

NEWSLTR

The Workplace Wellness Conference and Exhibition

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Proactive Wellness

the solution to our healthcare woes...

Speaker Highlight

Keynote Speaker - Dr. Gilles LaMarche

JAN 2024



Proactive Wellness –
the solution to our healthcare woes

The U.S. Health Care from a Global *Perspective* reported that people in the United States experience the worst health outcomes overall of any high-income nation. Americans are more likely to die younger, and from avoidable causes, than residents of peer countries. The U.S. has the lowest life expectancy at birth, the highest death rates for avoidable or treatable conditions, the highest maternal and infant mortality, and the highest suicide rates. The U.S. has the highest rate of people with multiple chronic conditions and an obesity rate nearly twice the OECD average (Organization for Economic Cooperation and Development). Jan 31, 2023

Americans live shorter lives and suffer more health problems than peers in other high-income countries. Americans believe they are the healthiest in the world but when compared to other high-income countries, the United States ranks 34th in life expectancy. And we perform poorly on most measures of health, from infant mortality to obesity and chronic disease.

Social, environmental, and individual factors influence our health as well as having the opportunity to make healthy choices. We know that health is impacted by:

- Healthcare
- Education
- Income opportunity and mobility
- Climate and environment
- Food and nutrition
- Neighborhoods
- Behavior and choices.

Inequities in these factors have a greater impact on the health of people of color.

We trail other countries in most areas affecting health, for example:

- We have less focus on prevention
- Nearly 50% of Americans suffer from a preventable, chronic disease
- Only 3% of health care spending is on prevention and public health programs
- We are overfed and undernourished
- Americans eat the most calories and 2/3 are overweight or obese
- 37% of U.S. adults eat vegetables less than once a day
- 16 million children go to sleep hungry.

American Public Health Association

The USA spent \$10,700 per capita on healthcare in 2017, more than three times as much as Spain (\$3,200) and Italy (\$3,400) which rank 1st and 2nd. Helene Langevin, M.D., NCCIH Director, stated, “Americans have been facing the realities of ‘non-communicable epidemics’ for some time —opioid abuse, chronic pain, obesity, diabetes, and suicide.

These persistent and related public health crises underline the systemic challenges we must recognize and take on if we are to improve our society’s overall state of health. Multiple chronic conditions in individuals, such as obesity, diabetes, cardiovascular disease, and degenerative joint disease, are not only comorbid with chronic pain, depression, opioid addiction, and suicide but also share common contributing factors such as poor diet, sedentary lifestyle, environmental exposures, and chronic stress...”

We propose a different paradigm and a different conversation about health and healing to include whole-person health, or empowering individuals, families, communities, and populations to improve their health in multiple interconnected domains: biological, behavioral, social, and environmental. Our objectives and strategies must also be considered through the lens of minority health and health disparities, such that the knowledge they generate is inclusive of populations with the greatest needs.

For these reasons and more, what is being presented at the 2024 Wellness Conference is more important than ever. I think Fredrick Douglas was right when he said: “it is not the light that we need, but the fire; it is not the gentle shower, but thunder. We need the storm, the world, wind, and the earthquake.” And yes America is in the middle of the largest health crisis in human history. Please join us in changing the paradigm and creating an exceptional healthy America.

Dr. Gilles LaMarche



KEYNOTE SPEAKER

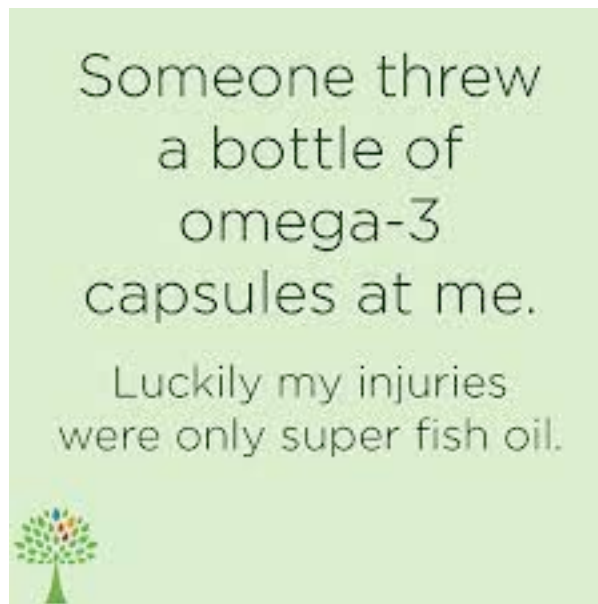
Dr. Gilles LaMarche

Dr. Gilles LaMarche is a chiropractor, educator, passionate healer, accomplished author, professional speaker, and inspiring certified personal development/executive coach. Dr. LaMarche found his calling as a healer when at the age of twelve he was taken to a chiropractor after years spent as an “unwell” child. His only expectation was that a chiropractor might help him resume regular activities without pain; little did he know that one meeting would change the course of his life.

