Community-Based Health Center: Wellness and Prevention

2016 Combined Sections Meeting

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Community-Based Health Center – Focus on Wellness and Prevention

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Disclosures

• We have nothing to disclose

Learning Objectives

• Upon completion of this course, you will be able to:
  1. Understand the framework for building a community-based health center focused on wellness and prevention.
  2. Identify the benefits of a community-based health center to the clinician, institution, researcher, patient, and client.
  3. Describe the methods used to assess client members and track progress.
  4. Describe the challenges and successes of program implementation.
Healthy New Albany began as a grassroots movement whose mission was to initiate, develop, implement, coordinate and evaluate health-related services and products that promote a culture of that can be replicated.

We needed to WALK before we could run with a concept…
Just a few of our Healthy New Albany Community Programs…

Just a few of our Healthy New Albany Community Programs…

HEALTHY NEW ALBANY

THE OHIO STATE UNIVERSITY WEXNER MEDICAL CENTER

NATIONWIDE CHILDREN’S
“It’s kind of fun to do the impossible.”
Walt Disney

Health as a community focal point with an emphasis on prevention and personalization.

Thank-you!
The OSU Experience

Thomas Caldwell, PT, DPT, SCS, AT

Ohio State’s Health and Fitness Center

Our Differentiators:
Partnerships, People, Qualifications, Programming/Technology and Service
Key Partnerships

- OSU Sports Medicine
- Healthy New Albany & Community
- Nationwide Children’s Hospital
- Integrated Wellness Partners
- TechnoGym
- Local Schools

The Business Plan

- Key Takeaways
  - Lease considerations
  - Demographic Analysis
  - Personnel expense and allocation
    - Medical Director
    - Clinical integration

“YOU WIN WITH PEOPLE”
Thomas Best, MD, PhD
Medical Director for Ohio State’s Health and Fitness Center in New Albany
• Professor and Pomerene Chair in Family Medicine
• Past President of the American College of Sports Medicine and lifetime achievement award winner
• Editor of ‘Evidence-Based Sports Medicine’ book; top seller of BMJ
• Directs a National Institutes of Health-funded lab to study muscle inflammation and repair, as well as the role of the quadriceps in the management of osteoarthritis of the knee

Stephen Clinton, MD, PhD
• Physician-scientist who has devoted his career to research in cancer etiology and prevention
• His laboratory program has published extensively upon the role of dietary energy balance and obesity in cancer risk, in addition to a variety of foods associated with cancer prevention properties
• Expertise in molecular biology, cellular and experimental models of carcinogenesis, as well as human clinical trials

Theodore Fraker, MD, FACC
• Medical director for open heart surgery
• Medical director of the OSU Heart and Vascular Center at OSU Carepoint Gahanna
• Co-authored the 2009 ACC/AHA Guideline Update for Chronic Stable Angina
• Past president of the Ohio chapter of the American College of Cardiology
• Seven-time America’s Best Doctors honoree
Kathi Kemper, MD, MPH

- Founding Director of the Center for Holistic Pediatric Education and Research at Boston’s Children’s Hospital and the founding Director of the Center for Integrative Medicine at Wake Forest University.
- More than 150 peer-reviewed research publications.
- Recognized internationally as the leading authority on complementary therapies for children, and is frequently consulted by media.

William Kraemer, PhD

- Professor of Kinesiology
- Strength-testing consultant for both the National Institutes of Health (NIH) and the National Center for Health Statistics (NCHS).
- 2013 Expertscape Award - the nation’s top expert in resistance training research.
- 38,916 citations on Harzing’s Publish or Perish lists.
QUALIFICATIONS

Wellness Coaching

According to WellCoaches®
• 95% are not engaged in top 5 health behaviors
• 65% are overweight or obese
• 70% aren’t thriving or engaged at work
• 58% are ‘addicted’ to technology
• 80% of adults are not thriving (mentally)

Defining Your Path

We help you identify your initial goals and select an appropriate path - a comprehensive program that addresses your specific aspirations.
ACSM Health Fitness Certifications

- Certified Personal Trainer®
- Certified Group Exercise Instructor®
- Certified Health Fitness Specialist®
- Registered Clinical Exercise Physiologist®

High Tech, High Touch

High Tech, High Touch
Service

Specialty Programs
Innovative services to help individuals improve their physical performance, recover from injuries and stay active for a lifetime.

