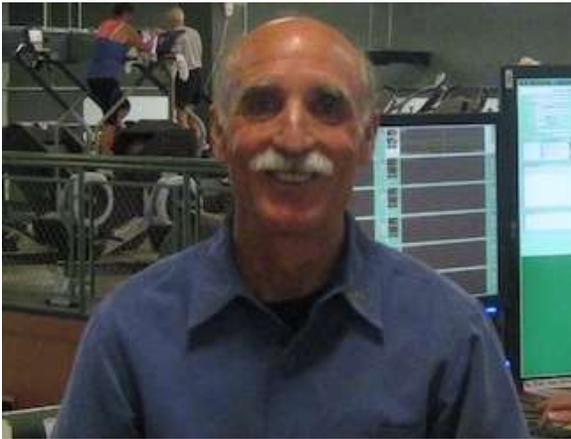




# Meet the EIM Leader



**Name:**

Brad A. Roy, Ph.D., FACS

**Background:**

Clinical Exercise Physiology

***What is your current work position and title?***

Senior Executive Director: Kalispell Regional Medical Center and the Summit Medical Fitness Center.

***How and when did you get involved with EIM?***

As a 30+ year member of ACSM, I have had the privilege of being involved with EIM in a variety of roles since its inception when Bob Sallis was president in 2006. My primary involvement has been on the EIM Advisory Board and the EIM Credential Committee that I currently chair.

***How do you promote EIM through the work that you do?***

As a clinical exercise physiologist, exercise has always been at the forefront of my work with patients and clients. Since 1995 I have been in a senior executive role

at Kalispell Regional Healthcare in Kalispell, Montana where one of my responsibilities is overseeing our 115,000 square foot medically integrated fitness center. We are the primary referral source from the medical staff for patients with chronic health challenges and those that are currently physically inactive and need some guidance/coaching to get moving. We also operate a small 4000 square foot facility in conjunction with a primary care/specialty care clinic.

I also have the privilege of currently serving as the Editor in Chief for ACSM's Health and Fitness Journal that provides me with the unique opportunity to interact with exceptional professionals throughout the nation that serve on the journal's editorial board and the numerous exceptional authors that provide educational material for exercise professionals by publishing in the journal. All are deeply committed to getting the message of physical activity/exercise out and providing strategies to help exercise and health professionals work with clients and those that are not currently engaging in physical activity.

Finally, I also have the honor of speaking at various meetings around the country and CME sessions for our Medical Staff that provide additional opportunities to promote.

***How has EIM influenced the work you do professionally and those you work with (your patients/clients/colleagues)?***

Elevating physical activity/exercise to a "vital sign" has been a significant step toward bringing more healthcare providers into a conscious commitment to counsel patients on its importance. As a result, our medically integrated center has become a key partner with our medical staff and the community to not only promote physical activity but to also provide effective coaching that assists people in getting started and, perhaps most important, maintaining a physically active lifestyle.

***Has EIM impacted you personally? If "yes", how so?***

As a former competitive distance runner, I have always been a highly active person and continue to be this day. Perhaps the biggest impact EIM has provided

is to increase the visibility and credibility of physical activity/exercise as a key component of health care.

***What are some of the challenges that you have faced in introducing and/or implementing EIM where you work?***

Because of my position as part of the medical center's leadership team and our medically integrated fitness center the challenges have been minimal. We work very closely with the medical staff, including a 12 member physician advisory committee that provides guidance and medical consultation to the facility and the various programs/strategies we develop and implement.

***What are some of the successes that have you seen implementing EIM into your work?***

Kalispell Montana is a city of approximately 24,000 people and a county of 90,000. Our Medically Integrated Center (The Summit Medical Fitness Center) currently has 8400 member, many of which were previously inactive and/or dealing with challenging chronic health conditions. The facility employs nearly 200 people, including 5 certified health and wellness coaches that are also certified exercise professionals ranging from clinical exercise physiologists to personal trainers and includes a primary care physician retrained as a health and wellness coach. We work not only with our facility members and those referred to us by their healthcare providers but also with many businesses throughout the region and our local school districts in an effort to assist people in becoming physically active and advancing them on their journey towards better health and overall wellbeing.

***What advice do you have for early career professionals wanting to promote and develop careers related to EIM?***

Perhaps the most challenging word in the dictionary is "patience" followed by "persistence". Both are extremely applicable to young professionals. For those

seeking careers in healthcare, I teach the following key concepts that will be critical throughout their careers:

1. **Change:** Be ready for surprises; it is the nature of healthcare, a very dynamic profession.
2. **Calm:** Minimize the drama; remain calm, even when it seems hopeless!
3. **Communicate:** Critically important, both written and especially verbal as it is becoming a challenged skill in today's electronic communication world.
4. **Considerate / Empathy:** Value every client/patient; see the world from their point of view.
5. **Collaborative:** Be part of a team, collaborate with other professionals to provide the best service and counseling to your client/patient.
6. **Courage:** Crisis is a catalyst, an opportunity to learn and improve. Don't be afraid of mistakes, learn from them and move forward.
7. **Calling:** Find your passion; some people do a job because it provides an income, others do it to advance/make a career or name for themselves; however, what we really need is people that do what they do because they are passionate about it and about the opportunity to help and serve others.
8. **Continuous Learning:** Never stop learning; it is an opportunity that is before us every day.

