



MINUTES

WEDNESDAY,
JULY 8, 2009

8:30 – 10 AM

BEAUMONT HOSPITAL' SUITE
NATIONAL CITY CENTER
TROY, MICHIGAN

MEETING HOSTED BY	Susan Bailey, Program Manager at Beaumont Hospitals
TYPE OF MEETING	Bi-monthly Coalition Meeting
FACILITATOR	Scott Foster, Wellco
NOTE TAKER	Lia Hosinski, "Get Your Sexy Back" Health and Wellness Coach
TIMEKEEPER	N/A
ATTENDEES	60

Agenda topics

WELCOME & INTRODUCTIONS

SCOTT FOSTER

DISCUSSION	
Scott started the meeting by welcoming members and new visitors. The executive committee was asked to introduce themselves, followed by the rest of the attendees of the meeting.	

REVIEW OF MINUTES

SCOTT FOSTER

DISCUSSION	
REVIEW OF MINUTES Scott Foster informed the group that the meeting minutes are now available on-line at the OCWC website. A thank-you was given to Lia Hosinski for recording the meeting minutes. Susan Bailey, Program Manager at Beaumont Hospitals, gave a great and admiring introduction of Dr. Barry Franklin as the main presenter.	

30 MINUTES

MAIN PRESENTATION

BARRY FRANKLIN, PHD, DIRECTOR OF
THE CARDIAC REHABILITATION &
EXERCISE LABORATORIES,
BEAUMONT HOSPITALS

DISCUSSION	Recent Advances in Cardiology and Lifestyle Medicine
Dr. Franklin covered four topics in his presentation today.	
1. Heart Disease – New Insights. The message to take home: Drugs, Diets and Exercise are proven to reduce the risk of heart attack – angioplasty and bi-pass surgery are not. A surgical procedure for a 70-80% blockage does not guarantee you have circumvented a potential heart attack. Studies have found that any lesion can rupture at any time and cause an acute myocardial infarction. The four major risk factors of heart disease are hyperlipidemia, hypertension, smoking and diabetes. Health screening must be a priority of all hospitals and medical / health clinics to identify and modify these risk factors as early as possible. The best prevention of heart disease is in; 1. Reduce smoking, 2. Lowering cholesterol, 3. Use of Beta blockers and, 4. Life style changes. An article in the New England Journal of Medicine indicates that the greatest reduction in cardiovascular deaths comes from medications, prevention and life style changes.	
2. Obesity – Consequences and Treatments. The message to take home: Obesity is a major risk factor that fuels the development of coronary artery disease. It exacerbates diabetes, cholesterol abnormalities and hypertension. Dr. Franklin believes that everyone should be aware of their own BMI (Body Mass Index). Research shows that for every BMI unit above 25 a person has a 6% increase risk of a coronary event. In referencing this finding, an overweight person, in reducing their BMI by 3 units, can reduce their risk of a coronary event by 18%.	
3. Exercise Prescription and High Risk Activities. Take home message is: Exercise - regular physical activity; extremely cardio protective. People who regularly exercise have as much as a 50% lower risk of suffering an acute coronary event. In the past we have over emphasized the value of structural exercise (going to a place of exercising - the gym). The increasingly hot area of concentration today is lifestyle physical activity; getting people to be more active in day to day living by following simple guidelines. It is recommended to do a physical activity 30 minutes a day. Latest research indicated that doing three 10 minute bouts of exercise throughout the day gives the same results as one 30 minute bout. Also, resistant training should be at least two times a week. Another take home message is: Exercise effects are accumulative.	

4. Antidotes to Aging. The New England Journal of Medicine states that there are (3) factors that predict an early disability (last 5-10 years) in a person's life. These people are; 1. Smokers, 2. Overweight or Obese and, 3. Sedentary lifestyle. In contrast, the people who do not experience long term disability are lean body, non- smokers, and exercise regularly. They may experience discomfort in their last couple of months. Many people today in their seventies and eighties perform in sports as well as they did in their twenties and thirties by living a healthy life style.

In 2005 we spent two trillion or seven thousand per person on medical treatment. It is expected that by 2015 we will spent four trillion on medical treatment. This means one out of five dollars will be spent on health care. Out of that dollar seventy-five cents will go to chronic diseases, such as; hypertension, coronary disease, obesity and diabetes. Unless we begin to invest as a society in effective preventative innovations, that is, medications, weight reduction, healthier eating practices, and regular physical activity, we are not going to be able to afford health insurance.

