



## Medical Wellness Forum Faculty & Presenters

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**Amy Blansit, MA**

**Topic: Nutrition Updates, Bariatrics and Obesity Programs**

- Obesity Trends and Updates
- Treating the Obese Client/Patient and member
- The Future for Weight Management Programs
- How to train leaders specifically for the unfit & at risk market
- How to attract and work with this population and explore programming opportunities

Amy Blansit, MA is the Weight Management Coordinator for Mercy Health Systems in Springfield, MO. In 2003 she founded the American College of Wellness and continues to manage it today. Ms. Blansit is an adjunct instructor at Drury University and Missouri State University in the Exercise Science programs. She also teaches for Pinnacle Career Institute and University of Phoenix. She received a Masters Degree from Adelphi University in Exercise Physiology. She is a certified ACSM Clinical Exercise Specialist and ACSM Health Fitness Specialist. Amy speaks nationally regarding the obesity epidemic and prevention.

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**Christopher Breuleux, PhD**

**Topic: *The Vision and Future of Medical Wellness***

- Critical trends and new partnering opportunities for medical, wellness, aging and fitness programs. The Medical Wellness Association
- Future opportunities for new revenue programs, services and products. New development and partnering opportunities for revenue, products and programs
- How to partner with Doctor's and Medical Practitioners. Explore options for collaboration and partnering with medical, therapy, active and wellness programs
- The key elements of medical wellness and success factors for integrated medical wellness programs and marketing

Christopher Breuleux is an international consultant, leader and innovator for corporate health, medical wellness, fitness and health promotion. Dr. Breuleux has completed over 250 market feasibility studies, business plans and supported the completion of over 100 facilities in developing award-winning wellness programs, fitness centers and medical spas. He has provided services to over 500 companies and hospitals on five continents including the first joint partnerships between multiple hospital systems, joint university-medical wellness centers, sports medicine, performance, therapy centers, YMCA's, clubs, spas and resorts. Dr. Breuleux has served as President of the Medical Wellness Association since 2002, leading the Medical Wellness Advisory Board in international training and consulting. He has held leadership and faculty positions at several universities including Ohio State University, University of Michigan, Tulane, Xavier and the University of Cincinnati.



**Dr. Anoop Chaturvedi**

**Topic: Global Wellness and Antiaging Medicine: How to Partner and Profit**

- How to position and profit with wellness and age management
- Penetrate Wellness Industry for anti-aging, weight loss and cardiac health
- How to attract and partner with physicians and medical providers

Dr. Chaturvedi is one of the world's leading experts on anti-aging, weight loss and age management medicine. He is currently the Research Director in Aging, Wellness and Age Management Medicine at Rejuvenation Medical and Wellness and AMARI Clinics. He is also the founder and president of "Antiaging Medicine and Research (AMAR)- a not for profit organization in India, a center that develops educational, clinical, and research programs for physicians and other healthcare professionals regarding the role of wellness and health in medicine. Dr. Chaturvedi is an International Advisor for MWA and Research Director for Antiaging Medicine. He is the International Scientific advisor for the World Society of Antiaging Medicine and a member of American Academy of Anti-Aging Medicine. His main area of research is Bio-Identical Hormone Replacement for prevention as well as therapeutic purposes in both men and women. He is also working on the implications of aging and anti-aging on social and economical aspects of the nation.



**Dr. Jason Conviser**

**Topic: *Exercise Is Medicine***

- The medical benefits of exercise and how can they be "prescribed" for the average person
- How to market the relationship between exercise and medicine for a membership based fitness center
- The training and program development required for the club and fitness professional to better deliver exercise as a medical modality
- Programs around the world that have successfully linked exercise and medicine profitably
- Examples of clubs, fitness professionals and members who have all benefited for the exercise/benefit connection

Jason Conviser is President of JMC & Associates, a consulting firm specializing in creating new products, services and relationships between health care and health clubs throughout the world. Jason works with clients on five continents ranging from health care providers, developers, single club operators to some of the largest fitness chains in the world. Most clients utilize JMC & Associates to develop strategies and gain a better understanding of those who are classified as the "interested de-conditioned." They need fitness and want to get in better shape but they have no interest in buying what the traditional health club is selling. Jason has authored five industry text books, 45 articles and has conducted over 1,200 presentations to groups ranging in size from 10 - 4000. He holds a Ph.D. in Exercise Physiology from the University of Wisconsin, MBA from Northwestern's Kellogg Graduate School and is a Fellow of the American College of Sports Medicine.



**Eric Durak, MS**

**Topic: *What defines medical nutrition in today's health care system?***

- What do physicians want for their patients (along with RDs and health professionals?)
- Current FDA guidelines vs. specific nutrition nutritional wants/needs
- The push for organics in a corporate food supply world
- Guidelines for supplements (Recommendations for RDA vs. EDA)
- Putting thoughts together to give a solid foundation of information

Eric Durak is President of Medical Health and Fitness in Santa Barbara, CA. His career in clinical exercise, research, publishing, speaking, and health promotion spans 25 years. He has consulted for companies such as the Balance Bar Company, FRS Nutrition, and currently works with Mogo Organics promoting nutrition for medical conditions. Eric is a Medical Wellness Advisor and has presented at several of the Medical Wellness Association Forums and conferences.



