



Dr. Paulo F. Kertzman

National Center Director

Paul F. Kertzman, M.D.

Affiliation

Sports Medicine Centre, Santa Casa de São Paulo

National Center Manager

Mr. Timoteo Leandro Araújo

Affiliation

Centro de Estudos e Laboratório de Atividade Física de São Caetano do Sul

Host Institution – Santa Casa Medical School Sports Medicine Department

The host institution for EIM Brazil is the Department of Sports Medicine in the Faculty of Medicine of Santa Casa de São Paulo. Santa Casa de São Paulo is a teaching hospital that is nationally recognized for the development of research and providing complex care. The hospital specializes in infectious disease, hematology, endocrinology, neurology, cardiovascular, nephrology, pulmonology, dermatology and various types of surgery (general, urology, thoracic, vascular, head and neck, and maxillofacial).



The Sports Medicine Department consists of sports medicine physicians, physiotherapists, residents and full-time students. The Department provides clinical care for patients, educates medical students and trains medical residents. The Department has weekly ambulatory clinics, as well as classes for medical students on different aspects of sports medicine. The Department has four years of pioneering experience as a Health Academy within the Health Center Escola da Barra Funda, where patients and employees practice physical activity directly in the health unit. The Department also produces academic and clinical research papers and is involved with Academia da Saúde.

National Center Advisory Board

Affiliation

Dr. Paulo F Kertzman	• Santa Casa de São Paulo
Dr. Ivan Chackour	• Santa Casa de São Paulo
Timoteo Leandro Araújo	• Centro de Estudos e Laboratório de Atividade Física de São Caetano do Sul
Dr. Andre Pedrneli	• Faculdade de Medicina da USP de São Paulo e SBMEE
Dr. Roberto Nahon	• Comitê Olímpico Brasileiro e SBMEE
Dr. Herbert Lancha Junior	• Universidade de São Paulo
Solange Menzel	• Secretaria Municipal de Esportes de São Paulo
Patricia Lobatto	• Fit Solutions
Dr. Jose Setubal	• Hospital Sabara
Dr. Victor Matsudo	• CELAFISCS- Centro de Estudos e Laboratório de Atividade Física de São Caetano do Sul

2020 Goals

- Contact the Public Health Care authorities to promote the EIM program to doctors and other health professionals of public health care centers as we have done at the Centro de Saúde at Barra Funda São Paulo
 - Contact the Public Sports authorities to promote and participate in events that involve physical activity to improve the health of population
 - Contact Brazilian universities to promote the EIM concepts to medical students, residents and doctors
 - Using our experiences at Santa Casa with Academia da Saúde, and its good impact on health and physical activity for the population and employers, to influence the health authorities to promote the integration physical activity into the traditional health care at public medical centers as part of disease prevention and treatment
 - Develop social media contact as Facebook and Instagram to promote physical activity
 - Contact commercial companies that have an ethical interest to promote physical activity
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Accomplishments to Date

- Increased the awareness of Exercise is Medicine® to more than 1800 people (Oct 2019) during an event called Virada Esportiva, which included 24 hours of sports activities around all of Sao Paul
 - Provide training on physical activity to second, third and fifth year students at the Santa Casa Medical School
 - Developed a full social media program for EIM Brazil (Instagram, Facebook). Utilizing Instagram posts for patients to describe how exercise has significantly impacted their lives and what stimulated them to make changes in their lives
 - Have developed a “Health Point” into the Primary Health Center at the Santa Casa Medical School Sports Medicine clinic where more than 150 patients doing activity while waiting for medical assistance
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