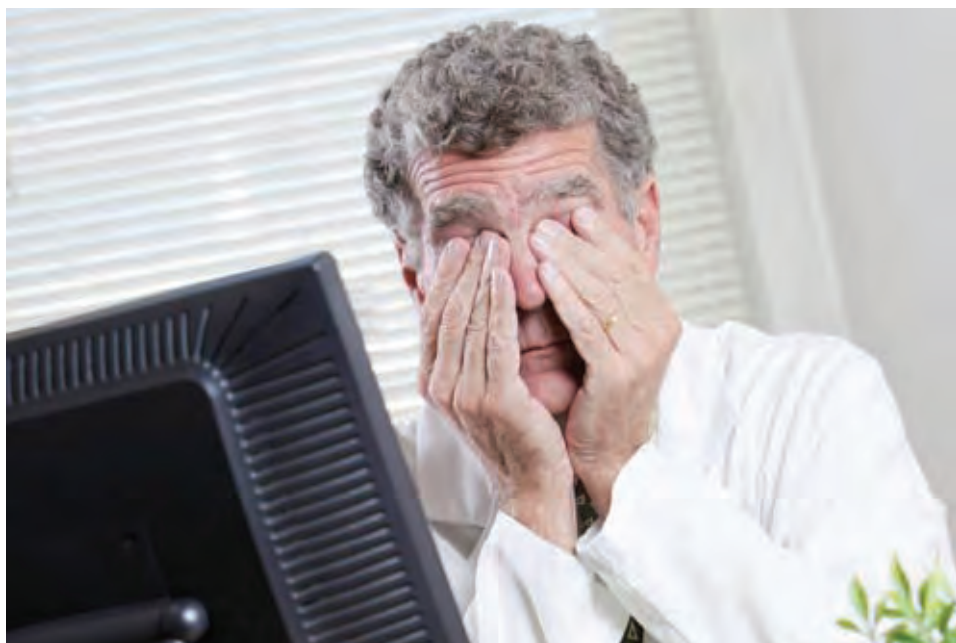


# EXECUTIVE

*Health & Fitness*



An Advertising Supplement to the Orange County Business Journal • December 13, 2010



People working at computers tend to blink less frequently – about five times less than normal – contributing to dry eyes



Dry eyes are common in women over forty due to hormonal changes

## Are You One of the 22 Million People Who Suffer from Dry Eyes?

Be One of the first in California to find a solution at the NVISION Laser Eye Centers' Dry Eye Clinic in Newport Beach

by Dr. Tom Tooma, Medical Director, NVISION Laser Eye Centers

**H**ave you reached the end of the road in treating your dry eyes? Twenty-two million people nationwide suffer daily with this symptom.

The eye depends on the flow of tears to provide constant moisture and lubrication to maintain vision and comfort. Tears are a combination of water, for moisture; oils, for lubrication; mucus, for even spreading; and antibodies and special proteins, for resistance to infection.

These components are secreted by special glands located around the eye. When there is an imbalance in this tear system, a person may experience dry eyes.

Sometimes, a person with a dry eye will have excess tears running down the cheeks, which may seem confusing. This happens when the eye isn't getting enough lubrication. The eye sends a distress signal through the nervous system for more lubrication. In response, the eye is flooded with tears to try to compensate for the underlying dryness. However, these tears are mostly water and do not have the lubricating qualities or the rich composition of normal tears. They will wash debris away, but they will not coat the eye surface properly.

### What causes dry eyes?

In addition to an imbalance in the tear-flow system of the eye, dry eyes can be caused by situations that dry out the tear film. This can be due to dry air from air conditioning, heat, or other environmental conditions. Other conditions that may cause dry eyes are:

- ◆ The natural aging process, especially menopause
- ◆ Side effects of certain medications, such as antihistamines and birth control pills
- ◆ Diseases that affect the ability to make tears, such as Sjogren's syndrome, rheumatoid arthritis, and collagen vascular diseases
- ◆ Structural problems with the eye lids that don't allow them to close properly
- ◆ Wearing contact lenses, especially for prolonged periods of time
- ◆ Spending a significant amount of time staring at a computer screen

NVISION Laser Eye Centers has a solution with the introduction of its new Dry Eye Clinic™ at its eight centers conveniently located throughout Southern California. These clinics have been developed to support our affiliate group of 1300 Southern California eye doctors who also refer their patients to NVISION for their refractive or cataract surgery needs.

