

# **Estratègies comunicatives de promoció de l'activitat física saludable a les xarxes socials**

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## **Resum**

En aquest article s'ha realitzat un anàlisi de la promoció de l'activitat física que es fa emprant les xarxes socials. Per dur-lo a terme s'han seleccionat catorze dels millors hospitals dels EEUU i s'ha realitzat un exhaustiu examen de la interacció així com un registre de les diferents formes que han adoptat les propostes relacionades amb la promoció directa de l'activitat física. A partir dels resultats i les categories escollides s'ha detectat un marc cognitiu que ens permet fer-nos una idea del tipus de regal que permet crear una comunitat, quines estratègies han estat les més vàlides alhora de crear un veritable sentiment d'afiliació a la promoció de l'activitat física saludable.

Paraules clau: Promoció de la Salut, usatges de les xarxes socials, tribu, donar regals.

## **Abstract**

In this paper it has been done an analysis of exercise promotion by hospitals within the social media. Fourteen of the best hospitals of the United States of America have been selected and their social media environments thoroughly analysed. Results show the different communication strategies that hospitals practice to affiliate their consumers and the different uses of the social media involved in the gift-giving process of Health promotion.

Keywords: Health promotion, uses of social media, tribe, gift-giving.

## ***Introducció***

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Internet i les TIC han suposat una autèntica revolució en la forma com la gent participa, comparteix i en essència es comunica. El desenvolupament de la societat de la informació en l'àmbit de la salut, passa per adaptar el llenguatge i objectius que caracteritzen la promoció de l'activitat física saludable a les noves formes de comunicació de la societat de la informació i el coneixement, les xarxes socials. Aquestes noves formes de comunicació basades en tecnologies orals i escrites han donat peu a que es creïn amb una enorme facilitat comunitats específiques o tribus, (Godin, 2008). L'objectiu principal d'aquesta recerca ha estat la construcció de les categories comportamentals que permeten definir aquest espai "tribal" de comunicació en els nous contextos comunicatius definits per les característiques tecnològiques de les xarxes socials. Per estudiar aquests nous contextos de comunicació, per dur a terme l'anàlisi, s'ha partit de set usatges de les xarxes socials (Richman, 2008):

- 1- Per comunicar informació concreta
- 2- Per promoure el suport o patrocini.
- 3- Per fer concursos.
- 4- Per dur a terme recerca de consumidors.
- 5- Per connectar als uns als altres.
- 6- Per proporcionar serveis als consumidors.
- 7- Per construir una comunitat.

Que han servit de filtre alhora de categoritzar les entrades a les xarxes socials relacionades amb la promoció de l'activitat física per determinar i definir els contextos comunicatius propis de la promoció de l'activitat física saludable. Sobretot s'ha tingut present (Godin, 2010) el "donar regals" com a pedra angular de la nova cultura comunicativa de les xarxes socials, amb això s'entén donar d'informació, coneixement o recursos per tal de fer possible el canvi de comportament. Ja que de fet "donar regals enforteix la connexió tribal" (Godin, 2010, p. 156) i per tant promou un determinat comportament, el de tribu, que en el nostre cas és la promoció de l'activitat física. Per dur a terme l'anàlisi s'ha utilitzat com a tècnica l'observació de l'activitat a les xarxes socials de catorze dels millors hospitals dels EEUU i el registre de totes les entrades relacionades directament amb aquest comportament.

## ***Mètode***

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### ***Participants***

Per dur a terme l'anàlisi s'ha seleccionat una mostra de catorze hospitals. S'han seleccionat per la seva notorietat social, el seu reconegut prestigi dins i fora els EEUU i es caracteritzen per l'excel·lència dels serveis que ofereixen. Tanmateix no en tots els

hospitals la presència de les xarxes socials ha tingut la mateixa penetració ni presenten ni el mateix grau de visibilitat en aquestes, ni tampoc la seva activitats, propostes, serveis o volum d'informació són equiparables. Per tant, tot i ésser una mostra representativa d'alguns dels millors centres sanitaris s'ha buscat i valorat com a positiva el grau de diferenciació que els fa singulars.

### ***Materials i Estímuls***

Per sondejar la presència i activitat que els participants de la mostra tenen en les xarxes socials els observadors han disposat d'ordinadors amb connexió a Internet ADSL o Fibra Òptica. A més, la navegació s'ha realitzat emprant navegadors d'ús estàndard com Microsoft Internet Explorer o Mozilla Firefox. Per enregistrar la presència d'activitat relacionada amb la promoció de l'activitat física als llocs dels hospitals dins les xarxes social s'ha realitzat una captura de pantalla i posteriorment s'ha editat la imatge gràcies a un programa d'edició com el programari "paint" disponible a Windows XP o complementàriament s'ha redactat una petita descripció de la proposta. També s'han inclòs reflexions sobre peculiaritats pròpies dels hospitals detectades. Totes dues formes de registre s'han desat fent servir un Processador de Text de tipus Word del paquet Office de Microsoft o Writer d'OpenOffice. Els resultats s'han exportat a una pàgina de tipus Excel del paquet Office de Microsoft o Calc d'OpenOffice per tal de poder operar amb els valors i generar gràfiques explicatives dels resultats obtinguts.

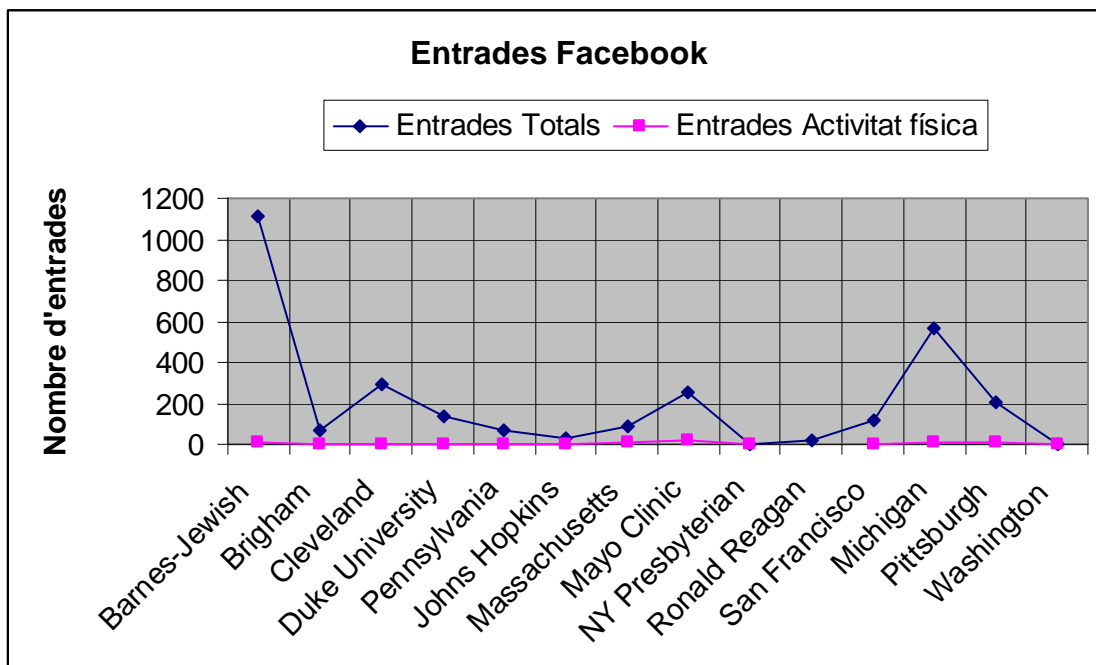
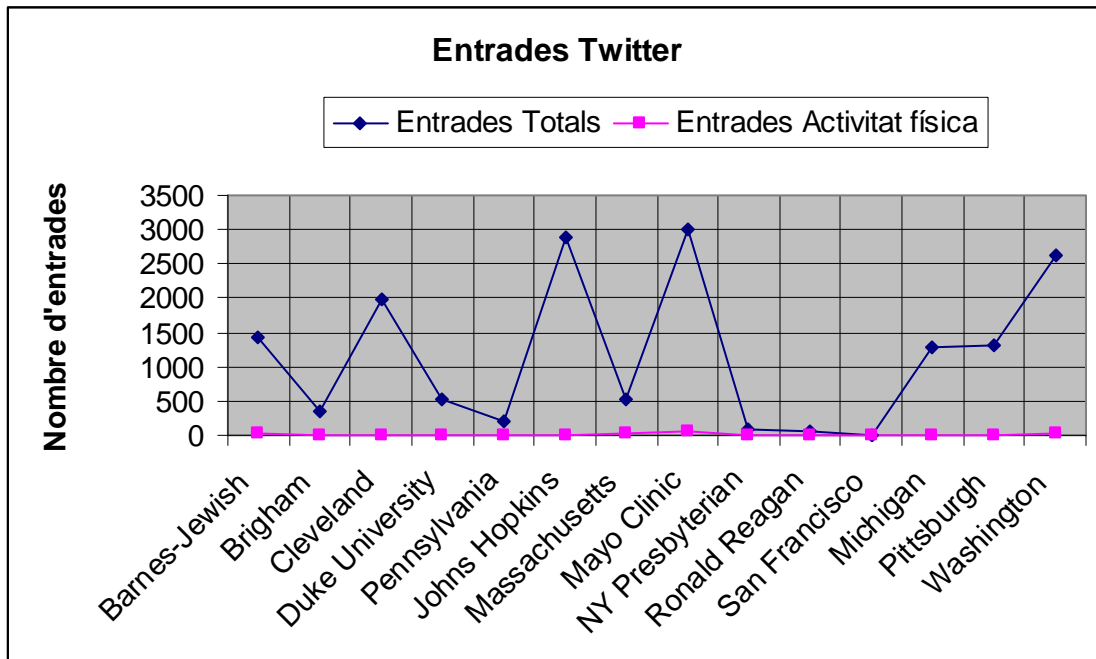
### ***Procediment***

