

For Immediate Release

'Super-Hero of Health Movement' to address East Portland Chamber of Commerce on February 23

In a presentation entitled, "The Business Case of Forks over Knives," Dr. Hans Diehl, selected as "One of America's 20 Super-Heroes of the Health Movement," will address the East Portland Chamber of Commerce at 7:45 a.m., Wednesday, February 23 at the Adventist Medical Center, 10123 SE Market St. at the hospital's Education Center B. The event is free and open to the public.

According to Dr. Diehl, research shows a healthy workplace and healthy lifestyle have a direct impact on a business' profitability. He will discuss helps on how businesses and their employees can embrace a healthy life in 2011.

Dr. Diehl directs the Lifestyle Medicine Institute in Southern California. He is a renowned international speaker, author and researcher and founder of the Coronary Health Improvement Project (CHIP), a 30-day lifestyle education program that has counted more than 50,000 graduates.

According to the CHIP website, the increased number of employees with chronic diseases is what primarily drives the dramatic increase in health care costs. Across the age span, the percentage of Americans with chronic diseases has sharply increased. For instance, in the age group of 45 to 64 years, the percentage of Americans with 3 or more chronic diseases, such as obesity, diabetes, hypertension, high cholesterol and heart disease, has increased since 1995 from 12% to 27%. These chronic diseases are now occurring at an earlier age, and some 70% are related to lifestyle.

At best, medical care systems delivering their services in a one-on-one context often can slow down these diseases or manage their symptoms relying on procedures and pills. In the process, managing these chronic illnesses today represent 75% of the total health care costs.

The CHIP wellness program empowers employees in a group setting to become educated, motivated and inspired to make better lifestyle choices. This lifestyle medicine approach then is designed to provide early identification of employees who have, or who are likely to have, chronic diseases and to help them modify and remove the causes of these lifestyle-related diseases. By intervening early and preventing and reversing disease progression, employees can be healthier, happier and more productive, and their job security can be enhanced by reducing medical costs and by improving bottom lines.

For more information, visit <http://www.chiphealth.com>.

Photo Dr. Hans Diehl



Feb 23; 'Super-Hero of Health Movement' to address East Portland Chamber of Commerce: Dr. Hans Diehl, an internationally recognized expert on the importance of health in the workplace, will address the East Portland Chamber of Commerce on the subject of "The Business Case of Forks over Knives" at 7:30 am on Wednesday, February 23, at the Adventist Medical Center, 10123 SE Market St, Education Center B. The event is free and open to the public. Dr Diehl has been chosen as one of "America's 20 Super-Heroes of the Health Movement" and is the founder of the Coronary Health Improvement Project (CHIP), a 30-day lifestyle education program.