



Medical
Wellness
Association

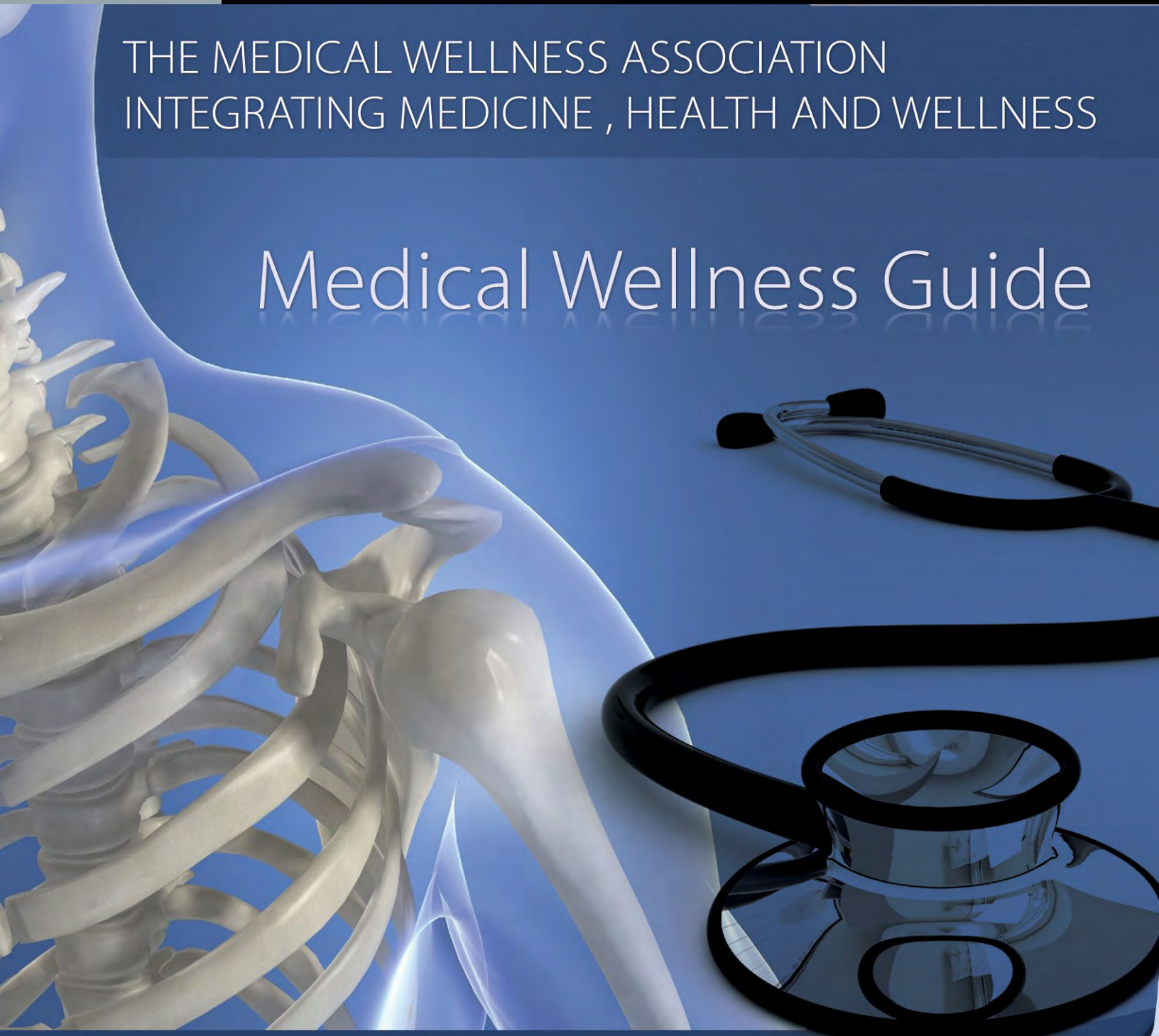
Medical WELLNESS

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Medical Wellness Journal

THE MEDICAL WELLNESS ASSOCIATION
INTEGRATING MEDICINE, HEALTH AND WELLNESS

Medical Wellness Guide



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2010 Medical Wellness Journal

WELCOME FROM THE PRESIDENT

The Medical Wellness Association is pleased to present the 2010 Medical Wellness Journal & Directory. To help support our international membership and global wellness consumers, we have created the new Medical Wellness Guide and Provider Directory. The Professional Guide & Medical Wellness Journal are valuable resources that help you and your organization make the best investments in medical wellness programs, providers and services. Through the Medical Wellness Journal and Guide, including the new online editions, MWA supports the best providers for your members, clients, programs and facilities. The Medical Wellness Guide and Directory connects you with the best professional providers and resources to support your ongoing program success.