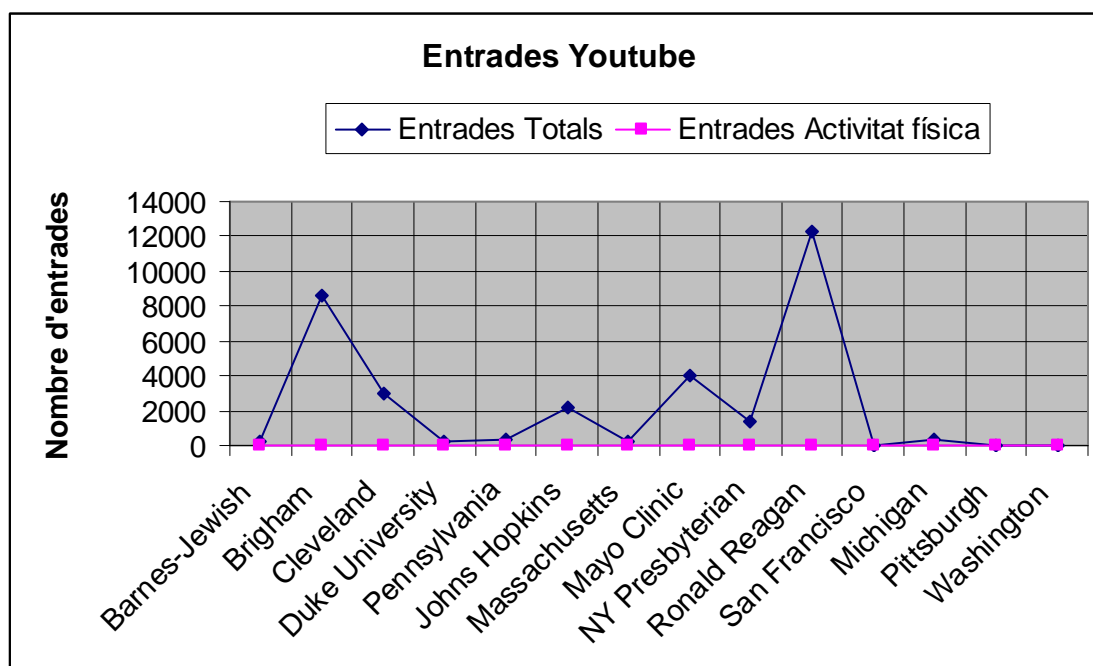
El procediment ha constatat de dues fases clarament diferenciades. En primer lloc s'han repartit els hospitals entre els diferents membres que constitueixen el grup de recerca de manera que cada membre realitza un anàlisi proporcional al dels altres en quant al volum d'informació a analitzar i les xarxes socials on es trobava. S'ha de puntualitzar que en cap moment el repartiment dels hospitals ha estat un repartiment rígid sinó que vist casos en que el volum de feina per hospital era desproporcionat s'ha procedit a un nou repartiment per tal d'equilibrar la situació. Els investigadors han procedit a realitzar un anàlisi exhaustiu del contingut dels hospitals en les xarxes social amb el material descrit anteriorment i s'ha registrat tant el nombre total de material disponible com el nombre total de referències directes a la promoció de l'activitat física saludable.

### ***Resultats***

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A continuació es mostren els gràfics del nombre d'entrades totals i relacionats amb la promoció de l'activitat física saludable en cadascuna de les plataformes digitals utilitzades pels hospitals. Tenint en compte el nombre total d'entrades i el nombre total d'entrades referides específicament a la promoció de l'activitat física saludable:





A continuació es mostren els resultats obtinguts a partir de les categories escollides per a determinar des d'un punt de vista qualitatiu la intencionalitat i usos psicosocials que imperen en el fet comunicatiu:

<b>TWITTER</b>	<b>Comunicar</b>	<b>Suport o patrocini</b>	<b>Fer concursos</b>	<b>Recerca de consumidors</b>	<b>Connectar als uns als altres</b>	<b>Serveis als consumidors</b>	<b>Construir una comunitat</b>
<b>Barnes-Jewish</b>	X					X	X
<b>Brigham</b>							
<b>Cleveland</b>	X						
<b>Duke University</b>	X					X	X
<b>Pennsylvania</b>	X						
<b>Johns Hopkins</b>							
<b>Massachusetts</b>	X					X	X
<b>Mayo Clinic</b>	X					X	X
<b>NY Presbyterian</b>							
<b>Ronald Reagan</b>	X						X
<b>San Francisco</b>							
<b>Michigan</b>	X						
<b>Pittsburgh</b>	X					X	X
<b>Washington</b>	X					X	X

<b>FACEBOOK</b>	Comunicar	Suport o patrocini	Fer concursos	Recerca de consumidors	Connectar als uns als altres	Serveis als consumidors	Construir una comunitat
Barnes-Jewish	X					X	X
Brigham	X					X	
Cleveland							
Duke University	X					X	X
Pennsylvania							
Johns Hopkins	X						
Massachusetts	X						
Mayo Clinic	X					X	X
NY							
Presbyterian							
Ronald Reagan							
San Francisco	X					X	
Michigan	X					X	X
Pittsburgh	X					X	X
Washington							

<b>YOUTUBE</b>	Comunicar	Suport o patrocini	Fer concursos	Recerca de consumidors	Connectar als uns als altres	Serveis als consumidors	Construir una comunitat
Barnes-Jewish							
Brigham							
Cleveland							
Duke University	X					X	
Pennsylvania							
Johns Hopkins							
Massachusetts							
Mayo Clinic	X					X	X
NY							
Presbyterian							
Ronald Reagan							
San Francisco							
Michigan	X						X
Pittsburgh							
Washington							

## Discussió

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A partir dels resultats de les gràfiques de les diferents plataformes analitzades es pot concloure que la proporció del nombre d'entrades referides a la promoció de l'activitat física saludable és similar en tots els hospitals. Això vol dir que independentment del centre mèdic el grau de importància donen a la promoció de l'activitat física saludable és similar. Tanmateix l'objectiu d'aquesta recerca qualitativa posava l'accent en les diferents formes que prenien el fet comunicatiu. S'ha pretès analitzar les estratègies comunicatives que els hospitals desenvolupen per a la promoció de l'activitat física saludable, per trobar-les favorables. A partir de les graelles amb les diferents categories de les que s'ha partit s'han pogut identificar clarament tres estratègies comunicatives:

1.- *Comunicar*. Entès com la transmissió de nova informació que pot ser de l'interès de la persona a la que va dirigida.. Estratègia que persegueix que la persona és vinculada al context comunicatiu per tenir d'aquesta una percepció de font d'informació i coneixement fidedigne, útil. Ha estat l'estratègia detectada més utilitzada en els diferents hospitals. Les TIC han obert nous universos simbòlics de comunicació al oferir noves característiques multimèdia. Internet de fet ha desplaçat als professionals de la salut com a la principal font d'informació relacionada amb el benestar i la salut, (Sarasota-Kahn, 2010). Per una altra banda, s'ha de tenir present que en la societat de la informació i el coneixement donat l'elevat nombre de dades a les que està exposada la persona el valor i utilitat d'aquestes és una qualitat essencial per fidelitzar el públic a una determinada plataforma o canal. Per tant, és una estratègia que si bé no és innovadora i podem considerar clàssica, és tremendament efectiva i adient per les característiques comunicatives pròpies de la societat de la informació i el coneixement. A més, es pot veure com és un recurs utilitzat en totes les plataformes analitzades. Això ens dona una idea de la seva versatilitat. És cert que la confiança sobre la informació disponible a la xarxa està per sota de la informació que ens facilitarà un professional (Lantz i Lanier, 2002). Tanmateix l'accessibilitat d'aquesta determina en gran part la predisposició a la seva utilització com un recurs davant les circumstàncies en les que la persona es pot veure involucrada.

2.- *Oferir serveis als consumidors*. Entesa com la utilització del canal comunicatiu per oferir nous o complementaris serveis als consumidors aprofitant les característiques tecnològiques de les plataformes. Des de la promoció de les seves instal·lacions a la dels serveis dels seus professionals de la salut. Aquesta estratègia conjunta la capacitat del centre mèdic de disposar i fer arribar informació útil i fiable pels interessos de les persones amb la orientació de la seva conducta per tal que partir d'aquesta informació la persona és vinculada d'una forma més estreta a l'entitat emissora, (Thorson i Beaudoin, 2004). És, per tant, una estratègia on l'entitat pren un rol actiu en la captació de l'atenció i conversió de la persona als interessos de l'entitat. Al contrari que l'estratègia anteriorment citada a la persona no se li transmet la informació sinó que es pretén recolzar-se en la validesa i consistència d'aquesta per orientar el comportament del consumidor de la informació de forma que coincideix amb els interessos de la mateixa entitat. Si l'estratègia comunicativa anterior l'entitat utilitzava la xarxa social com a plataforma on senzillament comunicar. En aquest segon cas és busca establir una relació

de bilateralitat, un feedback, per part del consumidor de la informació per tal que s'impliqui de forma activa en els interessos de la l'entitat.

3.- *Construir una comunitat*. Entesa com la creació d'una percepció de grup que reforci i orienti un col·lectiu al voltant d'una sèrie de valors i conductes determinades. Aquesta estratègia comunicativa és superior a les dues anteriors ja que en aquest cas la nova i valuosa informació que es transmet al consumidor no s'orienta de forma individual. Sinó a nivell grupal i per tant aprofita els mateixos mecanismes de la dinàmica intragrupal per aconseguir no una afiliació personal sinó la del grup sencer o col·lectiu de persones mitjançant l'orientació dels seus comportaments i conductes d'acord als dictàmens de la font d'informació, de l'entitat mèdica. És, per tant, una estratègia que suposa un nou nivell de complexitat i que explota acertadament que amb aquest tipus de tecnologies és posa de manifest que en realitat la gent més que parlar amb les fonts sobretot parla la una amb la altra, (Lefebvre, 2007). La gran virtut d'aquesta orientació és que el lideratge del grup parteix de la mateixa entitat. S'esperona l'afiliació al lideratge amb informació especialitzada i consistent, un tipus d'informació que difícilment podrà ésser rebutada i que a més reforçarà la dinàmica comunitària, fent que treballi per la mateixa entitat. Per tant, la hipòtesi plantejada al inici de la investigació s'ha validat. La intencionalitat de crear una percepció de comunitat és una estratègia comunicativa que cultiven la majoria dels hospitals per tal de fer campanyes de promoció de l'activitat física saludable. Estimula la creació de comunitats basades en el lideratge de les entitats per mitja de informació especialitzada que el consumidor sap valorar i per la que està decididament interessat. Això és especialment

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# **Annex**

## Brigham and Women's Hospital

### Facebook



**El Brigham and Women's Hospital News** Brigham and Women's Hospital anesthesiologist Sanjeet Narang, MD, will discuss chronic pain, what it is, common causes in women, and management through medications, physical therapy, psychological therapy, and surgical therapy.

Register online: <https://www.brighamandwomens.org/view/registration/registrationForm.aspx?ev...>

Mostra'n més...



#### **Managing Chronic Pain**

Women's Health Week

dilluns, 4 / maig / 2009 a les 19:00

Brigham and Women's/Mass General Health Care Center, ...