### Do you suffer from any of these symptoms?

Our Dry Eye Clinic™ will bring relief to the following dry eye symptoms:

- ◆ Burning/stinging
- ◆ Itchiness
- ◆ Light sensitivity
- ◆ Grittiness/scratchiness
- ◆ Redness of the eye/lid margin areas
- ◆ Blurred vision

### Relief is on the way

NVISION Laser Eye Centers offers both diagnosis and treatment of a variety of dry eye



Prescription eye drops is one of the treatments for dry eyes

conditions:

◆ Dry eye assessment – an important number to remember  
The dry eye assessment yields a number that gauges the severity of the eyes' dryness. Just as many people know their cholesterol, blood pressure or heart rate, this simple assessment reveals each patient's number, which serves as a baseline for their severity of dryness, and a progress indicator throughout their treatment.

◆ Personalized diagnosis

The exact cause of each individual's dry eyes varies. This comprehensive evaluation will assess the specific cause of the patient's condition and provide key information the doctor will use to create the optimal treatment plan.

◆ Treatment options

Each treatment regime is specialized for the patient's individual needs and may include one or more of the following programs:

### Non-Surgical Options:

- ◆ Topical treatments
- ◆ Prescription eye drops

- ◆ Prescribed dietary supplements
- ◆ Compresses
- ◆ Lid hygiene/therapy
- ◆ Application of small collagen or silicone plugs that prevent the draining of tears

### Surgical Options:

◆ **Light Therapy** – Many people already know the amazing benefits of IPL (Intense Pulsed Light) laser to create beautiful skin. But this technological breakthrough has also been used to unplug the oil glands that line the upper and lower eyelid margins. The light serves as a healing warm compress to liquefy any secretions that may be blocking the oil-secreting gland of the eye (called the Meibomian glands). Once the glands are unplugged, the oily layer of the tear film is restored, allowing tears to remain in the eye and bring soothing relief.

◆ **Oil Gland Therapy** – This process often yields astonishing results in restoring the oil secretions of the Meibomian glands. A small instrument gently probes the oil glands lining the upper and lower lid margins. The oily layer of the tear film is restored, and tears remain in the eye instead of evaporating, thus providing soothing relief.

◆ **Tear Duct Therapy** – The canals of the eye are sealed with cautery, a form of healing heat to prevent tears from draining. This is considered to be the best method for creating permanent closure of the canals. The treatment allows the eye fluids to stay in the eye and provide soothing lubrication and relief.

Some treatments are billable to insurance and vary with each individual plan. Those interested in learning more about The Dry Eye Clinic at NVISION Laser Eye Centers can contact their eye care provider or call 1-877-91NVISION (1-877-916-8474)

### Dr. Tom Tooma

Dr. Tom Tooma is the Medical Director for NVISION Laser Eye Centers, and has performed more than 100,000 LASIK and surgical vision correction procedures. He has also performed LASIK surgery on hundreds of doctors, including 250 eye doctors. He believes that the combination of experience and technology gives NVISION patients the highest possible likelihood of achieving 20/20 or better vision through LASIK procedures.



### NVISION Laser Eye Centers

NVISION Laser Eye Centers, formerly part of TLC Laser Eye Centers, has eight locations throughout Southern California from San Diego to Camarillo. With more than 1,300 eye doctors who refer their patients and trust their own eyes to NVISION affiliate surgeons, we are the Eye Doctors #1 Choice, and serve the counties

of San Diego, Los Angeles, Orange, Riverside, Ventura and San Bernardino. For more information, visit our new web site at [www.NVISIONCenters.com](http://www.NVISIONCenters.com) or call 1-877-91NVISION (1-877-916-8474).

## A Management Strategy That Works

**F**or most busy executives, having a physical exam is something to do after everything else is finished (and it never is). But now, UC Irvine Medical Center is offering a prescription for wellness that can easily be scheduled into hectic lifestyles – The UC Irvine Executive Health Physical.

Among the most comprehensive examinations available anywhere, it takes a little over two hours to complete. It includes intensive one-on-one attention, personal follow-up and top-flight testing – all conducted at a nationally recognized medical center complete with the latest technology, highly skilled physicians and experienced professional staff.

“The program is designed to be efficient while providing time for an in-depth discussion between the patient and the doctor,” says Morris Hasson, M.D., Executive Health Program Physician and clinical professor of medicine at UC Irvine. “Our goal is to catch diseases while they’re easily treatable and to prevent illness by encouraging lifestyle changes.”