Corporate, government, healthcare and consumer interest in medical wellness is strong and growing. Allied health-medical providers, physicians, businesses and community health wellness organizations are responding to this demand by integrating medical and wellness practices, programs and services. We are excited to launch our new International Directory of Medical Wellness Advisors & Professionals including the Medical Wellness ID network. I encourage you to participate in the upcoming Medical Wellness Forums and Events in San Francisco and Houston. We see the coming year as a period of intense change, new growth, partnering and development. MWA is committed to recommend and support our members, advisors, users and professional partnering organizations through the Medical Wellness Guide and Directory.

The Medical Wellness Journal & Directory connects you with the best professional leaders and providers in the industry. We are committed to serve you and your organizations.

Christopher Breuleux

President, The Medical Wellness Association



Medical Wellness Association

Mission, Vision, Values & Goals

Mission

The Medical Wellness Association promotes and integrates the development of medical wellness professionals, programs and services. We build bridges and partnerships between the medical and wellness communities while advancing medical wellness standards, outcomes and quality care.

Vision

The Association is the recognized international leader for guiding, promoting and integrating medical wellness programs and services.

Professional Statement

As the international professional organization for medical wellness, MWA provides leadership, promotes high standards, integration, diversity, networking, quality and advances the development of the wellness profession.

Values

- Everyone should have the freedom to choose and select medical wellness care.
- Wellness should be integrated and inclusive with all medical and health care options.
- We believe medical and health providers should include wellness, prevention and lifestyle programs.
- We strive to support professionals and organizations across the medical, health and wellness spectrum for assessments, programs, products, services and standards.
- We seek to incorporate quality standards and best practices for governance and benchmarks.
- We serve as the leading forum for medical wellness leadership, impact and evidence based outcomes.
- We guide and support businesses providing medical wellness programs, goods and services.
- We will conduct our business with integrity in a collaborative manner to ensure fairness and for serving the professional community and medical wellness industry.

Goals

- Connect and integrate the international medical and wellness communities
- Define, promote and advance medical wellness programs, products and services
- Promote quality, integration and diversity for medical wellness providers and programs
- Advance medical wellness leadership by providing recognition, resources and educational opportunities
- Develop standards, guidelines and credentialing programs for allied health and wellness programs
- Create new initiatives, partnerships and coalitions to enhance medicine and wellness
- Enhance education, networking and professional development opportunities
- Strengthen, support and promote all professional advisors, members and partners
- Provide program, product and application guidelines for evaluation and quality measurements
- Collaborate and partner with quality health, medical and wellness providers and organizations

The Medical Wellness Association was developed as a multidisciplinary organization to promote medical wellness. MWA is the leading international source of information, standards and guidelines for medical wellness professionals, programs and services. MWA is your link to an integrated network of allied health, medical, wellness professionals from around the world by providing leadership, training and education. The association supports members and the profession by providing timely resources, publications, standards, guidelines, education, outcomes and best practices.

Medical Wellness Definitions, Standards and Guidelines

Before an Association develops standards, it should have clear vision, purpose and definition of goals. The Medical Wellness Association was created in 2001 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 by health reform policies much more than in the past. We strive to lead the way for open communication, integration of and defining the new standards for medical wellness professionals and programs.

Due to improved medical practices, average life expectancy has increased significantly. However, the biggest health problem today stems from not maintaining healthy lifestyles. The healthcare consumer seeks an integrative approach to medical care. High medical costs threaten the economics and limit the choices for employers, providers and families. 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. All physicians, allied health professionals and wellness practitioners can utilize medical wellness programs to help 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. A number of new wellness practices are considered to be outside the traditional realm of conventional medicine. The demand for wellness programs and therapies has increased as progress toward

reducing the barriers with allopathic and conventional medicine continues. The Medical Wellness Association provides critical definitions, standards 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 ever developing field of wellness is serving the need for helping individuals improve their health through the process of wellness practices, lifestyle and effective medical care.