17 / abril / 2009 a les 16:09 · Comparteix



**El Brigham and Women's Hospital News** A husband and wife duo, who are running the Boston Marathon on Team Brigham in thanks for the care their 3-year-old son received, are profiled in the Boston Herald.



#### **Couple takes on marathon in thanks of son's health - BostonHerald.com**

[www.bostonherald.com](http://www.bostonherald.com)

When Mike and Whitney Gillett feel run-down, the elite Boston Marathon fund-raising duo think back to the day doctors saved their baby boy while he was still in the womb.



16 / abril / 2009 a les 14:49 · Comparteix



**El Brigham and Women's Hospital News** Tai Chi is an increasingly popular exercise originating in China that integrates gentle flowing movements with breathing and mindfulness, to strengthen and relax the physical body and mind, and improve health and general well-being. The unique Tai Chi curriculum taught in this program was developed by our research and ...

Mostra'n més...



#### **Tai Chi for Cardiovascular Health, Balance, and General Well-being**

Ongoing weekly classes.

dimarts, 24 / març / 2009 a les 19:00

Brigham and Women's Ambulatory Care Center, 2nd floor...



19 / març / 2009 a les 15:19 · Comparteix

## San Francisco Medical Center

### Facebook



#### **UCSF Medical Center** in the News:

Dr. Anthony Luke, primary care sports medicine specialist, is featured in a Runner's World article regarding injury prevention and the UCSF Runsafe Program.



#### **A Step Ahead to Prevent Running Injuries at Runner's World**

[www.runnersworld.com](http://www.runnersworld.com)

A new sports-medicine center takes a team approach to injury prevention.

 04 October at 22:32 · [Share](#)



#### **UCSF Medical Center** in the News:

Dr. Anthony Luke, a sports medicine specialist at UCSF, created RunSafe, a program at UCSF's Human Performance Center that applies orthopedic research to prevent damage and boost performance for runners. Joseph Smith, an athletic trainer and program coordinator; Nicole Haas, a physical therapist; biomechani...

[See more](#)



#### **UCSF programs helps runners get back on track**

[www.sfgate.com](http://www.sfgate.com)

The scientific findings were in: There was foot slapping, asymmetrical gait, uneven hip movement and, in more than one case, "a patootie on vacation." Together, they added up to four runners with various aches, poor...

 19 March at 20:41 · [Share](#)

## University of Michigan Medical Centers

### Facebook



**University of Michigan Health System** For this poster, Salsa and Tango dancing are near and dear to my heart, and based on this study, good for me too! Here's just another way to keep yourself healthy while having tons of fun!

[ACSM | Salsa or Tango Toward Health](#)

[www.acsm.org](http://www.acsm.org)

Studies examine impact of ballroom dance styles on health, fitness

📅 13 October at 16:53 · [Share](#)



**University of Michigan Health System** Thanks to everyone who ran, walked, jogged or "wheeled" the courses of today's Big House Big Heart event. You helped raise money for a wide variety of great causes, including many areas of our Health System. Results are now online -- look for your name!



**Big House Big Heart Results**

[www.rftiming.net](http://www.rftiming.net)

Joomla! - the dynamic portal engine and content management system

📅 03 October at 21:33 · [Share](#)

👍 5 people like this.



**Victoria Zerbe** Wanted to do it...:( my husband is 1A on heart transplant list, so gotta stay close to him & phone

04 October at 02:06 · [Flag](#)



**University of Michigan Health System** Parents: Learn how to protect your children from potentially serious sports injuries. An injury that would cause a sprain to a ligament or muscular strain in an adult could cause a serious growth plate injury that could effect physical development in a child.

**Kids' sports training injuries on the rise | University of Michigan Health System**

[www2.med.umich.edu](http://www2.med.umich.edu)

ANN ARBOR, Mich. — Bobby Boyle engages in serious year-round sports training and has had his share of minor muscle injuries. When the 12-year-old athlete felt tightness in the back of his thigh while sprinting at track practice, he and his parents thought he pulled a hamstring and assumed it would h...

📅 19 August at 19:26 · [Share](#)

👍 2 people like this.



**University of Michigan Health System** Love Tigers baseball? Join us at Comerica Park at the Tiger Donor Awareness Game on Monday, July 19! The game will feature 14-year-old Juan Lopez, an organ transplant patient at U-M, throwing the first pitch and exclusive Brandon Inge giveaways to registered organ donors.



**Tigers fans can register to be organ donors, win autographed jerseys | University of Michigan Health**

[www2.med.umich.edu](http://www2.med.umich.edu)

ANN ARBOR, Mich. – Exclusive Brandon Inge giveaways await fans Monday as the Donate Life Coalition of Michigan partners with the Detroit Tigers at the annual Tiger Donor Awareness Game on Monday, July 19 at Comerica Park.

📅 15 July at 19:12 · Share

👍 6 people like this.



**University of Michigan Health System**



**Free youth sport safety seminars for coaches, parents | University of Michigan Health System**

[www2.med.umich.edu](http://www2.med.umich.edu)

U-M, Safe Kids Huron Valley reach out to coaches, parents to protect young children and lessen the risk for injuries on the playing field

📅 15 April at 19:14 · Share

👍 2 people like this.



**University of Michigan Health System** Are you a woman who loves football? Spend a day learning from U-M football staff and raise money for the U-M Cancer Center, register for the Women's Football Academy today!

**U-M football staff coach women to benefit U-M Cancer Center | University of Michigan Health System**

[ow.ly](http://ow.ly)

More than 200 women will learn the secrets of Michigan football through drills on offense, defense, passing, blocking and kicking at the 12th annual Women's Football Academy, Saturday, June 12. University ...

📅 07 April at 21:56 · Share

👍 7 people like this.



**University of Michigan Health System** The AHA Heart Walk is coming soon! Be sure to register individually or with a team today! This year's goal is to raise \$1,400,000!



**2010 Heart Walk Community Teams Page:**

[miheartwalk.kintera.org](http://miheartwalk.kintera.org)

📅 04 February at 15:31 · Share

👍 Denise C Boose likes this.



**University of Michigan Health System** The Big House Big Heart 5K, 10K and 1M runs take place Oct. 4. Don't miss this chance to raise money for the charity of your choice and cross the 50-yard line of the Big House!



**The Big House Big Heart - Running Fit**

Local business: 1,664 people like this.

📅 16 September 2009 at 17:05 · Share

## **Twitter**

Free youth sports safety and injury prevention seminars for coaches and parents April 27! <http://ow.ly/1yVSr> **jueves, 15 de abril de 2010 19:19:48** vía [HootSuite](#)

Are you a woman who loves football? Spend a day learning from U-M football staff and raise \$\$\$ for the U-M Cancer Center: <http://ow.ly/1vK5f> **miércoles, 07 de abril de 2010 21:53:12** vía [HootSuite](#)

In the News: U-M's football camps kicking off; kids get more looks | Detroit Free Press <http://ow.ly/eb12> **lunes, 15 de junio de 2009 17:22:24** vía [HootSuite](#)

U-M Athletic Trainer: Rx for the Right Athletic Shoe: <http://ow.ly/amqU> **lunes, 01 de junio de 2009 14:57:25** vía web

U-M head football coach to lead June 13 Women's Football Academy: <http://bit.ly/1245O3> **jueves, 30 de abril de 2009 19:14:11** vía [TweetDeck](#)

EVENT: Football stars host celebrity golf tournament to benefit U-M children's, women's hospitals <http://bit.ly/ISDmU> **lunes, 27 de abril de 2009 23:10:16** vía [TweetDeck](#)

## **Youtube channel**

<http://www.youtube.com/user/UMHealthSystem#p/c/36269C4A5534B906/15/bjwnaA57SB8>

<http://www.youtube.com/user/UMHealthSystem#p/c/36269C4A5534B906/67/FtxTygeXqa4>

<http://www.youtube.com/user/UMHealthSystem#p/c/36269C4A5534B906/71/0BjVpvXvmvI>

<http://www.youtube.com/user/UMHealthSystem#p/c/36269C4A5534B906/80/jG5gSrEiNpI>

## University of Pittsburg medical center

### Facebook



**UPMC** Read this inspiring story of a Magee-Womens Hospital of UPMC patient who won Special Olympic Gold just three months after hip surgery.



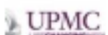
**Back in the swim: At 35, champion athlete with Down syndrome returns to the pool after hip replaceme**

[bit.ly](#)

There are a lot of inspirational stories among patients who have received hip or knee replacements. They're able to return to the golf course, go back to running or even walk without a limp or pain for the first time in years.

10 November at 22:57 · [Share](#)

4 people like this.



**UPMC** And the winner of the Puma Project Pink contest is... Magee-Womens Research Institute & Foundation! Thanks to funds raised by the sale of Project Pink products and nearly 18,000 #projectpink tweets via Twitter, Puma was able to present Magee with a total of \$62,730.62 to help further its breast cancer research initiatives. Thanks to all who voted!



**PUMA Announces First-Ever Project Pink Winner**

[bit.ly](#)

Check out PUMA's announcement of the first-ever beneficiary of the brand's Project Pink initiative! PUMA created the program to raise awareness and funds in support of the fight against breast cancer. Share this video by re-tweeting <http://bit.ly/9aDbA0> through November 5, and PUMA will donate an ad...

04 November at 14:49 · [Share](#)

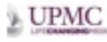
5 people like this.



**UPMC** Twitter users: Share the video above by re-tweeting <http://bit.ly/9aDbA0> through Friday, Nov. 5, and Puma will donate an additional \$1 to the cause, up to \$5,000.

04 November at 14:52 · [Flag](#)





**UPMC** Walk much? A new study from the University of Pittsburgh shows walking just a few hours a week may protect your memory down the road. Read about it in TIME Magazine's Healthland section.



**Study: Walking Is a Brain Exercise Too**

bit.ly

I am often teased for my stubborn habit of traveling by foot. I often walk the 3 mi. home from work rather than take the subway. When I visit less pedestrian-friendly cities, kindhearted motorists regularly pull over and offer me a ride, assuming that my car has broken down or I'm in need of some he...

📅 15 October at 16:00 · [Share](#)

👍 2 people like this.



**UPMC** Researchers at the University of Pittsburgh have found that lifestyle interventions featuring a combination of dieting and exercise can help obese adults to shed unwanted pounds. Read about it in USA Today.



**Diet not enough: Exercise, support drops more weight - USATODAY.com**

usat.ly

An intensive diet and exercise plan can shed pounds if dieters get the counseling and support they need to stick with it, new research shows.