Endurance Medicine

- Video gait analysis to improve running mechanics and performance
- Specialized bike fitting to improve posture and mechanics and prevent cycling injury
- Video swimming stroke analysis to enhance swim performance and decrease risk of injury
Golf Performance

- Golf physical screens, designed to unveil specifics about a golfer’s physical abilities and swing mechanics that can lead to potential inefficiencies, injuries or decreased performance capability
- 3-D swing motion analysis, providing the most detailed information available to golfers regarding their swing mechanics, force development and efficiency
- Individualized training programs designed to maximize golf performance based on the above findings

Performing Arts Medicine

- Rehabilitation of dance injuries including biomechanical evaluation, manual therapy, motor control re-education, Pilates-based exercise and overall strengthening and fitness
- Group and individual dance wellness screens
- Customized programming such as
  - Dance wellness workshops
  - Foot and ankle class for the dancer
  - Core stability class for the dancer
  - Body release class for the dancer

Sports Nutrition

- Nutrition counseling tailored to a sport, season or goals and/or very specific concerns such as weight management, nutritional performance enhancement, disordered eating, amenorrhea or osteoporosis
- Group education on a variety of wellness and nutrition topics
- DXA scans, using low-dose radiation to “see” through your body and measure bone mass, lean tissue mass and fatty tissue mass
- Grocery store tours to answer food and nutrition questions, explain how to read labels, integrate new ingredients and make better overall shopping and meal planning choices
Creating the nation’s healthiest community right here at home—and serving as a model for cities all around the U.S.

Thank-you!
Exercise Is The Best Medicine: Why Everyone Should Take It!

Thomas Best, MD, PhD, FACSM

What Is Health?

- Health is a state of complete physical, mental and social well-being, not merely the absence of disease or illness
- Disease is a physical and/or psychological dysfunction; a person can have a disease or injury and still be healthy or at least feel well
- Health is a positive concept emphasizing social and personal resources as well as physical capacities

Physical Inactivity: 4th Leading Risk Factor For Global Mortality

60% of global deaths due to NCDs

Source: WHO's report on "Global Health Risks"
BRFSS Obesity Trends* Among U.S. Adults

* BMI ≥30, or about 30 lbs. overweight for 5'4" person

Contributors to Overall Health Status:
The Power of Health Behaviors

Source: CDC 2000

Genetics 20%
Environment 20%
Access to Medical Care 10%

Health Behaviors 50%

Contributors to Overall Health Status:
The Power of Health Behaviors

Exercise
Smoking
Diet

Health Behaviors 20%
Hippocrates

“Eating alone will not keep a man well; he must also take exercise. For food and exercise, while possessing opposite qualities, work together to produce health.”

Hippocrates, Regimen, 5th Century B.C.

Physical Activity at Work and CAD

31,000 London Transport Workers (Rate/1,000)

Drivers
Conductors
Coronary Occlusion
Early Mortality* within 3 days of MI

Source: Morris JN et al, Lancet 1983
Irrefutable Evidence for Exercise in the Primary and Secondary Prevention of:

- Diabetes mellitus
- Cancer (breast and colon)
- Hypertension
- Depression
- Osteoporosis
- Dementia
- Coronary Artery Disease
- All-cause and cardiovascular-related death
- Longevity

"In view of the prevalence, global reach and health effect of physical inactivity, the issue should be appropriately described as pandemic, with far-reaching health, economic, environmental and social consequences."
Exercise
Adequate sleep
Spend time with pet
Exercise

Music with exercise

http://curetogether.com

Pilates
Yoga

Lyrica
Spine Fusion
Neurontin

http://curetogether.com

Comparative effectiveness of exercise and drug interventions on mortality outcomes: metaepidemiological study

16 meta-analyses (14 PA interventions vs 12 drugs)
In total 340 k patients; 305 RCTs
15 k patients randomized to exercise in 57 RCTs

Exercise = drugs

Exercise better

Diuretics better

Exercise = Drugs
PA counseling rates remain unacceptably low
(on average only 1 in 3 adults)

The REAL Problem for Healthcare

More individuals are entering the healthcare system that are sedentary, obese and require chronic disease prevention and management care.

For Health Systems 20% of patients (those with NCDs) drive 80% of costs.
In today’s healthcare environment, **Population Health Management (PHM)** is the key to improving care quality and maximizing reimbursement while reducing costs.

PHM means the proactive application of strategies and interventions to defined at-risk population groups in an effort to improve the health of the individuals within the group at the lowest necessary cost.

**The Objectives of PHM**

Effective PHM stratifies population groups that can be “moved to the left” to slow, stop and reverse progress to the right.