He has studied the philosophy of success, a hobby that has supported his vision to share the message of health and personal responsibility for over 40 years. He is the author of many books and numerous articles focused on health and healing; The ART of Being Healthy series has been read by hundreds of thousands with contributing authors from multiple continents. In addition to his roles as Vice President of University Advancement and Enrollment at Life University, The Australian Spinal Research Foundation Research Review Panel, and appointments to a few committees and boards in Cobb County, his current projects include the book *You Were Born to Thrive*.

Gilles has learned to balance his life, enjoying a successful professional career and a wonderful personal life. His philosophy encompasses mind, body, and spirit. He believes in the great importance of commitment and responsibility to the world in which we live. He is a husband, a doctor, a teacher, a friend, and a proud Dad to three terrific adults, and “Papa” to four beautiful girls, and two “little men”. His mission is to help all those he meets achieve their potential. Gilles is a little man with a big heart and an open spirit. He has chosen to live his life from a position of

“Loving Service - My First Technique”, a way of life he learned from his mentor Dr. James W. Parker.



Tech Neck:

Two of the following are needed to initiate an ergonomic injury; force, posture, and repetition. Of the three, posture is the easiest to mitigate. Whether lifting, standing, sitting, keying or reading, try to keep within twenty (20) degrees of a joints normal range of motion.

Tech neck is a condition that is an epidemic in the United States.

It stems from improper neck posture while keying, reading, texting or gaming. In the late 1980's the average age of a person developing osteoarthritis in the neck was 43 years old, (**X-ray 3**). That is where a structural to a physiological change can be visualized on an X-Ray. It occurs by leaning the head forward (flexion) for extended periods of time throughout the day for weeks and months.

Side view of the neck, to the right is the face



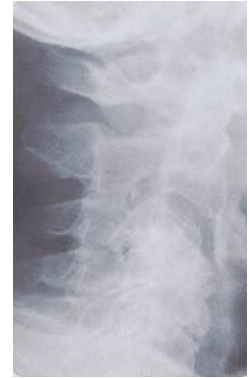
**Normal
X-ray 1**



**Structural
Change
X-ray 2**



**Physiological
Change
X-ray 3**



**Degenerative
Change
X-ray 4**

The head is about the same weight as a bowling ball and it sits on seven neck bones called the cervical vertebra. As the seven cervical vertebra sit on top of each other, they form a forward C-Curve, (*X-ray 1*). This is normal and should be a goal for most of us to achieve.

Flexing the neck forward for extended periods of time will traction the normal C-curve out of the neck and into the wrong direction. Eventually the normal curve is gone and a structural change is realized. (*X-ray 2*).

Left alone and the soft tissue around the joints will wear prematurely and the body will recognize this as a vulnerable area and begin to lay down bone salts such as calcium to stabilize the area. Once it is visualized on an X-ray, enough bone has laid down and it is now called osteoarthritis, (*X-ray 3*).

The final stage is degenerative, (*X-ray 4*), whereas the bones touch and grow together. At this point it is irreversible. It's like trying to un-

boil a hard boil egg.

As of 2020, the average age to reach the beginning of physiological change, (*X-ray 3*) is **23 years old**. Arthritis at 23 years old! What will life be like at forty or fifty?

The bigger problem is you own the injury. It doesn't matter how or when it developed, if they work for you then you own the injury. Worse yet, the organization may be contributing to the injury. It's an easy fix and in most cases, there is little to no expenditure.

We will cover this and much more at the Wellness Conference. Please join us!

If you would like more information on tech neck and remedies, email us at:

contact@thewellnessconference.org

And ask for tech neck solutions

The 2024 Workplace Wellness Conference and Exhibition

April 19 - 20, 2024

Hilton Atlanta/Marietta Hotel & Conference Center

500 Powder Springs Road
Marietta, Ga. 30060

Important Links



Website

Attendee Registration

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Hotel Discount



Here we are at the New Year and we've all set our goals. At the Wellness Conference and Exhibition, you will learn the physiology of goal setting and why some targets cannot be reached no matter how great the intention or discipline.

Learn what is best for you and your peers. Please join us at the 2024 Workplace Wellness Conference and Exhibition. See what's new, what's trending, what is to come.

Hope to see you there!

Through January 31, 2024 use code:

WWCE24

and receive a 10% discount off registration.

If you cannot attend, share with your friends and peers!

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The 2024 Charity Recipient