📅 11 October at 23:32 · [Share](#)

💬 [View all 4 comments](#)



**Clarel Radicella** UPMC does it again..love it...i love research to begin with...but research geared towards improving our well-being is totally awesome:-)

12 October at 23:22 · [Flag](#)



**Sarah Swartz** OMG your a real person? sorry hahaha!!

13 October at 06:10 · [Flag](#)



**UPMC**



**Hearts and Hounds dog walk**

Sunday, 03 October 2010 at 09:30  
North Park, Harmar Grove Pavilion, South Ridge Rd.,...

📅 28 September at 22:44 · [Share](#)

👍 3 people like this.




UPMC




### Second Annual Gridiron Gaming

Monday, 20 September 2010 at 19:00  
Heinz Field - East Club Lounge

22 July at 19:44 · [Share](#)

 **UPMC** This unique event gives attendees the opportunity to play virtual video games, like Nintendo Wii, against their favorite Steelers players!  
22 July at 20:03 · [Flag](#)

 **Brett Banditelli** Ok, I know you guys know I like hating on you guys, and I was GOING to ignore this because I appreciate when you have events to help the disabled, but I have GOT to ask you what the difference between a virtual video game and a normal video game is.  
22 July at 20:14 · [Flag](#)



**UPMC** Preparing for your first marathon? Today's Pittsburgh Tribune-Review offers advice from sports performance and nutrition experts at UPMC Sports Medicine.



### Going couch to marathon requires right start - Pittsburgh Tribune-Review

[bit.ly](#)

In order to avoid injury, it's important to start the right way, and that includes making sure to have the strength and flexibility required for running.

23 April at 19:48 · [Share](#)

2 people like this.



**UPMC** The Pittsburgh Marathon will take place on May 2 and is seeking volunteers for its medical team, led by UPMC Sports Medicine. Those needed include doctors, nurses, physician assistants, EMTs, physical therapists, athletic trainers and medical students. Those without clinical backgrounds also are needed to help with medical recording and other responsibilities.



### Volunteer Registration

[bit.ly](#)

Join us and help make the Dick's Sporting Goods Pittsburgh Marathon a great success. Every volunteer gets a free shirt, post-event party, and much more!

02 March at 19:46 · [Share](#)



UPMC In celebration of American Heart Month, learn how to lower your risk of heart disease.



#### 10 Ways to Reduce Your Risk of Heart Disease – UPMC

bit.ly

Do you know that heart disease and heart attacks are preventable? Heart disease, the leading cause of death in the United States for both men and women, doesn't have to be a death sentence.

23 February at 21:15 · Share

5 people like this.



**Carl V Antonelli** hell I survied thank you Dr. Aziz and the pros at shadyside n kim n jim im back better than ever (heart atack/stroke/brain bleed) never felt better but the 10 ways would have been much easyer LOL!!!!!!

23 February at 21:31 · Report



UPMC Despite the cold weather we've been having, youth baseball season is just around the corner! UPMC Sports Medicine's newsletter offers pre-season conditioning tips to optimize performance and prevent injury.



#### Preseason Baseball Conditioning: How to Stay Strong All Season

bit.ly

Youth baseball has become increasingly competitive over recent years, joining other sports in which athletes frequently expose themselves to overuse injuries. Playing multiple games per week — along with the repetitive motion of the overhead throw — can cause stress to the musculoskeletal system.

16 February at 20:09 · Share



UPMC



#### Twelve Weeks and Counting: A Free Marathon Training Seminar

Saturday, 13 February 2010 at 10:00  
LHAS Auditorium, UPMC Montefiore Pittsburgh, PA

11 February at 18:36 · Share

## Twitter

Pittsburgh Marathon runners - how is your training coming along?

Visit <http://www.pittsburghmarathon.com> for more info. Good luck!! [martes, 27 de abril de 2010 17:00:19](#) vía [TweetDeck](#)

UPMC Offers Last-Minute Tips to Pittsburgh Marathon

Runners: <http://bit.ly/bGp93P> [#UPMCrun](#) [#pghmarathon](#) [miércoles, 28 de abril de 2010 16:41:13](#) vía [TweetDeck](#)

RT @UPMCSportsMed: First-time marathoner? UPMC Sports Medicine performance/nutrition experts offer advice <http://bit.ly/9SMei3> #pghmarathon viernes, 23 de abril de 2010 20:45:44 vía [TweetDeck](#)

UPMC Health Plan Half Marathon Runners, don't forget to use the hashtag #UPMCRun when tweeting about your training and stats. Good luck! [lunes, 19 de abril de 2010 16:53:37](#) vía [TweetDeck](#)

UPMC Sports Medicine to Host Annual Athletic Trainer River Run on Sunday, March 7: <http://bit.ly/cyvoQe> #pittsburgh martes, 23 de febrero de 2010 18:34:17 vía [TweetDeck](#)

UPMC Sports Medicine to Provide Pre-Season Physicals For Local High School Athletes on Saturday, Aug 1st: <http://ow.ly/i5xp> #pittsburgh viernes, 24 de julio de 2009 18:32:18 vía [HootSuite](#)

Training for the marathon and hear a snap, crackle, or pop? Stop by UPMC Urgent Care Shadyside&Robinson <http://bit.ly/ae3JUQ#pittsburgh#UPMC> 4:57 PM Apr 25th vía web

Need a sports physical? Stop in UPMC Urgent Care, and you'll be in and out in a flash. <http://bit.ly/ae3JUQ> #pittsburgh #UPMC 11:52 AM Mar 27th vía web

## **University of Washington Medical Center**

### **Twitter**

#Concussions: Youth #football begins prevention work. UW Medicine's Dr. Stan Herring talks, pictured in @ap story <http://ow.ly/2N4jD> 7:26 PM Oct 1st vía [HootSuite](#)

RT @NWHospSeattle: Our staff heading out tomorrow to Walk from Obesity in #Bellevue. Join us and help fight #obesity <http://ow.ly/2JrEd> 12:10 AM Sep 25th vía [HootSuite](#)

Lawmakers aim 2 protect young athletes' heads UW's Stan Herring, Seattle Sports #concussion program incl @seattlechildren <http://ow.ly/2Jr2O> 6:25 PM Sep 24th vía [HootSuite](#)

RT @LizSzabo: RT @KimPainter Toning shoe marketers change tone. New pitch: They aren't ugly! Up next: they're comfy <http://nyti.ms/doCYH3> 12:10 AM Sep 21st vía [HootSuite](#)

Our sunny days are limited- make the most of them! Some great trails near Seattle: <http://ow.ly/2ywQI> What's your favorite? 7:45 PM Sep 7th vía [HootSuite](#)  
Retwitteado por [UWMedicineNews](#)

RT @LizSzabo Concussions caused by school sports  
soar <http://bit.ly/aJHbxM> #kids #health Seattle Sports Concussion  
info: <http://ow.ly/2wTqJ> 8:25 PM Aug 30th via HootSuite

Bone-marrow registry swim across Lake Washington raises \$42K @seattletimes  
coverage <http://ow.ly/2s2hs> 8:43 PM Aug 19th via HootSuite

6-year-old Idaho girl plays #soccer, after losing part of leg. UW docs at Harborview  
Medical Center helped her heal. <http://ow.ly/2dtxX>

Stepping up summer work outs? UW's Bryna Dunaway shares easy tips to reduce sports  
injuries. <http://ow.ly/2cFLM> 11:43 PM Jul 16th via HootSuite

RT @HutchinsonCtr: RT @climbtofight: Climb raised \$600K for researchers at Center.  
Thank you, climbers & supporters <http://ow.ly/261bC> 12:18 AM Jul 2nd via HootSuite

RT @scotthensley: Americans Exercise More, But Still Get  
Fatter <http://n.pr/9iLdd4> 6:33 PM Jun 17th via HootSuite

RT @NWHospSeattle @WINForum\_org: COACHES, TRAINERS, ATHLETES UW  
Medicine, WINForum host FREE nutrition webinar 2day  
3:30 <http://ow.ly/1WUuo> jueves, 10 de junio de 2010 22:31:36 via HootSuite

Who is biking to work Friday? Here's info from Discover South Lake Union on the bike  
to work station. <http://ow.ly/1NmXn> @southlakeunion 1:15 AM May 20th  
via HootSuite

RT @SeattleCCA: RT @seattlechildren: 378 Children's riders logged over 13K miles so  
far #Bike to Work Month-- great job! #commute #green miércoles, 19 de mayo de 2010  
19:55:08 via HootSuite

RT @group\_health: RT @SACDT: May is Bike 2 Work month. Get out and  
ride! <http://tinyurl.com/2ax52ol> #commute #group health challenge... 9:19 PM May 4th  
via HootSuite

## **Barnes-Jewish Hospital**

### **Facebook:**



**Barnes-Jewish Hospital** Sometimes a hospital stay can turn into days, weeks, even months, which can mean a temporary move to St. Louis for caregivers during treatment. Short-term health and wellness benefits can come from the breaks you take - and can make all the difference in how you keep on keeping-on. Check out some of these suggestions...

[See more](#)



**Top 10 (mostly) free things to do in St. Louis during the fall « Touching Base**

[newsblog.barnesjewish.org](http://newsblog.barnesjewish.org)

Many of our patients experience long-term stays here at the Barnes-Jewish. This may mean that their families, especially if they're not from the area, may be staying here temporarily while their loved one gets the treatment they need.

12 October at 21:48 · [Share](#)

5 people like this.



**Barbara Brockett** There are so many amazing things to do in St. Louis; I miss the town now that I am in California; it will always be my "adopted home town".

14 October at 04:05 · [Flag](#)



**Barnes-Jewish Hospital** Pedal the Cause is just a week away. Have you seen the course? Whether you do the 25 or 60 mile ride, it's essentially a St. Louis sightseeing extravaganza! And remember, it's not a race - it's a ride, so you can take your time and enjoy the sights.



**Pedal The Cause - First Annual Bike Ride to aid in the ongoing fight against cancer.**

[www.pedalthecause.org](http://www.pedalthecause.org)

Cancer shows no mercy. It has touched every one of us in some way. PEDAL THE CAUSE was founded in 2009 to aid in the ongoing fight against cancer and to rally our St. Louis community in a joined effort to advance research, treatment and ultimately - to find a cure.

01 October at 23:15 · [Share](#)

3 people like this.



**Barnes-Jewish Hospital** Pedal The Cause Training Tip: Fall is here and there is no better time to get out and ride. The temperature is perfect, the leaves are changing and it just feels good to get out and go. But what happens when mother nature doesn't cooperate? Cold, rainy weather can put the damper on your training ride, so look to the...

[See more](#)



**Pedal The Cause - First Annual Bike Ride to aid in the ongoing fight against cancer.**

[www.pedalthecause.org](http://www.pedalthecause.org)

[pedalthecause.org](http://pedalthecause.org) home page

28 September at 18:57 · [Share](#)

4 people like this.



