



News

March 7, 2013

Wellness Workdays' Selected by the Florida Allergy, Asthma & Immunology Society to Provide Educational Materials to Physicians

Wellness materials focus on helping patients with smoking cessation and nutrition

Wellness Workdays has been selected by the Florida Allergy, Asthma & Immunology Society (FAAIS) to provide physicians with educational materials designed to help patients stop smoking and adopt healthy nutrition habits. The FAAIS is the largest professional society of allergists and immunologists in the state of Florida, and maintains headquarters in Jacksonville with several hundred members, mostly board-certified doctors specializing in the treatment of asthma, allergy, and related diseases.

The materials prepared by Wellness Workdays are designed to help patients stop smoking and focus on nutrition. Physicians will provide the documents to patients to help them on their path to wellness. The materials include Smoking Facts and Tobacco Statistics, Nutrition for Weight Management, Top Smoking Facts - What's Your Motivation, and Healthy Eating Intake Patterns (adapted from the USDA 2010 Dietary Guidelines for Americans).

“We are very excited to partner with the Florida Allergy, Asthma & Immunology Society to educate doctors about the health concerns their patients face,” said Debra Wein, president and founder of Wellness Workdays. “Telling a patient to stop smoking or to eat better is not enough. Our materials provide the information patients need to take control of and manage their symptoms so that they can become healthier.”

A seasoned entrepreneur, Debra Wein develops and implements award-winning worksite wellness programs for organizations throughout the country. Her business, Wellness Workdays, is a leading provider of worksite wellness programs and the only worksite wellness provider in Massachusetts to receive state and national certification as a woman-owned business enterprise. Debra is also the president and co-founder of partner company Sensible Nutrition, Inc., a consulting firm of RD's and personal trainers, which provides nutrition and wellness services to individuals. Debra is a nationally recognized expert on health and wellness with nearly 20 years of experience in the industry.

The Florida Allergy, Asthma & Immunology Society (www.fais.org) was established in 1949. Its mission is to promote the highest quality, evidence based, specialty care for patients with allergy, asthma and immunologic diseases. The society provides cutting-edge education to its patients, its members and to the health-care community at large while promoting the advancement of the specialty of allergy, asthma and immunology in Florida.

About Wellness Workdays

Wellness Workdays (www.wellnessworkdays.com) is a Hingham, Massachusetts based company committed to providing corporate health and wellness programs that inspire employees to make simple and positive changes in their lives and improve their health while working to lower health care costs for businesses. Wellness Workdays has worked with hundreds of companies, including Putnam Investments, Brown University, the Massachusetts Institute of Technology, Rockland Trust, Perkin Elmer, Old Mutual Asset Management, Waters Corporation, Sekisui Voltek, Objet Geometries, the Town of Westwood, Bentley University and Harvard Business School.

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