medical wellness resort and spa visits have become popular with a wide variety of international visitors. Germany is working with foreign hospitals for members. There are other special medical wellness programs that target Germans to use spas outside Germany - spa treatment is included in the list of benefits provided by statutory funds in the event of illness. Wellness treatments in Hungary are less than half the price of similar treatment in Germany. There are strong historic links that East Germans had before the fall of the wall with healthcare systems in Hungary and the Czech Republic. Other favored destinations are Hungary, Czech Republic and Poland along with the other former Eastern European countries.



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COUNTRIES WITH THE MOST MEDICAL WELLNESS RESORT SPAS

10. Mexico, 469

A current trend observed in spas is the shift from traditional spa centers with holistic treatments to the concept of medical spas, which are supported by medical equipment but continue providing consumers with relaxation therapies which improve their quality of life and health. Amongst the most important medical treatments offered are lymphatic drainage, which helps with weight loss and cellulite reduction. Another piece of equipment used is the hyperbaric chamber, which provides more oxygen to the body. This trend brought the opening of medical spa centers in the major capital cities and tourist destinations, which mainly attract foreign tourists.

9. South Africa, 510

Many hotel/resort spas are located in areas of natural beauty and are used to complete a bundle of attractions geared at satisfying the needs of foreign and domestic tourists alike. These are most often found at hotels that are more likely to appeal to leisure tourists who want to be away from the city.

8. Canada, 523

Spas are trying to build their own identities and differentiate themselves through their products and services, by promoting them as unique. There is an increase in foreign treatments and experiences, such as the growing number of Nordic spa services, particularly in Quebec. This is a spa experience based on the concept of alternating hot and cold temperatures over the course of two-to-four hours

7. Italy, 579

In Italy there are hundreds of spas and traditional thermal baths, spa water treatments, healing mud treatments and a vast range of other therapies, relaxation techniques and seminars. Italy has some 2,300 mineral water sources in 930 locations, about a thousand of which are utilized. Two thirds are cold, while the rest exceed 20°C, reaching up to 100°C, which can thus be considered geothermal.

6. New Zealand, 580

Rotorua's thermal waters and mud have been recognized for their health-giving properties since pre-European times. Tour groups from North Asia (including South Korea and China) are the prime targets for spa business. Approximately 44% of all tourists coming to Rotorua are inbound travelers who come to experience the region's natural spa.

5. Brazil, 593

Overall, the number of resorts/spas is set to continue growing in the next five years. This is likely to spur health and wellness tourism not only in the Northeast region but also across the country, especially in areas where this type of tourism product has not yet been fully developed and which present enormous opportunity for growth.

4. Australia, 611

Australian spas have attempted to integrate the mysticism of Australia's indigenous cultures into their offerings, incorporating products such as Australian plants and soil – featuring recipes and wisdom shared with them by tribal elders – and names such as "The Dreaming" – a reference to the mythical "Dreamtime" of ancient Aboriginal Australia – into their massages.

3. Austria, 900

Hotel/resort spas offer every conceivable treatment – from traditional natural cures such as Kneipp's or an Austrian bath to all sorts of massages (Balinese massage, Thai massage, trigger point massage, Shaolin monk massage) as well as water therapy. New treatments are also being developed such as Haki Stretch, which is specifically designed for the tight muscles.

2. Japan, 1,040

Spa resort Hawaiians is the leader of spa-complex attractions, and is comprised of several spa amusements (spa pools), with the traditional style of theatre spas, stage shows, banqueting facilities and hotels. One of the spa pools is the largest in the world, and appears in the Guinness Book of Records.

1. United States, 1,471

Spas have become an integral part of mid to high-end American travels. Consumers may play a full day of golf and have a massage at the end of the day as part of their trip. This trend has extended to men, who do not have as strong a presence as women, but who are also slowly gaining a stronger presence in spas. Medical spas and resorts are one of the most rapidly growing medical wellness programs in the country.



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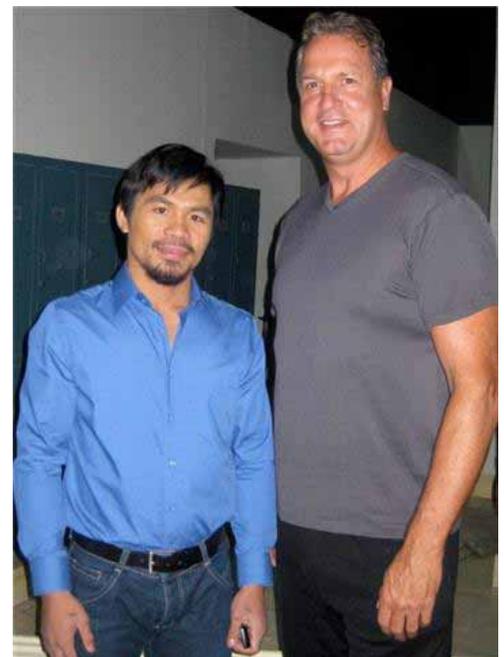
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