**Barnes-Jewish Hospital** PhD/MD student Dan Miller fights cancer on more than just the research/medical front - he will be riding in the Pedal The Cause event on October 9th. Will you?



**Pedal the Cause with Dan Miller**

[www.youtube.com](http://www.youtube.com)

Recorded on September 18, 2010 using a Flip Video camcorder. Dan Miller, avid cyclist, cancer fighter and PhD/MD Student tells us why he is a part of Pedal the Cause.

20 September at 22:58 · [Share](#)

2 people like this.



**Barnes-Jewish Hospital** Pedal The Cause is only three weeks from tomorrow - the kick-off event takes place the Friday night before, and it looks to be spectacular! If you're a fan of the Tour de France, this is the place to be October 4th!



**Pedal The Cause Kick-off Event - Bike ride- Eventbrite**

[bjhne.ws](http://bjhne.ws)

Join us for our Kick-off Event Celebrate Cancer Fighters, Survivors, Friends and Family! 6:00pm Registration begins 7:00pm Dinner RSVP by Oct. 4 Meet and Greet US Cyclist Christian Vande Velde and Tour de France Commentator Bob Roll Visit with our Founder and Cancer Survivor, Bill Koman Mingle ...

17 September at 15:55 · [Share](#)

Virginia Adams likes this.



**Barnes-Jewish Hospital** Pedal The Cause Tip: Training hard is important but no matter how hard you push yourself, you cannot build conditioning overnight. Those who try burn out (mentally and physically) and often suffer over-training injuries. Make sure that on top of training hard you get adequate rest for recovery as well. At least 8 h...

[See more](#)



**Pedal The Cause - First Annual Bike Ride to aid in the ongoing fight against cancer.**

[www.pedalthecause.org](http://www.pedalthecause.org)

[pedalthecause.org](http://pedalthecause.org) home page

08 September at 15:00 · [Share](#)

Virginia Adams likes this.



**Barnes-Jewish Hospital** Happy Labor Day! Our friends from Pedal The Cause will be in Benton Park today for the final Gateway Cup event. Did you know that you can create your own team or join an existing one? To learn more, click on the link below.



**Pedal The Cause - First Annual Bike Ride to aid in the ongoing fight against cancer.**

[pedalthecause.org](http://pedalthecause.org)

Funding from PEDAL THE CAUSE will ultimately provide life saving research and cures for cancer patients. Our memorandum of understanding with Siteman Cancer Center, Barnes-Jewish Hospital, Washington University School of Medicine and St. Louis Children's Hospital allows us to direct funding in these...

06 September at 15:53 · [Share](#)

2 people like this.



**Barnes-Jewish Hospital** Pedal The Cause Training Tip: It is important to fuel before and after your ride for maximum performance, but don't forget to eat during your training ride. Convenient fueling such as a Cliff bar will provide the energy you need to keep pedaling through a tough ride.



**Pedal The Cause - First Annual Bike Ride to aid in the ongoing fight against cancer.**

[pedalthecause.org](http://pedalthecause.org)

[pedalthecause.org](http://pedalthecause.org) home page

23 August at 18:11 · [Share](#)

2 people like this.



**Barnes-Jewish Hospital** Congratulations to all those who attended and celebrated the St. Louis Komen Race for the Cure yesterday. In a tremendous show of support, over 70,000 people braved the heat and humidity to participate in what is now the largest Komen race in the country. Special thanks to the Siteman Cancer Center volunteers - you guys rock!!



**More than 71,000 join together Komen Race for the Cure | [ksdk.com](http://ksdk.com) | St. Louis, MO**

[www.ksdk.com](http://www.ksdk.com)

The tens of thousands participating registered to participate in the 5k walk, run, or wheelchair race. 1,090 teams and more than 4,500 survivors participated. The official wheelchair race winners: David ...

13 June at 18:22 · [Share](#)

12 people like this.



**Patty Rode** Glad the storms held off too - even though it did help it cool down to under 100 for a while!

14 June at 00:43 · [Flag](#)



**Abby Hughes** Congrats! I was sad to miss it this year. 71,000!!!

14 June at 17:01 · [Flag](#)





**Barnes-Jewish Hospital** A little salsa dancing in the morning can help to start the day off right! The Arts As Healing program put on a ballroom dancing class today at the Siteman Cancer Center to help their participants understand how the body moves and it's a great way to shake off stress.



**Ballroom Dancing Helps Heal**  
www.youtube.com

19 May at 23:30 · Share

5 people like this.



**Barnes-Jewish Hospital** Spring Into Summer - a new fitness series brought to you by the Barnes-Jewish WellAware Center. This segment features interval training - a great way to get the most out of your workout in a shorter amount of time.



**Spring Into Summer - Interval Training**  
Length: 2:52

06 April at 18:39 · Like · Comment · Share



**Barnes-Jewish Hospital** Over 1,200 people ran this morning in the UNDY 5000 in Forest Park. All to raise money for colorectal cancer awareness at Siteman Cancer Center. Special thanks to the Marines who braved 40 degree temperatures in attire more appropriate for 80 degrees.



**UNDY 5000**  
8 new photos

27 March at 18:12 · Share

9 people like this.

## Twitter

I'll walk, I'll run, I'll Sprint for Skin Cancer. A unique skin cancer fundraising event, founded by med students. <http://bjhne.ws/sprint> 1.286.483.645.000,00 vía web

Rams team doc Matt Matava shares tips on young athletes and sports injuries with @markreardonknox <http://bjhne.ws/matavaknox> 1.284.042.801.000,00 vía web

Fitness fun! The CHIPS Run/Walk Community Health Festival is scheduled for 9/18. <http://bjhne.ws/chips> 1.283.976.894.000,00 *vía web*

New bike ride is raising money for our Siteman Cancer Center. Oct 9. starting in Soldier's Memorial. Info here: [www.pedalthecause.org](http://www.pedalthecause.org) 1.282.320.562.000,00 *vía web*

Dr. Joe Primrose discusses what you should know about sports physicals before your child gets one. <http://bjhne.ws/sports> 1.281.107.289.000,00 *vía web*

A national effort is underway to prevent sports injuries in young athletes. Great interview with @[markreardonKMOX](#) <http://bjhne.ws/24> 1.279.643.550.000,00 *vía web*

A national effort is underway to prevent sports injuries in young athletes. Great interview with @[markreardonKMOX](#) <http://bjhne.ws/24> 1.279.643.550.000,00 *vía web*

Friday is National Bike To Work Day - make sure you fuel up with some breakfast to keep your energy going. <http://bjhne.ws/bik> 1.274.296.693.000,00 *vía web*

Celebrate Father's Day by biking the Katy Trail to raise money for prostate cancer research at Siteman <http://bjhne.ws/bike> 1.276.874.374.000,00 *vía web*

Run a race in your boxers & raise awareness, funds for colon cancer. The Undy 5000 is this Saturday in Forest Park <http://bit.ly/gWx1N> 1.269.618.775.000,00 *vía web*

It's National Women's Healthy and Fitness Day - what are you doing to celebrate? <http://bjhne.ws/womentfit> 1.285.792.549.000,00 *vía web*

Golfers can benefit from these pre-game warm up exercises: <http://bit.ly/c08GCZ> 1.269.280.858.000,00 *vía web*

Top 10 exercise myths - Dr. Joe Primrose exposes what DOESN'T help you lose weight. <http://podcast.kmox.com/kmox2/2030690.mp3> 1.256.843.071.000,00 *vía web*

We're giving out free PSA tests at the annual Prostate Cancer Awareness walk. Find out more: <http://tinyurl.com/mum29u> 1.250.777.774.000,00 *vía web*

**[ProgressWestER](#)** It's Monday! Get back into the groove of exercising today, read how exercise benefits your entire body: <http://dld.bz/zrCR>

Regular Exercise can reduce Breast Cancer Risk <http://tinyurl.com/dcytu8> 1.240.255.311.000,00 *vía web*

Jeremy Koerber from BJC WellAware helped this woman lose 70 pounds through diet and exercise <http://tinyurl.com/d3ezoa> 1.236.864.727.000,00 *vía web*

Kathy Ostrander from the BJC WellAware Center with Advice on Exercise Preparation <http://tinyurl.com/dzt5kt> 1.236.780.447.000,00 v a web

Celebrate Fitness is this weekend at Wash.  
U. <http://tinyurl.com/abdtpa> 1.236.353.408.000,00 v a web

## Duke Medicine

### Facebook:

<http://www.facebook.com/dukemedicine> : 4 posts



#### Duke Medicine

##### Duke to Host 'Angels Among Us' Walk - DukeHealth.org

[www.dukehealth.org](http://www.dukehealth.org)

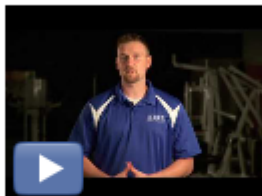
The Preston Robert Tisch Brain Tumor Center will host its annual Angels Among Us 5K and Family Fun Walk Saturday, April 24, 2010.

21 April at 16:17 · Share

5 people like this.



#### Duke Medicine Hamstring Stretching with Duke Sports Medicine



##### Hamstring Stretching with Duke Sports Medicine

Many people incorrectly stretch their hamstrings. Learn how to properly stretch your hamstrings with tips from the experts at Duke Sports Medicine. For more information visit <http://www.dukehealth.org/Services/SportsMedicine>

23 February at 20:32 via YouTube Video Box · Share

2 people like this.



#### Duke Medicine Find the right running shoe for your foot type to prevent injury and promote performance <http://bit.ly/DGDFz>



##### Find the Right Running Shoe - DukeHealth.org

[bit.ly](http://bit.ly)

Learn how to choose the right running shoe for your foot type.

29 June 2009 at 13:45 · Share



**Duke Medicine** Rainbow of Heroes Walk on May 2 to benefit pediatric blood and marrow transplant patients <http://www.rainbowofheroeswalk.org/>

16 April 2009 at 20:33

2 people like this.

<http://www.facebook.com/dukeraleighhospital> : 1post



**Free to Breathe® Raleigh 5K Run/Walk & Rally** Great Team

Captain's Breakfast this morning! A huge thanks to our host and presenting sponsor, Duke Raleigh Hospital and our other sponsors who made it out, Games2U Triangle and Rex Hospital!!