### A real head-to-toe experience

The exam begins with a medical history. It’s a personal conversation between the patient and doctor with time to discuss any specific issues or symptoms. Once this is completed, a thorough physical exam is conducted, including screenings for cardiovascular disease, cancer, respiratory ailments, vision and hearing problems. The exam also includes a comprehensive fitness evaluation and laboratory analysis to detect preexisting disease. All in all, the exam is a real head-to-toe experience. Depending on the participant’s age or risk factors, further tests may be recommended by the physician.

A computerized risk appraisal is also generated, showing participants how lifestyle modifications can decrease their risk of developing certain illnesses. Patients are also given a detailed exercise prescription, if needed, and referred to appropriate UC Irvine risk-factor reduction programs, including those dealing with weight management, cardiovascular risk reduction, and travel immunizations.

### Programs tailored to individuals

All risk factor reduction programs are tailored to meet the individual needs of participants. For example, the UC Irvine Weight Management Program provides a continuum of services varying in intensity, including a medically supervised low calorie diet as well as food-based plans. The UC Irvine Travel Medicine Program provides specific healthcare information about destinations worldwide and immunizations for individuals who are traveling the globe.

The complete results of the physical, along with recommendations, are presented to participants in a bound portfolio.

To date, more than 900 companies have participated in the UC Irvine Executive Health Program, with some enrolling their entire upper-level workforce for physicals.

The UC Irvine Executive Health Program: It’s a management strategy that works.

For information about UC Irvine’s Executive Health Program, please call 949.824.8033.



The UC Irvine Executive Health Physical is designed to be efficient while providing time for an in-depth discussion between patient and doctor.



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Dr. James Heinrich and Charlene Jessup, founders, Mission Center for Longevity & Aesthetic Medicine

## Is There a Hard Return on Corporate Wellness Programs?

**W**

ellness Programs have always been an attractive employee perk. Many organizations have utilized the *Executive Physical* as a tool to attract high level executives to their organizations. The challenging economic environment of the past two years has forced companies to question the actual ROI or *hard return* on Employee Wellness Programs.

Wellness programs have often been viewed as a nice extra, not a strategic imperative. According to a recent study released by the *Harvard Business Review*, new evidence tells a different story. Companies can use wellness programs to help manage their rising health care costs, which will only continue to increase with an aging workforce.

The *Harvard Business Review* conducted a study which included field visits with ten organizations that have financially sound workplace wellness programs. They conducted interviews, lasting 30 to 60 minutes with Senior Executives (CEOs and CFOs), Human Resources, Wellness Managers and any other staff that was intimately involved with their wellness programs. It also included interviews with employees who actively used the programs and with employees who chose not to participate in the programs.

### What is Workplace Wellness?

In this study, it was determined that strategically integrated wellness programs have six strong pillars that simultaneously support their success. They are:

- ◆ Multilevel Leadership
- ◆ Alignment
- ◆ Scope, Relevance & Quality
- ◆ Accessibility
- ◆ Partnerships
- ◆ Communications

### What were the Outcomes?

- ◆ Lower Costs
  - The savings on health care costs alone make for an impressive ROI
- ◆ Greater Productivity
  - Participants in wellness programs are absent less and perform better at work than their nonparticipant counterparts
- ◆ Higher Morale
  - Employee pride, trust and commitment increase, contributing to a vigorous organization

In summary, the company needs to believe that the future of medicine is the prevention of disease and that the best medicine is still prevention. Health and wellness must be strategically integrated into the environment and culture of the organization. **This must begin at the top of the organization.** If key executives agree that health and wellness should be an important part of the corporate culture and set the example by taking care of themselves and monitoring their health, then the behavior will trickle down to all levels of the company.

For more information on how to integrate health and wellness into your corporate culture, please contact Charlene Jessup, Managing Director for Mission Center for Longevity & Aesthetic Medicine at 949-364-2440 or visit their website at [www.missionlongevity.com](http://www.missionlongevity.com).



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The fitness options at Renaissance ClubSport far exceed those of a typical gym. In addition to the state-of-the-art circuit, free weight and cardiovascular equipment, in quantities and selections that will never leave you waiting, members and guests can also participate in over 100 group fitness classes per week. Classes include high-energy cardio classes like Cardio-Kick Boxing and R.I.P.P.E.D; body sculpting classes like Power Booty and Pilates; and energy centering classes like yoga and meditation. There is small group training and personal one-on-one training to help you reach your fitness goals whatever they may be. You've never had so many fitness options all in one place.