**Patient-Centered Interventions to Impact:**

**Levels of Prevention**

- **Primordial Prevention**
  - PA counseling among inactive patients with no established NCD risk factors to maintain health; Low risk patients

- **Primary Prevention**
  - PA counseling among inactive patients with NCD risk factors to prevent disease (e.g. obesity, low fitness); low-risk to moderate risk patients

- **Secondary Prevention**
  - PA counseling among inactive patients with NCDs or strategic risk factors to manage disease (e.g. hypertension, pre-diabetes); moderate to high-risk patients

- **Tertiary Prevention**
  - PA counseling among inactive patients with established NCDs (Diabetes, Cancer) to prevent deterioration; moderate to high-risk patients

**Exercise is Medicine for Population Health Management**

- **Primordial Prevention**
  - Promote adoption of health-enhancing PA levels among healthy, inactive patients with no established NCD risk factors to maintain health; Low risk patients

- **Primary Prevention**
  - PA counseling among inactive patients with NCD risk factors to prevent disease (e.g. obesity, low fitness); low-risk to moderate risk patients

- **Secondary Prevention**
  - PA counseling among inactive patients with NCDs or strategic risk factors to manage disease (e.g. hypertension, pre-diabetes); moderate to high-risk patients

- **Tertiary Prevention**
  - PA counseling among inactive patients with established NCDs (Diabetes, Cancer) to prevent deterioration; moderate to high-risk patients

**Suggested roles for Implementation of Physical Activity Counseling in Health Systems**

- **Primary Care**
  - Other Clinical Specialties

- **Sports and Exercise Medicine**

- **PA counseling among inactive patients with established NCDs (Diabetes, Cancer) to prevent deterioration; moderate to high-risk patients**

**Levels of Prevention**

- **Primordial Prevention**
  - PA counseling among inactive patients with no established NCD risk factors to maintain health; Low risk patients

- **Primary Prevention**
  - PA counseling among inactive patients with NCD risk factors to prevent disease (e.g. obesity, low fitness); low-risk to moderate risk patients

- **Secondary Prevention**
  - PA counseling among inactive patients with NCDs or strategic risk factors to manage disease (e.g. hypertension, pre-diabetes); moderate to high-risk patients

- **Tertiary Prevention**
  - PA counseling among inactive patients with established NCDs (Diabetes, Cancer) to prevent deterioration; moderate to high-risk patients

**NCDs: Non-communicable chronic diseases**

**PA: Physical Activity**
A community-based extension of healthcare that is adopting the PHM model for at-risk population groups that provides a cost-effective approach to cost containment while providing a high-touch continuum of care.

**Goal:**
To Be the Healthiest Community in America!

**ACSM American Fitness Index TM (AFI) – Actively Moving America to Better Health**

1. Washington, DC
2. Minneapolis
3. Portland
4. Denver
5. San Francisco
6. San Jose
7. Seattle
8. San Diego
9. Boston
10. Sacramento
11. Salt Lake City
12. Hartford
13. Raleigh
14. Austin
15. Chicago
16. Atlanta
17. Pittsburgh
18. Cincinnati
19. Los Angeles
20. Philadelphia
Thank-you!

Benefits to Knowing Your Numbers
Jodi Kuri, PT, MPT, OCS, CHWC
Know thy numbers.....WHY?

What do you know about yourself when you start a fitness program

We only consider what happens on the outside
Are We at risk…

High Cholesterol

Falling

How Do We Get There?

• By integrating personalized health care & wellness in a community setting
• Managed by a multidisciplinary team
  – Physicians
  – Nutritionist
  – Exercise Physiologists
  – Physical Therapists
  – Wellness Coaches
  – Nurses
  – Athletic Trainers
  – Fitness Specialists

How Do We Get There?

• Personalized Health & Wellness Assessment
  – Identify Risk Factors / Establish Baseline Measures
  – Performed at enrollment, 6 month, and 1 year follow-ups
  – Comprised of:
    • Laboratory Evaluation - Blood work
    • Biometric Evaluation - DEXA Scan, body composition, blood pressure
    • Musculoskeletal Screen
    • Exercise Tolerance Test
Our first station

- BP/HR
- Waist measurement
- Weight
- Cholesterol
- A1c
- Dexa scan for body composition
2nd station

Functional Movement Screen (FMS)

- Screening tool used to identify limitations or asymmetries
- Seven fundamental movement patterns that are key to movement quality in individuals with no current pain complaint or known musculoskeletal injury.
Lower Quarter Y-Balance Test (YBT-LQ)

- An integral part of the Functional Movement Screen
- Dynamic test performed in single-leg stance that requires strength, flexibility, core control and proprioception.
- Used to assess physical performance & identify those at greater risk for lower extremity injury.