10 September at 16:37 · View post

## Twitter

May 1: Bring your whole family and join us to walk or run in support of sarcoma research at Duke. <http://bit.ly/cziKe6> 1.272.380.712.000,00 via [bit.ly](http://bit.ly)

Celebrate life and support cancer research at the Angels Among Us 5K and walk, April 24 <http://bit.ly/avnRdV> 1.271.859.475.000,00 via [bit.ly](http://bit.ly)

Do you stretch when you exercise? Take our poll and let us know <http://bit.ly/3y1yYz> 1.256.841.461.000,00 via [bit.ly](http://bit.ly)

Video: Run right -- experts at Duke Sports Medicine show how side-lying leg lifts can improve your running form <http://bit.ly/4lt9Ty> 1.256.651.567.000,00 via [bit.ly](http://bit.ly)

RT @DukeNews How Much Exercise is Enough? Professor says following national recs would reduce illness, health costs <http://bit.ly/3sjUAU> 1.254.150.152.000,00 via web

Moderate amount of exercise most days of the week may contribute to a lower risk of prostate cancer <http://bit.ly/4mk4Fd> 1.253.637.584.000,00 via [bit.ly](http://bit.ly)

How often do you exercise? Take the poll and compare your routine to others. <http://bit.ly/c8mEZ> 1.241.812.226.000,00 via [bit.ly](http://bit.ly)

## Youtube

[http://www.youtube.com/user/dukemedicine#p/u/16/W8o\\_nOymwOU](http://www.youtube.com/user/dukemedicine#p/u/16/W8o_nOymwOU)

[http://www.youtube.com/user/dukemedicine#p/u/17/ijv\\_hguide4k](http://www.youtube.com/user/dukemedicine#p/u/17/ijv_hguide4k)

<http://www.youtube.com/user/dukemedicine#p/u/18/WqTayB5NTaw>

[http://www.youtube.com/user/dukemedicine#p/u/36/Lj0q\\_L2U7EQ](http://www.youtube.com/user/dukemedicine#p/u/36/Lj0q_L2U7EQ)

<http://www.youtube.com/user/dukemedicine#p/u/74/BMBCbJI7LDs>

<http://www.youtube.com/user/dukemedicine#p/u/75/uH7wgLIertw>

<http://www.youtube.com/user/dukemedicine#p/u/76/4V4nKG5AFbU>

<http://www.youtube.com/user/dukemedicine#p/u/77/XBcX8c9onBY>

<http://www.youtube.com/user/dukemedicine#p/u/78/OGQn73nMKUY>

<http://www.youtube.com/user/dukemedicine#p/u/107/id4cy15nXQQ>

## **Cleveland Clinic**

### **Twitter**

---

Exercise is important to assist with weight loss, but intensity must be factored in. More intensity equals more calories lost.

6:22 PM Oct 27th via HootSuite

---

Exercise activity will help maintain your weight loss and it is necessary to continue it as vigorously as you were while on the diet.

6:08 PM Oct 27th via HootSuite

---

Any calories less than what you normally consume will result in weight loss. High protein diets tend to give better results.

6:07 PM Oct 27th via HootSuite

---

Q: Best diet regimen to achieve [#weightloss](#) and maintain it for a long period of time?

6:06 PM Oct 27th via HootSuite

---

I also manage patients who underwent bariatric surgery and help with exercise and nutrition guidelines. Happy to take any questions.

6:05 PM Oct 27th via HootSuite

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Hi I'm Dr. Cooper from the Cleveland Clinic. I am family medicine trained and specialize in medical weight management....

6:03 PM Oct 27th via HootSuite

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Send [#weightloss](#) [#exercise](#) & [#nutrition](#) q's for Dr. Karen Cooper to [@ClevelandClinic](#) ~ she'll begin answering them at noon!

5:44 PM Oct 27th via HootSuite

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## John Hopkins Medicine

### Facebook



**El Johns Hopkins Medicine** Possible new strategies for osteoporosis treatment uncovered

**Research uncovers mechanism that may help develop new strategies for osteoporosis treatment**

bit.ly

Osteoporosis, a condition characterized by weak and fragile bones, develops when there is an imbalance in the remodeling process and more bone is lost than replaced. Now, new research published by Cell Press in the November issue of the journal Cell Stem Cell uncovers a mechanism that may guide deve

17 novembre a les 15:01 · Comparteix

A 6 persones els agrada.



**Uzma Qureshi** I love this family.....very cute Royal Couple.

17 novembre a les 16:18 · Denuncia-ho



**El Johns Hopkins Medicine** It's time to clean house! A study conducted by Johns Hopkins Medical School revealed hoarding may be more prevalent than previously thought. Read more:



**For hoarders, too much of a good thing a real problem - Winnipeg Free Press**

bit.ly

How can someone live this way? This thought always crosses my mind when I enter the office of my med... - Local - Winnipeg Free Press.

16 novembre a les 23:01 · Comparteix

A 7 persones els agrada.



**Stephanie Weiss** I'm going to print and keep a copy of this report.

17 novembre a les 01:20 · Denuncia-ho



**El Johns Hopkins Medicine** Tell us about a time you had a "Big Happy" experience:

**Happiness- Big Moments**

bit.ly

Everyone's life has superlative moments—times when we feel extraordinary and our experiences are recorded in Technicolor. "It's part of the human condition," says Roland Griffiths, a neuroscientist at Johns Hopkins University. "We're wired to have such experiences."

📅 27 octubre a les 19:03 · Comparteix

👍 A 9 persones els agrada.

💬 Mostra els 5 comentaris



**Uzma Qureshi** M still waiting for this moment

28 octubre a les 17:45 · Denuncia-ho



**Paula Ayabe** AAAAAAMazinGGGGG!!!

29 octubre a les 17:59 · Denuncia-ho



**El Johns Hopkins Medicine** Men's leather, designer shoes



**2010 Best Dressed Sale Preview**

📅 17 setembre a les 14:41 · Comparteix

👍 A 4 persones els agrada.



**El Johns Hopkins Medicine**



**Medical Mysteries: Patient was at grave risk after tests ruled out fatal disease**

bit.ly

The distinguished senior doctors, most clad in long white coats, settled into padded ochre chairs in a conference room at Johns Hopkins Medical Institutions early one morning last September as a junior specialist began to present the case of a patient who had stumped their colleagues for weeks.

📅 16 juny a les 14:38 · Comparteix

👍 A A 5 persones persones els agrada



**El Johns Hopkins Medicine** Good luck to the Johns Hopkins University Baseball team, who begin round 1 of the NCAA DIII World Series tonight!

**The Johns Hopkins University - NCAA Championships Spring 2010**  
bit.ly  
Johns Hopkins University

28 maig a les 21:04 · Comparteix

A A 6 persones persones els agrada

**Sivaraj Sadhasivam** good luck  
29 maig a les 14:39 · Denuncia-ho

**Mayo Clinic**

**Facebook**

Mayo Clinic Running a marathon can be a grueling effort, even for well-trained athletes. Runners can suffer electrolyte imbalances and even kidney problems. An important factor in all this is hydration. But how much and what should runners drink? Those are questions doctors at Mayo Clinic want to answer. They're studying the effects running has on the human body in hopes of being able to tell runners and other endurance athletes how best to prepare for an event.

Ver más



Runner's Science  
Duración:2:25  
Principio del formulario

19 de mayo de 2009 a las 9:38 · Me gusta · Comentar · Ver comentarios (1) Ocultar comentarios (1)

Mayo Clinic You've heard the advice many times, "eat right and exercise to improve your health." The fact is, that advice is true. You really can make a difference. Doctors at Mayo Clinic designed the heart health and performance program to help people assess their health and learn ways to make it better.



Proactive Prevention  
Duración:1:55



Principio del formulario

24 de abril de 2009 a las 11:07 · Me gusta · Comentar · Ver comentarios (16)Ocultar comentarios (16)

.....

Mayo Clinic

Olympic Runner Part of Mayo's Marathon History

Joan Benoit Samuelson was one of the 6,000 people who came to Jacksonville, Fla., on Feb. 15 to help find a cure for breast cancer...

Principio del formulario

04 de marzo de 2009 a las 13:38 · Me gusta · Comentar

.....

Mayo Clinic



Twinkle, Twinkle Little Star: Music to Brighten the Day

As an employee at Mayo Clinic in Rochester, I find myself frequently scurrying through the many buildings on the downtown campus as I go about my day. One of my favorite places to walk through is the subway level of the Gonda Building, also known as the Nathan Landow Atrium...

Principio del formulario

30 de marzo de 2009 a las 7:23 · Me gusta · Comentar

.....

Mayo Clinic Looking to start the new year off healthy? Dr. Larry Bergstrom, an integrative medicine specialist at Mayo Clinic in Arizona, explains the three elements of good health: exercise, nutrition and stress reduction.



### Keys to Good Health [HQ]

Duración:3:26

Principio del formulario

07 de enero a las 5:00 · Me gusta · Comentar · Ver comentarios (10)Ocultar comentarios (10)

.....

Mayo Clinic Paying attention to nutrition and maintaining a healthy body weight can be advantageous to breast cancer survivors in reducing their risk of cancer in the future. This advice comes from Donald W. Northfelt, M.D., Hematology/Oncology, and Associate Medical Director of the Breast Clinic at Mayo Clinic in Arizona. In the ...video, Dr. Northfelt introduces a patient he attests is a "champion" for following that advice, given her serious commitment to fitness and nutrition. The patient talks about her experience at workshops on nutrition and fitness developed by Mayo nurses in the Breast Clinic and put on at a fitness center.

Ver más



### Breast Cancer and Fitness [HQ]

Duración:5:34

Principio del formulario

13 de noviembre de 2009 a las 10:08 · Me gusta · Comentar · Ver comentarios (14)Ocultar comentarios (14)

.....

Mayo Clinic Marathons, 10-K's, bike rides and telethons. Events to raise money for diseases like cancer seem to happen all the time. Many of these fund raisers really do make a difference in the race to find a cure. More on how one marathon is raising money to help researchers learn about cancer genes so they can work towards developing better treatments.



### Breast Cancer Marathon [HQ]

Duración:1:58

Principio del formulario

18 de septiembre de 2009 a las 6:05 · Me gusta · Comentar · Ver comentarios (21)Ocultar comentarios (21)

.....

Mayo Clinic In 2008, six student athletes died on the field because of the heat. Four were in high school and two were in college. Mayo Clinic sports medicine specialists say, while death from heat is rare, getting sick from it isn't. Here are some tips on how to keep your young athletes safe when the mercury rises.



Athletes and Heat [HQ]  
Duración:1:54  
Principio del formulario

12 de agosto de 2009 a las 5:33 · Me gusta · Comentar · Ver comentarios (4)Ocultar comentarios (4)

.....

Mayo Clinic In many high schools across the country there's a growing concern about kids dropping out of sports. Some say it's because pressure to win is just too much. Others say kids are simply burning out. A psychologist at Mayo Clinic has some tips on how to keep kids enjoying and thriving in sports.