With the NCAA regulation gymnasium, and racquetball and squash courts, sport enthusiasts will be in heaven. Leagues, challenge court, drop-in games and tournaments are a standard offering at Renaissance ClubSport, which means guests and members can easily pick up a game.

If you are a swimmer, you'll really appreciate the resort style aquatics area. The Junior Olympic pool, exercise pool, and children's splash and play area are perfect for just about every water activity including aqua exercise classes. Swimming professionals on staff provide lessons, swim coaching and even triathlon training. And the beautifully landscaped grounds offer a delightful respite for sun-bathers enjoying the Southern California experience.

At Renaissance ClubSport, fitness isn't just for adults. Kids World, 7,000 square foot club within the club, is just for kids. Kids World is open to children as young as 6 weeks old up to 12 years old. This means parents can enjoy quiet evening dining, getting a spa treatment or working out. Children enjoy fitness programs too including: sports, dance, martial arts and sports performance training, just to name a few.

The really great news is that this fantastic fitness club is open to hotel guests at no additional charge and that includes access to all the exceptional programs offered. If you are in town on business, staying at Renaissance ClubSport is the perfect way to stick to your fitness routine, de-stress after meetings or combine your travel with pleasure and bring your family along. Kids World is available to young hotel guests for a minimal hourly fee while their parents remain on the premises.

The high-style rooms offer plush bedding and spa-chic amenities that will delight any guest. Convenient valet parking, wireless internet access, concierge service, full service day spa, upscale dining and venues for meetings and events also add to the appeal of this unique property. Renaissance ClubSport is the latest brand to be added to Marriott Hotels and Resorts portfolio, and has quickly developed a reputation for uncompromising attention to detail and anticipatory service.

*Renaissance ClubSport is located in South Orange County at 50 Enterprise in Aliso Viejo, adjacent to Toll Road 73, and only 11 miles from Orange County/John Wayne Airport. To learn more about what this amazing hotel and fitness resort has to offer visit [www.renaissanceclubsport.com](http://www.renaissanceclubsport.com) or call 949-643-6700 for reservations visit [www.Marriott.com](http://www.Marriott.com).*

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## St. Joseph Health System Promotes Importance of Health and Wellness Among Executives and Employees

**W**e are faced with many choices throughout our busy lives. It starts when we are small children making choices about the games we'll play in school to the games we'll play with our grandchildren much later in life. And there are hundreds of thousands of choices along the way; each are equally important and none insignificant.

Choosing wellness is a commitment that countless executives have shied away from with their high pressured, busy lifestyles. In the corporate world, executives focus on strategic goals, achieving positive outcomes and finding the next best thing while putting their health on the back burner and only addressing it when they have a serious health scare. Unfortunately, being reactive to their health can have serious consequences with a negative effect on their quality of life. This approach doesn't just impact their health, but it also can impact their families as well as their companies. In contrast, a healthy senior executive is best equipped to deal with the daily stress and pressure of their position which can positively impact their effectiveness as well as prove beneficial to their work environment.

Executive leaders are often viewed as both professional and personal role models due to the large influence they have on the individuals who work for them as well as their business associates and peers. An executive who models commitment to personal wellness is extremely influential in the lives of those around them. They have the power to influence their employee population to make healthy life choices and to create and champion the vision of workplace health. A chief executive who advocates for a healthy lifestyle has true credibility if they are personally living the message.

It all starts at the top when it comes to creating a work environment of wellness and health improvement. Experts in employee health management state that the success of an organization's efforts in creating cost savings and value from their worksite health promotion initiatives lay directly on the health and wellness commitment of senior leadership. We also know that executive health and employee health go hand and hand. Organizations that manage to



St. Joseph Health System employees work out at its Wellness Center, which provides programs and services that focus on the continuum of care from wellness to prevention to health maintenance

embed a healthy work life into the culture will attain optimum impact. Today, most employers understand the importance of helping employees ward off disease and prevent illness through preventative care, screenings and healthier lifestyles.

According to Dr. Elliot Sternberg, Executive Vice President of Wellness and Health Improvement for St. Joseph Health System, an improvement in the health of a workforce directly impacts the fiscal performance by improved worker productivity, decreased absenteeism and lower healthcare costs. A healthy workplace with a comprehensive worksite health promotion benefit program also functions as a magnet in recruiting talent to the company. However, due to the economy and uncertainty behind health care reform, many clients seem to be holding back on spending the money on worksite health promotion. As organizations experience increases in premiums, they will have to find new ways to keep costs down.

