European Initiative for Exercise in Medicine (EIEIM)

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Websites
EIEIM (Europe): www.exerciseismedicine.eu
EIM (worldwide): www.exerciseismedicine.org

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Aims and Goals
To make physical activity and exercise a standard part of a European disease prevention and treatment medical paradigm. Physical activity should be considered by all health care providers as a vital sign in every patient visit, and that patients are effectively counseled and referred to health care specialists according to their physical activity and health needs. These measures will lead to overall improvements in public health and long-term reductions in health care cost. EIEIM is a sustainable European initiative that:

• Includes physical exercise in medical treatment plans
• Includes physical exercise in primary and secondary prevention of diseases
• Includes physical exercise in teaching goals and plans for medical students
• Creates broad awareness that physical exercise is indeed medicine
• Makes “level of physical activity” a standard vital sign question in each patient visit
• Leads to policy changes in public and private sectors that support physical activity counseling and referrals in clinical settings
• Produces an expectation among the public and patients that their health care providers should and will ask about and prescribe exercise
• Appropriately encourages physicians and other health care providers to be physically active themselves

Addressed are…
• Primary care physicians
• Hospitals and health care providers
• Fitness professionals
• Sports and exercise facilities
• Medical schools / Universities

Join the EIEIM network as a partner

Benefits
• Active participation in the EIEIM-network
• Increase of knowledge and awareness regarding physical activity and exercise
• Fostering synergy between institutions, organizations and partners active in the field of physical activity and exercise
• Participation in trainings and educations

Additional features for:

Hospitals, medical practices, fitness professionals
• Creating an EIEIM-Network between hospital and local health care providers
• Moderation of processes
• Quality control support
• Motivation of partners
• Support with implementation of strategies

Institutions (cities, communities, regions)
• Establishment of an EIEIM-Network
• Monitoring and guidance
• Establishment of network meetings
• Quality control measures (audits)

Health insurances
• Add EIEIM to portfolio (Model HMO Kaiser Permanente in USA)
• Promoting Physical activity by medical doctors, increasing exercise prescription and referral
• Decreasing morbidity in your membership

Companies
• Partner EIEIM-Network
• Provide solutions to partners of EIEIM
• Certification

Guiding Principles
Exercise and physical activity are important to human health and the prevention and treatment of many chronic diseases and should be addressed in health care settings. Multi-organizational efforts to create a greater focus on physical activity and exercise in health care settings are encouraged.

Call to action
Physical inactivity is a fast-growing public health problem and contributes to a variety of chronic diseases and health complications, including obesity, heart disease, diabetes, hypertension, cancer, depression and anxiety, arthritis, and osteoporosis. In addition to improving a patient’s overall health, increasing physical activity has proven effective in the treatment and prevention of chronic diseases.

EIEIM calls on each person and all partners dedicated to the idea that exercise truly is medicine to continue to build, support and advocate physical activity as an essential measure for global health and wellbeing.

Policy makers are called to change policy to support physical activity as a vital sign for health.

Health care providers and fitness professionals are called to integrate exercise into every patient and client interaction. Communities, workplaces and schools are called to promote physical activity as an essential part of health and wellbeing.