Keeping Kids in Sports [HQ]  
Duración:2:24  
Principio del formulario

29 de septiembre de 2009 a las 12:55 · Me gusta · Comentar · Ver comentarios (18)Ocultar comentarios (18)

.....

Mayo Clinic Almost 8,000 people participated in 26.2 with Donna, the National Marathon to Finish Breast Cancer events, on Sunday, Feb. 21, 2010. The marathon, the only one in the United States dedicated solely to raising funds to end breast cancer, started and ended on Mayo Clinic's Florida campus. Events included a marathon, half...-marathon and relay.

Check out this photo slideshow from the event. More information about the marathon is at <http://www.breastcancermarathon.com/> or on facebook

at <http://www.facebook.com/26.2withDonna>.

Ver más

2010 Breast Cancer Marathon-Florida

[www.flickr.com](http://www.flickr.com)

Mayo Clinic's 2010 Breast Cancer Marathon-Florida set  
Principio del formulario

23 de febrero a las 8:44 · Me gusta · Comentar · Ver comentarios (18)Ocultar  
comentarios (18)

.....

Mayo Hosting Running Clinic at Mall of America  
Start your running season off on the right foot! Mayo Clinic is hosting a free running clinic on Saturday, April 10th at Sears Court in Mall of America. The event will feature Mayo experts from the Sports Medicine Center and Jeff Galloway, Olympic runner and author...

Principio del formulario

22 de marzo a las 9:11 · Me gusta · Comentar · Ver comentarios (16)Ocultar  
comentarios (16)

.....

Mayo Clinic Meet Olympian and author Jeff Galloway and the experts from Mayo Clinic and start your running season off on the right foot! Learn about training and coping with injuries and get a complimentary gait analysis at the Mall of America in Minnesota, (Sears Court) April 10 from 12:00- 3:00 p.m. Gait analysis begins at noon,... Dr. Edward Laskowski of Mayo Clinic talks at 1:00 and you can meet all the experts, including Jeff, starting at 2:00 p.m. and it's all free.

Ver más



Mayo Clinic Sports Medicine Running Clinic Featuring Olympian Jef [HQ]

Duración:2:49

Principio del formulario

18 de marzo a las 8:30 · Me gusta · Comentar · Ver comentarios (12)Ocultar  
comentarios (12)

.....

Mayo Clinic The National Marathon to Finish Breast Cancer is Sunday in Jacksonville. Here are the Team Mayo volunteers, runners and walkers.

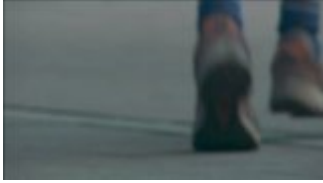
16 de febrero a las 23:19 · Me gusta · Comentar · Ver comentarios (37)Ocultar  
comentarios (37)

.....

Mayo Clinic Think about what it takes to run a marathon. Months of training and preparation. Now imagine running a marathon every single day. That's what extreme athlete Diane VanDeren does to prepare for her races – unbelievable distances of 100 to 435 miles. She's teamed up with doctors at Mayo Clinic to help them learn more abo...ut what makes elite athletes able to accomplish such feats. Especially for an athlete like

Diane who overcame a debilitating illness to become the world's most elite female endurance runner.

Ver más



Extreme Endurance Athlete [HQ]

Duración:2:19

Principio del formulario

12 de abril a las 11:45 · Me gusta · Comentar · Ver comentarios (20)Ocultar comentarios (20)

.....

Mayo Clinic Jeff Galloway says the "26.2 with Donna Marathon to Finish Breast Cancer" was his most uplifting marathon...and he's done 150!



Jeff Galloway's Blog: My Most Uplifting Marathon

jeffgalloway.typepad.com

As best I can tell, I completed my 150th marathon on Sunday (February 21) at the 26.2 with Donna Marathon to Finish Breast Cancer in Jacksonville, Florida - a very special collection of experiences and FUN. It wasn't just the...

Principio del formulario

28 de febrero a las 18:08 · Me gusta · Comentar · Ver comentarios (16)Ocultar comentarios (16)

.....

Mayo Clinic Think about what it takes to run a marathon. Months of training and preparation. Now imagine running a marathon every single day. That's what extreme athlete Diane VanDeren does to prepare for her races – unbelievable distances of 100 to 435 miles. She's teamed up with doctors at Mayo Clinic to help them learn more abo...ut what makes elite athletes able to accomplish such feats. Especially for an athlete like Diane who overcame a debilitating illness to become the world's most elite female endurance runner.

Ver más



Extreme Endurance Athlete [HQ]

Duración:2:19

Principio del formulario

12 de abril a las 11:45 · Me gusta · Comentar · Ver comentarios (20)Ocultar comentarios (20)

.....

Mayo Clinic



Running the 34th Marine Corps Marathon

“Running has given me the courage to start, the determination to keep trying, and the childlike spirit to have fun along the way.” – Julie Isphording, a member of the first women’s marathon team in the 1984 Olympics. Dear...

Principio del formulario

07 de abril a las 7:23 · Me gusta · Comentar · Ver comentarios (21)Ocultar comentarios (21)

.....

Mayo Clinic



Mayo Hosting Running Clinic at Mall of America

Start your running season off on the right foot! Mayo Clinic is hosting a free running clinic on Saturday, April 10th at Sears Court in Mall of America. The event will feature Mayo experts from the Sports Medicine Center and Jeff Galloway, Olympic runner and author...

Principio del formulario

22 de marzo a las 9:11 · Me gusta · Comentar · Ver comentarios (16)Ocultar comentarios (16)

.....

Mayo Clinic Helping high school hockey players improve their crossover stride. That's the idea behind what's called the flywheel, a new training device developed in Minnesota, and tested in a study supported by USA Hockey and Mayo Clinic. Sports medicine doctors at Mayo are studying this device to see if it helps players skate better.



Hockey Flywheel [HQ]

Duración:2:03

Principio del formulario

25 de febrero a las 5:58 · Me gusta · Comentar · Ver comentarios (6)Ocultar comentarios (6)

.....

Mayo Clinic Millions of people use video gaming systems for fun and to get some exercise. Being active while you play can be good for your health, but doctors continue to see certain types of injuries. If you don't heed the product warnings to take it easy while you play, you could end up with what some call Wiiitis.



Wiiitis [HQ]

Duración:1:57

Principio del formulario

01 de julio a las 6:01 · Me gusta · Comentar · Ver comentarios (26)Ocultar comentarios (26)

.....

Mayo Clinic Follow Jim Frye on Twitter Friday morning as he walks 17 miles to work. #heartwalkjax

Walk, Jim! Walk! « Mayo Clinic Center for Social Media  
socialmedia.mayoclinic.org

Unlike the character played by Tom Hanks who began running coast-to-coast “for no particular reason,” Jim Frye, a Mayo Clinic employee from Jacksonville, Fla. is a man on a mission.

Principio del formulario

29 de julio a las 19:49 · Me gusta · Comentar · Ver comentarios (36)Ocultar comentarios (36)

.....

Marcar como spam

Mayo Clinic Join Dr. Andrea Cheville and other breast cancer experts at Macy's Court in Mall of America for "Breast Cancer: Prevention and Early Detection" on Sunday, October 17th. Dr. Cheville will be presenting on recent findings of the relationship between exercise and breast cancer prevention. Learn more about this event at <http://www.facebook.com/event.php?eid=165051616845392>

Ver más



Exercise and Breast Cancer Prevention - Mayo Clinic

[www.youtube.com](http://www.youtube.com)

Mayo Clinic's Dr. Andrea Cheville, M.D. describes an upcoming event where she will be discussing the importance of exercise in breast cancer prevention. The event will take place Sunday, October 17th from 11 am to 3 pm in Macy's Court at Mall of America. Come join Mayo Clinic at MOA to ask the exper...

Principio del formulario

.....  
12 de octubre a las 12:18 · Me gusta · Comentar · Ver comentarios (34)Ocultar comentarios (34)

Mayo Clinic What do you get when you arm a bunch of breast cancer survivors and their friends with life vests, boat paddles and pink T-shirts? The answer is a competitive dragon boat team set out to spread the news that exercise and camaraderie are key to beating breast cancer.



Dragon Boats and Breast Cancer [HQ]

Duración:1:40

Principio del formulario

Hace 18 horas · Me gusta · Comentar · Ver comentarios (40)Ocultar comentarios (40)

A Sheree Rabon-Carter, Ignacio Toriz, Jovic D' GoshMan y otras 37 personas más les gusta esto.

## **Twitter**

[MayoClinic](#) Mayo Clinic

exercise the same amount of time you watch TV [#mayoradio](#)

16 ene **Favorito** **Retwittear** **Responder**

[MayoClinic](#) Mayo Clinic



Congrats to Team Mayo runners, walkers & volunteers for a successful Breast Cancer Marathon. Let's do it again 2-13-11! #bcm

21 feb **Favorito Retwittear Responder**

»

MayoClinic Mayo Clinic

Mayo Clinic Symptom Checker is #24 on iTunes list of FREE #iPhone Healthcare & Fitness apps <http://bit.ly/bycmLp>

5 mar **Favorito Retwittear Responder**

MayoClinic Mayo Clinic

New #mayoclinic post Running the 34th Marine Corps Marathon - "Running has given me the courage to start, the deter... <http://ow.ly/170fWz>

7 abr **Favorito Retwittear Responder**

MayoClinic Mayo Clinic

"Finding Time for Fitness" on Mayo Clinic Diet Facebook page <http://bit.ly/91CEQg>

7 abr **Favorito Retwittear Responder**

MayoClinic Mayo Clinic

Today's Mayo Clinic Diet Tip: Look for excuses to exercise rather than excuses not to exercise. <http://bit.ly/9gJ4aH>

11 may **Favorito Retwittear Responder**

MayoClinic Mayo Clinic

@

@LianaMiller Preventative measures include routine exercise, (core strengthening & flexibility) #mayoradio

12 jun **Favorito Retwittear Responder**

MayoClinic Mayo Clinic

Obesity is the leading cause of preventable death. #mayoradio

17 jul **Favorito Retwittear Responder**

MayoClinic Mayo Clinic

@James Fryelman553 is more than 3/4 way to Mayo Clinic on his walk to raise awareness for heart health. #HeartWalkJax! 904-953-2000.