St. Joseph Health System (SJHS), with three hospitals in Orange County – Mission Hospital, St. Joseph Hospital and St. Jude Medical Center – started a culture of wellness for employees and their families. SJHS strives to achieve its strategic goal of creating the healthiest communities across all internal groups. In support of furthering this goal,

SJHS strives to support a more satisfied and productive workforce through the establishment of innovative programs and incentives designed to improve the health and welfare of its employees. SJHS developed an employee wellness program to help employees attain their optimum health. This incentive-based program utilizes a health risk assessment developed by the University of Michigan and includes biometric testing and online health coaching.

Like SJHS, organizations can implement programs that will help their executives as well as their employees attain a healthy and wellness-driven lifestyle. It's a benefit that proves itself valuable way beyond the spreadsheet.

For more information about St. Joseph Health System, log on to [www.stjoe.org](http://www.stjoe.org). Companies can also learn about educational opportunities for employees by contacting Mission Hospital at (949) 365-3825, St. Joseph Hospital at (714) 347-7947, or St. Jude Medical Center at (714) 992-3157.

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## Republican Impact on Healthcare Reform, Employers and Their Employees in 2011

**H**ealthcare reform was ushered in with two central promises: Reduce cost and expand coverage. Over the next three years the expansion of coverages for those previously uninsured via government program expansion and subsidies is real. For employers and their employees the promise of cost control will not be real. It is clear that employer sponsored plans will be significantly disrupted over the year by the impact of this legislation. Not all is bad news. The expansion of coverage for dependents to age 26 is meaningful and a positive for many, but it is a drop in the bucket when balanced to the significant costs being shifted to health plans that they must pass on to us (business owners and our employees).

\$500 billion in Medicare cuts to doctors and hospitals doesn't really save us money if the doctors and hospitals have to turn around and charge more to their commercial (private, employer sponsored plans) members. It's not a tax, but it is real dollars taken from employers and their employees that must absorb an increasing cost.

#### Deploy best practices

Two best practices are emerging and a difference is showing up for the employers who adopt them. Towers Perrin reports that high performing companies will see their cost increase at a rate of 3% less than low performing companies. What are they doing?

First, they are using the collective wisdom of the best brokers and consultants in the industry. 250 of the 2,500 brokers in Orange County are members of their professional association, the National Association of Health Underwriters. The association is the principal source of education, resources and lobbying on behalf of all brokers and their clients, but its resources are limited to its members. Information is incredibly powerful in these times of great change. When choosing an advisor, choose from the best equipped and most informed.

Second, high performing companies are those who are deciding to engage the problem of cost escalation head-on. The focus is not just on rate increase, but what can I, as an employer, do to lower the underlying costs? I want my costs to be lower than my competitors. Developing a culture of wellness and a focus on total productivity combined with consumer education and participation is showing to make a significant difference. It is estimated for every dollar of reduced medical cost savings it generates an additional three dollars of benefit to the employer in presenteeism, less absenteeism and workman's compensation benefits.

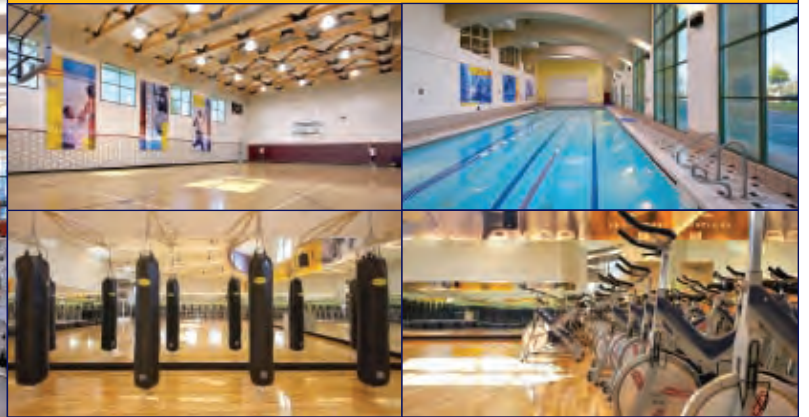
These can be big, heady and personal decisions with lots of tactics and strategies that can be deployed. More than you could get from a government call center. Now is the time to find the right partner broker or consultant to help lead you in what will be challenging times. These are also times that hold the hope for the best opportunity to develop a competitive advantage over your peers.

For more information you can contact Matthew Hanson, President of the Orange County Association of Health Underwriters and President of The Centennial Group at 714-740-1111.



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