

INTRODUCING:

MOMENTUM

After-School Fitness Program



Where: Wilkinson Junior High School, Athletic Field

When: January 26, 2015; 4 PM to 5:30 PM; Mon, Tues, Thurs

Who: All interested kids ages 9-14 years

Why: Exercise, friendship, and fun!!!

What: Free, supervised physical activity for your child and the chance to help create a long term after school program!

**St. Vincent's Healthcare and St.
Vincent's Foundation**

For more information call Katie Cannon, Program Director (904) 333-8112

kathryn.cannon@jaxhealth.com

HEALTH-E

Mission: present medical information in a fun, entertaining format for children, their families, schools and secondary caretakers.

MOMENTUM ON THE GO:

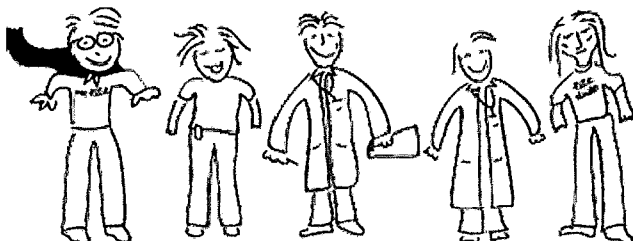
- Is designed to be integrated into the primary care provider's clinical treatment of childhood obesity and co-morbid diseases
- was developed based upon the opinions and requirements of potential users collected over two years of qualitative studies
- engages pediatric users at an appropriate developmental level and addresses age-relevant health requirements
- empowers users to take control of their own unique experience and provides a cost-effective tool for long term weight management

TOREE MALASANOS, MD

- Pediatric Endocrinologist, 17 years as a faculty physician at the University of Florida in Gainesville.
- Developed and, for 14 years directed, Florida Initiative in Tele-health and Education (FITE), a telemedicine program that demonstrated reduction of hospital days for diabetes related illness by 88%.
- Convinced Florida Medicaid officials to pay for select telemedicine services.
- Created a cost effective, self-sustaining program that improves access to diabetes education online with an interactive, animated program.
- Managed the contract negotiation, budget and clinical services for this multiyear, award winning project.

Dr. Malasanos has a vested interest in reducing the burden of childhood obesity. She co-founded the UF Pediatric Lipid Clinic. Initially established for children with hereditary high cholesterol, it has evolved into a clinic population of obese children with Type 2 diabetes and metabolic syndrome. She has now merged her interest in technology and the health consequences of childhood obesity by developing an interactive, individualized lifestyle modification program for children. **Health-e** brings an innovative mobile and web based lifestyle management program for overweight children to the marketplace.

Dr. Malasanos has a proven track record of adapting technology to better manage pediatric medical diseases. Finding creative solutions to common problems is her specialty. **Health-e** is her next innovative step in promoting health literacy and healthy behaviors.



Momentum On The Go

**Electronic format
lifestyle
modification to
prevent and treat
obesity**

**White labeled for
St Vincent's
branding**

**Opportunity to
beta test the
program**

HEALTH-E

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