The Medical Wellness Association defines *medical wellness* as the practice of health and medical care relating to proven wellness outcomes. A 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 recommendations and application guidelines for the profession. We continue to develop new medical wellness standards that include health, wellness and medical outcomes. Specific programs and operations are often viewed as the

integration of wellness practices and programs within a clinical environment. Medical wellness programs evolve 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 lifestyles and disease prevention. Best practice medical wellness programs should always strive to meet quality and medical standards of care that can be proven effective. The defined medical wellness guidelines help clarify misleading health and wellness information presented by popular media-advertising driven health publications and sources.

The future is bright for the industry. New trends and opportunities include Alternative and Integrative Medicine, Anti-Aging, Medical and Wellness Spas, Functional, Performance and Longevity Medicine. The Medical Wellness Association is committed to provide leadership for the upcoming challenges and the exciting new opportunities before us.

Christopher Breuleux, PhD

"Wellness is Medicine"
Medical Wellness Association



The **Medical Wellness Association** defines *medical wellness* as the *"practice of health and medical care relating to proven wellness outcomes."*

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Medical Wellness Association Advisors

The Medical Wellness Advisors and Board include experts in medicine, complementary health, alternative-integrative therapies, psychology, physiology, wellness, gerontology, sports medicine, health promotion, coaching, fitness, nutrition and research. The Medical Wellness Advisors provide special expertise and are instrumental in review of standards, guidelines, programs, research, publications, trainings and future planning for the Association.

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Medical Wellness Association Obesity Forum White Papers

Obesity Management Trends, Amy Blansit, MA

Medical Wellness Forum DVD's

There are many new opportunities within the wellness and fitness industries as the obesity epidemic dominates the news headlines. The most recent call to action has been towards childhood obesity stemmed from both President and Mrs. Obama's campaigns. President Obama created a task force on childhood obesity, headed by Michelle Obama, who has created a public-service cause "Let's Move." "Let's Move" is geared towards the one-third of U.S. children who are obese or overweight. Michelle has discussed her legislative agenda including vamping the federal school-lunch program by \$1 billion a year for the next 10 years. \$400 million may be directed towards improving options in areas lacking adequate grocery stores.

Medical Wellness discusses the need for nutrition and weight loss counseling through educated professionals, rather than just another empty plan financially backed by the government. The changes that are suggested and supported will only be successful if the professionals in the field continue to develop and implement successful weight loss strategies, through improving program compliance & client motivation. Support and "cheerleading" are your roles as coach, who mentors and monitors your clients; giving them quality information, feedback and guidance. Obese clients often have low-self esteem and need pats on the back and encouraging words to move towards successful weight maintenance. Weight loss success rates are low. If it takes success to breed success, how do you, as a business professional, get the ball rolling with your clients? The American College of Wellness and Medical Wellness Association provide guidelines that will help you implement key adherence strategies for wellness program maintenance and professional mentoring. *A man is literally what he thinks, his character being the complete sum of all his thoughts. James Allen [1864 -1912]* Your clients' thoughts lead to their behaviors; thus changing thoughts leads to altered behaviors. Understanding the factors behind lifestyle change is important when coaching your weight loss clients through setbacks and achievements. How your clients *think* has a controlling effect on how they *act*. Cognitive restructuring is often used when behavior modifications are needed. The guidelines outlined will help you learn the basics to assist towards restructuring for wellness centers and club models for weight loss programs. The Medical Wellness Training will support and guide development of new wellness programs at your facility, club or wellness center. This wellness training will help you implement a weight loss program or improve upon the programming you currently have in place. Plan to keep you programming fresh and rewarding for your clients by implementing new wellness programs at your facilities. It is important to learn to personalize the programs and target them to fit your clients' needs.



Medical Wellness Forum Medical Wellness & Nutrition Programs

Hosted by The Medical Wellness Association
San Diego, California

Medical Wellness Bariatric Program for Obesity, Dr. Brian Sekula & Chris Breuleux