Dr Franklin is working with Beaumont Hospital to incorporate an on-campus institute for preventative lifestyle medicine focusing on preventive cardiology, working with overweight/obese patients and working with our increasing geriatric patients. This institute will help people help themselves.

5 MINUTES

FEATURED MEMBER PROFILE

JOHN WEIENBACH,
PRESIDENT, BENEX

DISCUSSION

John Weienbach's company, Benex, is a Hispanic American HR Benefits Advisory Firm located in Royal Oak. Benex provides businesses with benefit consulting, brokerage services and administration services. They consider themselves the leader in analysis and development. Information is given to their clients that would be pertinent to them in terms of their industry, their geographic location and what is being offered in comparison to employees of their competitors. Benex believes in educating it's clients on how to lower their health care costs in reducing the number of high risk claims. John stresses the importance of working with not only the HR managers but also the CEOs and principles of a company. When top level officials and down communicate effectively with their employees about their benefits their employees will make better choices. The people of Benex do their best in working with their clients in engaging their employees towards a healthy lifestyle which in turn will lower insurance costs. Contact John Weienbach for more information on how he can help your company benefit's program.

UPDATES

SCOTT FOSTER

DISCUSSION

The following items were touched on by informative members to the attendees of the meeting in bringing everyone to current status.

- **Strategic Action Planning – Fred Zimmer, Leadership Forward Group, LLC:** The Strategic Planning Committee has met with the Executive Committee in getting instructions and a set of data to use in constructing the design of the next Strategic Action Plan. This committee will meet in the near future to create that design and they will work with the executive committee to formalize the 2-year Strategic Action Plan. Also, there is room on the Strategic Planning Committee for anyone who wishes to join and participate in the process.
- **Communication and engagement – Mitsy Morris, Wellness Development at Sirona Advisors:**
 - As of this morning 188 people are 'linked in' to the OCWC group.
 - Mitsy would like to develop a "Greeting Committee" for our future OCWC meetings. If anyone is interested in participating please contact her.
 - Anyone who is interested in getting involved with the coalition can contact Mitsy Morris or any member of the Executive Board.
 - We are looking for sponsors for each OCWC meeting to the end of this year for our raffle event and in providing breakfast.
 - A special thank-you goes out to AGI for sponsoring this meeting's raffle event.
 - A special thank-you goes out to Beaumont Hospital for sponsoring this meeting's breakfast
 - Membership information on joining the OCWC will be made available at the September meeting.
- **2009 Brooksie Way, Planning Committee Liaison, Laurie Gustafson, National Kidney Foundation:** Laurie presented the main points in attending the last meeting which are as follows.
 - A 1/2 marathon event to run or walk
 - A competitive 5K marathon
 - New this year 1 mile fun run or walk sponsored by the Detroit Pistons
 - New this year A 5K CEO Challenge. A \$1000 donation enables a CEO and up to 5 employees to participate in the marathon. Also an invitation to the VIP Reception.
 - New this year the Health and Wellness Expo will be running **two days** before the marathon event on October 2nd & 3rd. For more information on vendor booths visit www.thebrooksieway.com
 - Posters and flyers available after this meeting.
 - Detailed information for businesses, individuals and families is available at www.thebrooksieway.com .
- **Other:** Scott Foster informed the group that they can also obtain information on the Brooksie Way event on the OCWC website at www.OaklandCountyWellness.com by contacting him or anyone from the Executive Board. Scott also invited everyone to submit events of their interest to be posted on the OCWC website.

DISCUSSION	
	<ul style="list-style-type: none">• Attendees provided information to upcoming events from their organization or their interest.
	<ul style="list-style-type: none">• Raffle – Donated by AGIS: An I-Pod Shuffle.• Raffle - Donated by Steve Beyer: Two books, 'A Year of Health Hints, 365 Practical Ways to Feel Better and Live Longer'.
	<ul style="list-style-type: none">• Bring a first timer to the next OCWC meeting and earn an extra raffle ticket.

CONCLUSIONS	
	<ul style="list-style-type: none">• Next OCWC meeting will be Wednesday, September 9, 2009. Location Beaumont Hospitals' suite, National City Center, Troy. Agenda available on the OCWC website at www.oaklandcountywellness.com.