

topic checklist

consumer health & wellness trends 29

Reframing health and wellness 31

- The health and wellness continuum 31
- Dimensions of health and wellness 32
- Wellbeing's transformation 33
- Delusional wellbeing 33

DIY healthcare 34

- Healthy skepticism 34
- Self-care 35
- Consumerism 37
- Emergence of the undoctored 37

Overmedicalization 38

Public health vs science 39

- Good? Bad? Who can tell?! 39
- Big brother 42

Health curators 42

Solutions, not products 44

- Chinese restaurant syndrome 44
- What consumers really want 45
- The promise of integrative medicine 45
- Progressive & multi-stage programs 46
- When lifestyle change programs work 47
- Therapeutic lifestyle change professionals 48
- Health & wellness coaching 50

New venues & platforms 51

fitness, exercise & physical activity 53

Physical fitness: a big tent 55

- Fitness is cool again! 55
- The end of fitness myopia 56
- Mid-life exercise preferences 56

Redefining exercise 57

- Consistency vs intensity 57
- The activity to wellness model 58
- Exercise snacks 58
- How low will expectations go? 59
- Stepping stones 60

The medicalization of exercise	60
<input type="checkbox"/> Exercise is a prescription.....	61
<input type="checkbox"/> Outcomes-based exercise.....	63
<input type="checkbox"/> This is your brain on exercise	64
<input type="checkbox"/> The new osteoporosis	67
<input type="checkbox"/> Exercise and behavioral medicine.....	68
From services to solutions	68
<input type="checkbox"/> How customers think	68
<input type="checkbox"/> Progressive & multi-stage programs.....	70
<input type="checkbox"/> Unexpected health club competition.....	71
<input type="checkbox"/> Segment, segment, segment.....	72
Shades of green	74
<input type="checkbox"/> Walkability	75
<input type="checkbox"/> Let's go for a ride	75
<input type="checkbox"/> Tread lightly on the planet	77
Exercise like your ancestors - or not	78
<input type="checkbox"/> Your body is a barbell	78
<input type="checkbox"/> The way you do the things you do	79
<input type="checkbox"/> No-win event training.....	80
<input type="checkbox"/> Get out of the gym	81
<input type="checkbox"/> Fitness arcades – health clubs of the future.....	82
<input type="checkbox"/> Group fitness and personal training.....	82
<input type="checkbox"/> Personal fitness technology.....	84
Emerging professions	85
<input type="checkbox"/> The new exercise professional	85
<input type="checkbox"/> Clinical exercise specialists	86
<input type="checkbox"/> Licensure and certification.....	87
<input type="checkbox"/> Fitness professionals: rough waters.....	88
nutrition, food & healthful eating.....	91
Eat like your ancestors	93
<input type="checkbox"/> Diseases of civilization	93
<input type="checkbox"/> Diet(s) of the caveman	93
Eating, intentionally	94
<input type="checkbox"/> Small changes move the needle.....	95
<input type="checkbox"/> Dieting through addition	95
<input type="checkbox"/> Transparency's effect on behavior	96
<input type="checkbox"/> It's b-a-a-a-c-k!	97
<input type="checkbox"/> Happy together.....	97
<input type="checkbox"/> Dinner's on.....	98
<input type="checkbox"/> Better for you.....	99
Rethinking good and bad guys.....	100
<input type="checkbox"/> Fat: the bad guy?.....	100
<input type="checkbox"/> Carbs: not created equal.....	101

- The new bad guys..... 103
- Living without 107**
 - Gluten-free 107
 - Allergens and sensitivities..... 107
 - “Free from”..... 108
 - The ironies of living without..... 108
- Eating your politics 109**
 - The labeling frenzy continues..... 109
 - Au naturel..... 110
 - Politics versus purchase..... 111
 - Lonely locavores..... 111
 - On the shelves..... 112
 - Food “deserts” 113
- Food as medicine 113**
 - Nutrigenomics 113
 - Food with a purpose..... 113
 - Farmaceuticals..... 115
 - Medical foods 115
- Better living through technology 116**
 - Genetically modified foods..... 116
 - Engineered foods 117
 - Nanotechnology 118
 - Frankenfood 118
- The public health police 119**
 - Crisis of credibility..... 119
 - Legislating what we eat..... 121
 - Junk food taxes..... 122
 - Sodium restrictions..... 122
- Attack of the killer tomatoes..... 123**
 - Food fear 123
 - Contamination 123
 - Regulatory action..... 124
 - Testing & certification 124
- Food trends: what’s hot/not..... 125**
 - Live long, live strong..... 125
 - Superfoods & superfruits 126
 - Grains, seeds and oils 127
 - Therapeutic foods & home remedies..... 127
 - Synbiotics 128
 - Beneficial fungus..... 128
 - Herbal and plant supplements..... 129
 - Vitamin and mineral supplements 131
 - Amino acids..... 131
 - MLM products..... 132

mind-body practices..... 133

Old-school yoga: challenged..... 135

- Beyond the teacher-centered model..... 135
- The segmentation of yoga 136
- No monopoly on mindfulness..... 137
- Yoga as a calling..... 139
- Convergence with fitness 139

