



# STORY ANGLES

## **Sustainable Wellness**

By Matt Mumber, MD and Heather Reed

1. The health and wellness angle, especially as it relates to the new health care system-- The New health care laws emphasize disease prevention. Patient Centered Medical Homes (PCMH) are now reimbursed by Medicare. Doctors will be paid to keep people well in the future and this book is a great platform from which to run groups for a PCMH with a health coach leading, or for MDs to recommend to patients.
2. Personal transformation angle as it relates to maintaining health and preventing disease-- Personal transformation is a key ingredient to making change stick. This is not like a fad diet program that begins Jan 1 and ends in February. Give this as a Christmas present to a loved one to help them transform their life!
3. The Integrative Medicine angle-- Integrative Medicine brings complementary medicine into health care. This book gives a practical way to do this that is scientifically sound and easy to understand.
4. The self-help, personal efficacy angle-- You are the best healer for your self and this book leads you on the journey.
5. The corporate wellness for health care savings angle-- Corporations want to keep their employees well and are establishing wellness programs in order to save on health insurance escalating costs. This book provides a perfect format for groups to experience health and wellness that is not a “cookbook” approach but emphasizes the uniqueness of each individual. It can also improve employee communication and camaraderie.
6. The addressing the whole person angle-- Perfection of health is not possible, because life is not static. However, a balanced approach to meeting internal and external demands is possible when we consider the whole person on all levels of their being (mind, body, spirit) and experience (through the lens of self, culture and the natural world).
7. The mindfulness and health angle-- The practice of mindfulness cultivates present moment awareness. Awareness allows us to see things with new, fresh eyes. Then we can calmly approach the often difficult work of healing.
8. The Yoga angle-- Yoga means “union.” Yoga as a tool and as a philosophy of living can help us to be balanced in all areas of life. In this way the tool is not as important as the person.