



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 de São Paulo (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

Paulo F. Kertzman, M.D.	<ul style="list-style-type: none"> Department of Sports Medicine & Orthopedics, Santa Casa de São Paulo
Andre Pedrnelly, M.D.	<ul style="list-style-type: none"> Professor, Orthopedics and Trauma, Hospital das Clínicas - Medical School - São Paulo University General Secretary, Brazilian Society of Orthopaedics & Traumatology
Carlos Andreoli, M.D.	<ul style="list-style-type: none"> Sports Medicine & Orthopaedics, UNIFESO-SP
Roberto Luis Zagury, M.D.	<ul style="list-style-type: none"> Coordinator, Department of Diabetes, Exercise & Sports, Brazilian Diabetes Society Supervisor, Endocrinology Residency Program, Instituto Estadual de Diabetes e Endocrinologia (IEDE)
Ronaldo Fernandes Rosa, M.D.	<ul style="list-style-type: none"> Cardiologist, Director of Santa Casa Hospital Society of Cardiology - São Paulo
Michelly Wada Monteiro, M.D.	<ul style="list-style-type: none"> Anesthesiologist, Rio de Janeiro Founder, Movimento Médicos Atletas

2022 Goals

- Contact the Public Health Care authorities to promote the EIM program to doctors and other health professionals of public health care centers
 - 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
 - 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
 - Implement EIM at Santa Casa Hospital
 - Develop EIM On Campus program at the 3 different universities in Brasil
 - Improve social media presence
 - Contact commercial companies that have an interest in promoting physical activity
-

Accomplishments to Date

- Officially established the EIM Brazil National Center in January 2019
 - Provide training on physical activity to second third, and fifth year students at the Santa Casa Medical School
 - 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
 - Developed a full social media program for EIM Brazil (Instagram, Facebook). Use 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
 - Published an article on sedentarism in Brazilian medical doctors (2021)
 - Entered into a partnership with the Brazilian Diabetes Society (2020)
 - Hosted a virtual race with Medicos Atletas (Medical Athletes) that went live to 6500+ people
-

Exercise
is Medicine[®]
Brazil