Reinventing yoga..... 140

- Consumerization & commercialization..... 140
- Broadening the definition of yoga 141
- A new yoga vocabulary 141
- A spiritual disconnect..... 142
- Secularization of yoga..... 142
- Christianization of yoga 143

THAT’s yoga?! 144

Does mindfulness even matter? 146

Rx: yoga 146

- Plus-size yoga..... 146
- Health promotion and enhancement 147
- Integrative therapies 147
- Self-care for chronic health concerns 148
- Detoxification & cleansing programs 148
- Mindfulness & behavioral health..... 149
- The risk of overreaching..... 149
- Comparative effectiveness research 150

Retail (yoga) therapy..... 150

- Enhancing the practice of yoga 150
- Livin’ la vida yoga..... 151

Ethics, licensing and regulation 151

- Voluntary ethical and conduct codes 152
- Different rules for different players..... 152

complementary & alternative medicine. 154

To know CAM is to love CAM 156

- More visits, more spending..... 156
- CAM for kids..... 158
- Comparative effectiveness research 159

Don’t make me think 159

- Wellness centers 160
- Integrative medicine centers..... 160
- Worksite clinics 161

Ayurvedic medicine & naturopathy 161

- On yoga's coattails 161
- Sunshine on my shoulders 162
- Other alternative medical systems 163
- Chelation 164
- Bodywork..... 165**
 - Chiropractic & osteopathic manipulation 165
 - Pain management & rehab 166
 - Stress reduction and relaxation 166
- Acupuncture - almost accepted 167**
- Energy medicine 168**
 - Electromagnetic and light therapies 168
 - Non-invasive light and laser therapies 169
 - Hey, it can't hurt! 170
 - Other energy practices: fizzling 170
- Homeopathy 172**
- Regulation and certification 173**
- healthcare & medicine..... 175**
- Healthcare vs sickcare..... 177**
 - Insurance reform vs healthcare reform 177
 - Prevention vs treatment 177
- Connecting the dots..... 178**
 - Medical homes..... 180
 - Care coordination 181
 - Health coaches..... 182
- Patient consumerism..... 183**
 - Would you ask your doctor this question? 183
 - Honesty is its own reward..... 184
 - Self-care..... 184
- Evidence-based medicine 186**
 - Novel concepts: safety & efficacy 186
 - Comparative effectiveness research 187
 - Pay for performance 189
- Technology and pharma 189**
 - Electronic medical records 189
 - Personalized medicine..... 191
 - Stem cells and gene therapy..... 192
- Managing healthcare like a business..... 194**
 - Automating healthcare 194
 - Quality management and process improvement 195
 - Here, there and everywhere..... 196
- Shifting sands for health professionals 197**

- Top of license..... 197
- New allied health professions..... 198
- Healthcare careers in demand..... 198

obesity & diabetes204

Eat less, move more...right? 206

- Obesity: complex interrelated causes 206
- Appetite and satiety 207
- The dopamine circuit..... 207
- Infectobesity..... 208
- Metabolic efficiency 208
- Fat storage systems..... 208
- Western diet 209
- Obesogens 210
- Genetic predisposition 210
- Metabolic syndrome: shaky consensus 211
- Type 2 diabetes: polygenic 212

Demographic trends 214

- Adult obesity trends..... 214
- Children’s obesity trends 217
- Metabolic syndrome trends 217
- Type 2 diabetes trends..... 218

Obesity & diabetes - complex causes..... 219

- Eat less, move more...right? 219
- Moving obesity treatment goalposts..... 220
- Reframing obesity 221
- Physical inactivity: new disease?..... 223
- Individual treatment vs population prevention 224
- Beyond BMI..... 225

Interventions 226

- Setting patients up - to succeed..... 226
- Lifestyle change programs 226
- Medications..... 228
- Devices & surgery 236

Society, friends and family 239

- The fat gap 239
- Fat acceptance..... 240
- Overweight and healthy? 241
- Social contagion 242

Prevention 243

- Obesogenic environment..... 243
- Information access..... 245
- Food access 245
- At school..... 246
- At home..... 247

- A public health Catch-22?..... 249
- Obesity report cards 250

longevity, aging & older adults251

Demographics..... 253

- Dramatic growth 253
- Cultural variations 253

Hope I die before I get old 254

- Theories of aging..... 254
- Biological age..... 256
- Rejuvenation medicine..... 256
- Longevity research 256
- Calorie restriction (VLC)..... 258
- Life extension drugs & supplements..... 258
- Anti-aging solutions 260

Active aging 262

- Anti-aging and men..... 263
- Compression of disability and morbidity 263
- Healthy life-years..... 264

Aging in place: daunting logistics..... 265

- Care venues..... 265
- Creative - and cheaper - care..... 266
- Eldercare professions 269
- Unwanted second career 271
- Caregiver wellness..... 271

Technology 272

- Older adults & technology 272
- Telecare 273
- Telehealth 274

Medicalization of aging 275

- Menopause and andropause 275
- Stress and grief..... 276

Dementia 276

- A new psychiatric population..... 276
- Unclear causes 277
- Beyond Alzheimer’s disease..... 278
- Expanding diagnostic criteria 279

Mindful aging 279

- Aging with intention..... 280
- Exhaustion medicine 280
- Slow medicine..... 281
- Palliative care 282