Obesity statistics are alarming. A recent article from PLoS Medicine reports the global impact of diabetes on health care is unbearable, with estimates indicating nearly 70% of obese individuals are diabetic or pre-diabetic. As alarming as the statistics are, there is opportunity. Opportunity is with wellness centers, health fitness clubs and fitness professionals. Consumers continue to spend money, even in a down economy, on wellness and weight loss services. However, a large percentage of the at risk market does not take advantage of the programs and services offered. What is the problem? The standard approach to weight loss, for all people, is based on a simple application, the energy balance equation, where body weight is determined by the difference between food intake and energy expenditure. The logic behind this equation makes sense. By focusing on the right side of the equation we see a change in either intake or expenditure results in a corresponding change in weight. There are only three possible outcomes: positive caloric balance, negative caloric balance or caloric balance. Positive caloric balance means intake exceeds expenditure, resulting in weight gain. Negative caloric balance means expenditure exceeds intake, resulting in weight loss. Caloric balance means intake and expenditure are equal, resulting in no change in body weight. The model assumes independence among the variables, which means we can independently manipulate any of them. For example, we can cause a change in body weight by holding intake constant and increasing expenditure, or vice-versa, holding expenditure constant and decreasing intake. In either case, the result is a negative caloric balance, leading to weight loss. This approach is taken with most weight loss programs for the obese. The directive is to eat less and exercise more, providing a negative caloric balance, resulting in weight loss. Studies examining the effect of reduced caloric intake on energy expenditure overwhelmingly show that as caloric intake decreases, so does caloric expenditure. Conversely, when the effects of increasing caloric expenditure are studied, results show caloric intake significantly increases. This means that as we decrease caloric intake, we decrease the amount of activity we do. It also means the opposite, increasing caloric expenditure makes us hungry, which increases intake. When someone is overweight or obese and either decreases their food intake or increases their expenditure, a corresponding change occurs. They either exercise less or eat more. Because the parameters are dependent, it's difficult for them to maintain compliance. Eventually, they are unable to hold on and give in to the cravings and they end up right back where they started. Since the message is to eat less and exercise more, it's the main approach taken. Clearly, the energy balance equation is important. Rather than questioning why people get hungry or why activity levels decrease when intake drops, a shift has occurred. The focus now is on behavioral strategies. Clients are given strategies to help them reach their goals. For example, eat smaller meals more frequently or how much cardio did you do today? What's the best way to stay motivated or how best to write down your goals? Rather than shift into behavioral strategies, a better approach is to determine if what is causing the dependence of the variables might provide better understanding regarding the energy balance equation and weight loss. This proves helpful to medical wellness professionals as it helps them better understand why obese clients struggle with the current approach. A Hormonal Disconnect? Why would most people agree that stature, musculature and puberty are, at some level, hormonally regulated, while unequivocally stating overweight and obesity are the result of eating too much and exercising too little? When you look at how the body regulates fat tissue, the answer is clear. At least nine hormones have been identified as having some role in the regulation of fat tissue. Of these, eight have been identified as fat mobilizing hormones, while only one, insulin, has been identified in regulating fat storage. As we look at the research, it becomes clear the role insulin has on fat storage and its role in the energy balance equation. Insulin influences lipoprotein lipase (LPL), the main enzyme responsible for mobilizing or storing fat. This means that eating less causes an increase in fat storage. Exercise has been shown to reverse this effect, but only transiently, particularly when insulin levels are high. Soon after, elevated insulin levels revert their influence on LPL back to pre-exercise conditions. A fundamental change in dietary recommendations for overweight individuals is needed. LPL activity at muscle tissue increases, increasing the amount of fat used for energy, and decreases at the fat cells, decreasing storage. The main cause of elevated insulin is dietary carbohydrate. So the best way to reduce insulin levels is to reduce the amount of dietary carbohydrate. Decreasing food intake increases fat storage while decreasing fat as a primary fuel. When we reduce caloric intake, we limit the amount of glucose available for fuel and storage. This, in turn, causes a metabolic problem. Because insulin levels are high, our bodies are unable to mobilize fat as a fuel source, causing our body to run out of fuel much quicker. But our body needs energy, so the signal is to eat, which causes hunger. Exercise helps, but it must be the right type. Earlier it was stated that exercise reverses the influence of insulin on LPL activity, but only transiently. However, if insulin levels are kept low by reducing dietary carbohydrates, LPL activity at the muscle tissue elevates and stays elevated, increasing the use of fat as a fuel. Additionally, low intensity, long duration activity is primarily dependent on fat stores as an energy source, with little influence on stored glycogen. The vast majority of exercise prescription for weight loss is of this type, but when we don't effect the glycogen stores, most of the dietary carbohydrate is stored as fat. So exercise must be of sufficient intensity to affect the glycogen stores, which reduces the amount of circulating glucose being converted as fat. Results – weight loss, health improvement, decreased prescription medications. Longer training packages for those who have more weight to lose, which takes longer to achieve. The best models encourage small group training with 6- & 12-month training programs. Nearly all clients purchase supplements based on recommendations. Most popular include, multi-vitamin, multi-mineral, magnesium, Vitamin D3, fish oil and probiotics. Other popular supplements include CoQ10, Vitamin C and nitric oxide.

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