FMS & Y-Balance Report

- Client’s personalized injury risk and peer performance measure according to age, gender, and sport/activity.
Thank-you!
Wellness

- The optimal state of living well, regardless of an individual's spectrum of health
- Encompasses physical, intellectual, mental/emotional, social, occupational, financial, environmental, and spiritual well being
Based on Evidence What Do We Know?

- People who have the following behaviors have 66% less diabetes, 45% less heart disease, 45% less back pain, 93% less depression, and 74% less stress…
- Physical activity – 30 minutes 5 days per week
- Healthy eating – 5 fruits and vegetables per day
- No smoking
- Alcohol in moderation – 1 drink per day for women, 2 drinks per day for men

What is Health Coaching?

- Health coaching is an interactive, personalized approach to facilitate behavior changes that support a higher level of health and well-being to help in achieving goals by finding your motivation to fulfill your personal wellness vision.
Expert and Coach Approaches

**Expert Approach**
- Authority
- Educator
- Defines agenda
- Feels responsible for client’s health
- Solves problems
- Focus on what’s wrong
- Has the answers
- Interrupt if off topic

**Coach Approach**
- Partner
- Facilitator of change
- Elicits client’s agenda
- Client is responsible for health
- Foster possibilities
- Focus on what’s right
- Co-discover the answer
- Learn from client’s story

Benefits of Health Coaching?
- Health coaching focuses on the client’s strengths and encourages personal responsibility through self-discovery to create solutions that work for them.
- Clients create a wellness vision with their coach. Then, they create a set of smaller achievable goals that will continue to build upon each other to fulfill their wellness vision.
- The health coach gives clients the tools they need to succeed by providing motivation, accountability, encouragement, and support.
- By learning what works best for them, lifestyle changes are possible.

Wellness Coaching Packages

**Buckeye Wellness Coaching (Specialized Memberships)**
- Healthy Heart
- Healthy Weight
- Cancer Prevention / Recovery
- Healthy Bone and Joints
Buckeye Wellness Coaching

- Packages can be individualized...
  - Client’s personal goals
  - Medical conditions
  - Strengths and Limitations
  - Touch-points with other coaches

The multidisciplinary works together to promote positive health behaviors and provide education tailored to the client’s goals and needs.

Does not replace medical care from primary care MD.

Clients work with health coaches to facilitate behavior change.

How does Buckeye Wellness Coaching Work?

- Clients and coaches touch base weekly to review their goals, focusing on tactics for success.
- Health coaches may refer clients to other coaches based upon the need for their expertise. Coaches include a Registered Dietitian, Exercise Physiologist and Physical Therapists.
- Coaching sessions may take place in person, via phone or through email correspondence as needed.
Key Coaching Skills

• Mindful listening that allows for insights and intuition to play an active role
• Thought provoking questions
• Reflections that connect clients to the coach and their own insights/thoughts
• Ability to generate compelling outcomes for the client

Coaching Options

• Healthy Heart
• Healthy Weight
• Cancer Prevention
• Healthy Bones & Joints

Healthy Heart

• Focused on preventing heart disease and improving and maintaining heart health.
• This program is also appropriate for those with known medical conditions that are not under optimal control, a family history of heart disease or are considered moderate risk for developing heart disease.
Healthy Weight

• Helps clients learn strategies for reaching and maintaining a healthy weight, understand how food and nutrition impact weight and develop healthier habits that will lead to lifelong healthy lifestyle changes.

Cancer Prevention Package

• Ideal for members who have had cancer or who have a strong family history of cancer.

• Provide current evidenced based recommendations on diet and exercise for specific needs that are right for the client.

Healthy Bones and Joints

• Learn fitness strategies designed to prevent injuries, minimize further damage and protect and strengthen bones and joints.

• Ideal for clients who have physical limitations that impede their ability to fully participate in health and fitness services.
It all comes down to…..

Behavior change!

Thank-you!

Philip Reit Center for Healthy New Albany

The Ohio State University Wexner Medical Center
The First Year in Review – Our Successes and Challenges

Kenneth Kirby, PT, DPT, Cert. MDT, OCS, CSCS, CHWC

Successes

• Operational
  – Meshing of partnerships into one functional unit
  – Programmatically
  – Physical Therapy
  – Common vision
Successes

- Assessment
- Coaching
- Research

Challenges

- Coaching
  - JumpStart
- Learn as you go

Challenges

- Research Questions
- Public understanding
Future

• Year 1 for training

Future

• Year 2 focused on implementation
  – CA Survivorship
  – Cardiac Rehab
  – Focused Research Question(s)
  – Corporate Wellness

Thank You

• What Questions Do You Have?
References

• Duncan et al. The association between functional movement and overweight and obesity in British primary school children. BMC Sports Science, Medicine, and Rehabilitation 2013, 5:11
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