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Health and Fitness:

Bridging The Health Gap -- Connecting The Doctor's Office And The Gym

New partnership with Anytime Fitness fosters collaboration between health care providers, fitness professionals

INDIANAPOLIS -- Interweaving the worlds of doctors, fitness professionals and patients into one model platform for optimum health and fitness has long been a challenge for proponents of healthy lifestyles. But a new partnership between the Exercise is Medicine(TM) global initiative and Anytime Fitness, the world's largest co-ed fitness chain, aims to do just that and demonstrate how exercise can help solve America's health care crisis.

Exercise is Medicine, a program supported by numerous national health and fitness organizations, is at the heart of the partnership. The program supports the notion that health care providers -- especially physicians -- should play a vital role in encouraging patients to get healthy. And, on the flip side, fitness professionals should have the hands-on opportunity to carry out the doctor's orders within the four walls of a health club.

"Exercise is preventive medicine," said Robert Sallis, M.D., chair of the Exercise is Medicine Task Force. "Anytime Fitness has the unique opportunity to carry out one of our fundamental principles: that physical activity isn't about just looking good -- it's necessary for disease prevention and a long, healthy life."

As a founding partner sponsor of Exercise is Medicine, Anytime Fitness will offer numerous benefits to gym patrons and health care providers who take the health-and-fitness merge to heart, including:

- Exercise is Medicine health screenings in Anytime Fitness clubs
- Discounts and rewards for members who bring a completed exercise "prescription form" from their health care provider
- Special Exercise is Medicine fitness events, including walk- and bike-a-thons
- Awards for health care practitioners who discuss exercise as a preventive health care tool with their patients

The new collaboration is just one step in Anytime Fitness' mission to be much more than just a hard-bodies gym.

"Anytime Fitness is a strong believer in the connection between exercise and medicine and our member success stories serve as proof of this link" said Chuck Runyon, president and co-founder of Anytime Fitness. "The connection between exercise and a healthy lifestyle is why Anytime Fitness works to remove obstacles to fitness by locating our fitness centers closer to where people work and live including smaller communities, keeping memberships affordable and fostering a positive and supportive culture within our clubs."

Patients play a vital role in completing the health-and-fitness circle, too.

"If your doctor or health care provider isn't talking to you about physical activity, bring it up," Sallis said. "Ask them about the best, safest kinds of exercise for you. This conversation should be and needs to be a regular part of every doctor's office visit."

About Exercise is Medicine(TM)

Exercise is Medicine(TM) is an initiative focused on encouraging primary care physicians and other health care providers to include exercise when designing treatment plans for patients or to refer the patient to a qualified health and fitness or other allied health care professional for exercise counseling. Exercise is Medicine is committed to the belief that exercise and physical activity are integral in the prevention and treatment of diseases and should be regularly assessed as part of all medical care.

About Anytime Fitness

Open 24/7, Anytime Fitness provides its more than 700,000 members with convenient and affordable fitness options in friendly, well-maintained facilities featuring top-quality equipment. State-of-the-art security and surveillance systems ensure member safety even during unstaffed hours at the clubs. Anytime Fitness expects to achieve system-wide sales in excess of \$150 million in 2009. For more information about Anytime Fitness, or to find the club nearest you, visit www.anytimefitness.com.