### **Dr. Ann Hood**

**Topic: *Health Reform Updates, Insurance and Wellness***

- Surviving Healthcare changes in the wellness industry
- What does Healthcare reform mean for you?
- Corporate, medical and hospital well care relationships
- The future of health prevention and wellness for insurance
- Standards and guidelines for Well Care

Dr. Ann Hood, president of Global WellCare is a noted sports management; well care and fitness expert with specialization in corporate/hospital well care relationships and developments. Emanating from her doctoral dissertation on the financial benefits of well care, and through her affiliations, she has consulted on hundreds of fitness related facilities. Her passion is to educate and implement programs which teach the positive physical and financial implications of developing and maintaining a balanced life through good personal mental and physical health. Ann founded WellCare Dimensions, Inc. in 1994 to educate and provide pro-active health related programs and products to the healthcare, corporate and institutional market places. Her primary goal was to integrate "wellcare", i.e. keeping people well through diet, exercise and responsible healthcare, into the corporate and healthcare environment and make the integration financially successful.

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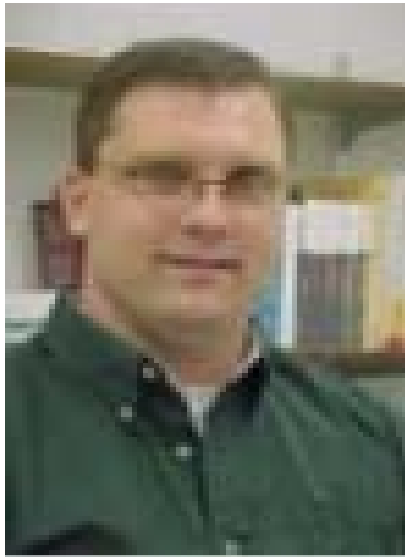


**Margaret Moore, MBA**

**Topic: *The Business of Wellness Coaching***

- The Future of Wellness Coaching
- Learn why the authoritative expert approach is not ideal for building autonomy, self-motivation, and confidence.
- Learn how coaches help clients make lasting behavior changes through lasting changes in mindset, outgrowing their old lifestyles for good.

Margaret served as CEO and COO of two early stage biotech companies and in 2000 founded Wellcoaches Corporation, a leading standard-bearer for science-based coaching and professional coaches in healthcare. Margaret is the co-founder and a co-director of the Institute of Coaching at McLean Hospital, an affiliate of Harvard Medical School, and co-director of the annual Harvard Medical School Coaching in Medicine & Leadership Conference. Margaret is co-leader of a the National Team for training and education standards, certification, and coaching research for professional health and wellness coaches. She is the lead author of the first coaching textbook in healthcare, the Coaching Psychology Manual published in 2009. Margaret is a seasoned speaker, including radio and television, and has delivered 50+ workshops and presentations on coaching and positive psychology.



**Dr. Brian Sekula**

**Topic: Standards and Certifications: State of the Industry**

- The quality standard needs for wellness and health fitness professionals
- What should the educational core be for personal training, wellness coaches and other health and wellness related certifications?
- What does the certification industry do well?
- What are the critical areas that need improvement?
- How to identify the right personnel for your organization using these criteria.

Dr. Sekula has been involved in the Health and Fitness industry for more than 20 years. His experiences range from conducting research at NASA-JSC, teaching and research at the University of Houston and UT School of Public Health to being President of The Health Performance Institute. As President, his main focus is on implementing the Becoming Indestructible program. Dr. Sekula is a Medical Wellness Advisor for the Association.

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## **Dr. Kevin Steele**

### **Topic: *Healthcare and Designing Successful Medical Referral Programs***

- Insights into how the health care and primary care providers think and assess referral relationships
- How to design the structure of a medical referral program
- How to select the most appropriate health care professionals for your referral program
- How to select the team to implement and execute the program
- How to market and sell this program in their local community

Dr. Kevin Steele has been in the health and fitness industry for the past 25 years. He has held senior management positions in three of the largest health club organizations in the world. He currently is a Principal of Communication Consultants working with health and fitness centers worldwide. Dr. Steele Chair's several Advisory Boards for fitness industry organizations. He has a B.S. in Sports Medicine/PE and a Ph.D in Exercise Physiology with a sub-specialty in Nutrition.

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## **Additional Medical Wellness Forum Faculty**

**Dr. Michael Arlowski**, Founder, Real Balance Global Wellness

**Mike Alpert**, CEO & President, The Claremont Club

**Chris Purvis**, PT, MS, President, Peak Performance Physical Therapy & Spectrum Medical Wellness

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# Forum Program Schedule

## March 16, 2011, San Francisco Marriott

Dr. Christopher Breuleux, Host President, The Medical Wellness Association

Time	Speaker	Program Session
8 am	Christopher Breuleux	The Vision & Future for Medical Wellness
	Dr. Anoop Chaturvedi	Global Wellness & Anti-Aging Medicine
9 am	Dr. Ann Hood	Health Reform, Insurance & Wellness
10 am	Dr. Kevin Steele	Increase Revenue with Medical Referrals
11 am	Margaret Moore, MBA	Wellness Coaching, Supporting Clients
12 pm	Expert Panel Q&A	Dr. Hood, Dr. Arlowski, Dr.Chaturvedi, Chris Purvis
1 pm	Dr. Brian Sekula	Health Fitness Standards & Certifications
2 pm	Dr. Jason Conviser	Exercise and Wellness is Medicine
3 pm	Amy Blansit, MA	Nutrition, Bariatrics and Obesity Programs
4 pm	Erik Durak, MS	Medical Nutrition for Healthcare & Wellness
5 pm	Interactive Medical Wellness Roundtables	

Healthcare Reform, Physical Therapy & Sports Medicine, Medical Wellness in Clubs, Health & Wellness Coaching, Nutrition and Obesity Programs, Certifications & Training

5:40 pm Daniel Pink, JD Drive: The Science of Motivation on Performance

8 pm International Reception: IHRSA "Three Decades of Success!"

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11:00am-6:00pm | March 17 & 18 | IHRSA International Trade Show

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