30 jul **Favorito Retwittear Responder**

MayoClinic Mayo Clinic

Exercise is key to heart health. Aim for physical activity 30+ mins on most days, says Carolyn Landolfo, M.D., cardiologist. #heartwalkjax

30 jul **Favorito Retwittear Responder**

MayoClinic Mayo Clinic

MayoClinic Mayo Clinic employee promoting #HeartWalkJax by walking 17 miles to work - he's off... <http://cot.ag/9P1j1Q>

30 jul **Favorito Retwittear Responder**

MayoClinic Mayo Clinic

Mayo Clinic employee promoting [#HeartWalkJax](#) by walking 17 miles to work, starting in a few minutes <http://cot.ag/9P1j1Q>

30 jul **Favorito Retwittear Responder**

Exercise is key to heart health. Aim for physical activity 30+ mins on most days, says Carolyn Landolfo, M.D., cardiologist. [#heartwalkjax](#)

30 jul **Favorito Retwittear Responder**

MayoClinic Mayo Clinic

Mayo Clinic employee walking 17 miles to work tomorrow to fight heart disease <http://bit.ly/9BLY16> [#heartwalkjax](#)

30 jul **Favorito Retwittear Responder**

MayoClinic Mayo Clinic

Exercise is key to heart health. Aim for physical activity 30+ mins on most days, says Carolyn Landolfo, M.D., cardiologist. [#heartwalkjax](#)

30 jul **Favorito Retwittear Responder**

MayoClinic Mayo Clinic

Damaged heart tissue caused by a heart attack cannot be reversed by diet and exercise. [#mayoradio](#)

31 jul **Favorito Retwittear Responder**

MayoClinic Mayo Clinic

5 recommendations from Dr. Dearani: don't smoke, exercise, manage diabetes and hypertension, and eat a healthy diet. [#mayoradio](#)

31 jul **Favorito Retwittear Responder**

MayoClinic Mayo Clinic

But Dr. Dearani says diet and exercise can certainly strengthen remaining healthy muscle [#mayoradio](#)

31 jul **Favorito Retwittear Responder**

MayoClinic Mayo Clinic

Walk for heart health like [@JimFryeIman553](#) when he went 17 miles to work last week. See Facebook page for more on his walk. [#heartwalkjax](#)

2 ago **Favorito Retwittear Responder**

MayoClinic Mayo Clinic

RT [@ronpetersenmd](#): [@BrophyMarcUSAT](#) Foods that are heart healthy, anti-oxidants, exercise, mental stimulation all may help [#mayousatoday](#)

16 sept **Favorito Retwittear Responder**

MayoClinic Mayo Clinic

Mayo Clinic News Mayo Clinic Finds Retired National Football League Players at Increased Risk fo.. <http://tinyurl.com/c9m4pe>

26 mar 09 **Favorito Retwittear Responder**

MayoClinic Mayo Clinic

Five core components of healthy living Aerobic fitness, nutrition, weight management, musculoskeletal strength, stress mgmt [#mhsfellows](#)  
14 abr 09 **Favorito Retwittear Responder**

[MayoClinic](#) Mayo Clinic

@

@[Boxelderbob](#) Dr. Graves says that while lifestyle changes can help, only 5-percent of patients are able to maintain those changes.

18 jul 09 **Favorito Retwittear Responder**

[MayoClinic](#) Mayo Clinic

Conditioning is essential. We lose 1% of muscle mass each year after age 30 unless we exercise. [#mayoradio](#)

8 ago 09 **Favorito Retwittear Responder**

[MayoClinic](#) Mayo Clinic

[MayoClinic.com](#) Slide show: Core exercises strengthen your core muscles, including abs, back <http://bit.ly/o0yrB>

23 ago 09 **Favorito Retwittear Responder**

[MayoClinic](#) Mayo Clinic

Physical activity may prevent or delay Alzheimer's too <http://bit.ly/KOS9W> [#mayoradio](#)

22 ago 09 **Favorito Retwittear Responder**

.....  
[MayoClinic](#) Mayo Clinic

Mayo Clinic News Heart Patients More Likely to Adopt Healthy Habits in 3-Year Program .. <http://tinyurl.com/6aqnkf>

4 jun 08 **Favorito Retwittear Responder**

## **Youtube**

### **Keys to Good Health-Mayo Clinic**

De: [mayoclinic](#) | 07 de enero de 2010 | 518 reproducciones

Looking to start the new year off healthy? Dr. Larry Bergstrom, an integrative medicine specialist at Mayo Clinic in Arizona, explains the three elements of good health: exercise, nutrition and stress reduction.

[Ver comentarios, videos relacionados y mucho más](#)

### **Diane Van Deren Equipment Check Prior to Ascent of Mt. Aconcagua**

De: [mayoclinic](#) | 28 de enero de 2010 | 2423 reproducciones

Endurance Athlete, Diane Van Deren, explains the gear prep needed to climb Mt. Aconcagua, Argentina which she's doing this right now with other North Face athletes, the Patagonia Brothers and a Mayo Clinic research team. They'll climb it once together and then she and Willie Benegas will make a speed ascent.

Follow the journey at:

<http://newsblog.mayoclinic.org/2010/01/15/mayo-clinic-tak...>

and

<http://www.neverstopexploring.com/>

and

on twitter [#xmedicine](#)

... [\(más información\)](#)

[Ver comentarios, videos relacionados y mucho más](#)

Me gusta

### **Extreme Endurance Athlete**

De: [mayoclinic](#) | 12 de abril de 2010 | 525 reproducciones

Think about what it takes to run a marathon. Months of training and preparation. Now imagine running a marathon every single day. That's what extreme athlete Diane VanDeren does to prepare for her races unbelievable distances of 100 to 435 miles. She's teamed up with doctors at Mayo Clinic to help them learn more about what makes elite athletes able to accomplish such feats. Especially for an athlete like Diane who overcame a debilitating illness to become the world's most elite female endurance runner.

... [\(más información\)](#)

[Ver comentarios, videos relacionados y mucho más](#)

### **Mayo Clinic Diet -- Jan's attitude change**

De: [mayoclinic](#) | 01 de junio de 2010 | 146 reproducciones

Jan's life has done a "360" since making her lifestyle changes. From living with obesity to becoming a certified personal physical trainer, Jan's life has changed 100%.

[Ver comentarios, videos relacionados y mucho más](#)

### **Wiiitis-Mayo Clinic**

De: [mayoclinic](#) | 01 de julio de 2010 | 124 reproducciones

Millions of people use video gaming systems for fun and to get some exercise. Being active while you play can be good for your health, but doctors continue to see certain types of injuries. If you don't heed the product warnings to take it easy while you play, you could end up with what some call Wiiitis.

... (más información)

Ver comentarios, videos relacionados y mucho más

### Walking to Work to Support American Heart Association

De: [mayoclinic](#) | 29 de julio de 2010 | 172 reproducciones

Jim Frye, a Mayo Clinic employee from Jacksonville, Fla., is walking to work on Friday, July 30, 2010 to draw attention to the First Coast Start! Heart Walk, which starts at 9 a.m. on Saturday, Sept. 25 at Metropolitan Park. Jim's walk starts at 4:30 a.m. tomorrow, because he's walking 17 miles to work. Track his progress on Twitter, following him @JimFryelman553 or using the #HeartWalkJax hashtag.

... (más información)

Me gusta

### Keep the heart beat going...

De: [mayoclinic](#) | 10 de agosto de 2010 | 291 reproducciones

Mayo Clinic is the sponsor of the 2010 American Heart Association's First Coast Start! Heart Walk. Members of the fifth grade music club at local elementary Ponte Vedra/Palm Valley Rawlings Elementary School, share their musical talent in honor of the upcoming event. With the help of percussion instruments, students remind us to "keep the heart beat going; support the Heart Walk". You've got to love them... More info on [www.firstcoasthearwalk.org](http://www.firstcoasthearwalk.org)

... (más información)

### Alexander Technique-Mayo Clinic

De: [mayoclinic](#) | 24 de agosto de 2010 | 559 reproducciones

Yoga, Pilates, tai chi, meditation. All are activities that can improve your health by enhancing the mind-body balance. Now you can add the Alexander technique to that list. It's a very gentle practice geared toward improving your movement, posture and quality of life. Here's more from fitness experts at Mayo Clinic.

... (más información)

Ver comentarios, videos relacionados y mucho más

### Mayo Clinic Diet -- Stephanie's evolution

De: [mayoclinic](#) | 27 de agosto de 2010 | 213 reproducciones

Stephanie shares the evolution of her weight loss journey and how it has impacted her life and her family. Stephanie explored physical fitness from martial arts to women's self defense to yoga, where she found her true voice and eventually new career at the Mayo Clinic Dan Abraham Healthy Living Center.

... (más información)

Ver comentarios, videos relacionados y mucho más

### Interval Training-Mayo Clinic

De: [mayoclinic](#) | 16 de septiembre de 2010 | 149 reproducciones

Some cardiologists at Mayo Clinic are recommending to their heart patients what Olympic athletes have known for years. Interval training is better for your overall health than longer sessions of slow, sustained exercise. They say no matter what your age or your fitness level, interval training can help reduce your risk of having a heart attack or stroke.

... (más información)

Ver comentarios, videos relacionados y mucho más

Me gusta

### Achieving Improved Fitness and Health at Mayo Clinic

De: [mayoclinic](#) | 14 de mayo de 2009 | 2425 reproducciones

As Mayo Clinic employees, we are very fortunate to have a state-of-the-art fitness center on the Mayo Clinic Rochester campus. Called the Dan Abraham Healthy Living Center, it is supported by a generous gift from Dan Abraham, founder of SlimFast International and a leading advocate for the principles of healthy living. The belief is that employees who use the fitness center will achieve improved health and wellness which will in turn enhance the quality of care that is provided to our patients.

I invite you to listen to Lori Casey, a Pilates instructor at the Dan Abraham Healthy Living Center, as she talks about her job.

... (más información)

Ver comentarios, videos relacionados y mucho más

### Runners Science-Mayo Clinic

De: [mayoclinic](#) | 19 de mayo de 2009 | 2220 reproducciones

Running a marathon can be a grueling effort, even for well-trained athletes. Runners can suffer electrolyte imbalances and even kidney problems. An important factor in all this is hydration. But how much and what should runners drink? Those are questions doctors at Mayo Clinic want to answer. They're studying the effects running has on the human body in hopes of being able to tell runners and other endurance athletes how best to prepare for an event.

... (más información)

Ver comentarios, videos relacionados y mucho más

### Walking and Running Right-Mayo Clinic

De: [mayoclinic](#) | 12 de mayo de 2008 | 1283 reproducciones

Whether you're a couch potato who wants to walk a mile or a runner who's training for the big race, walking and running correctly can help you avoid aches and injuries.

Ver comentarios, videos relacionados y mucho más

### Exercise Safety-Mayo Clinic

De: [mayoclinic](#) | 13 de mayo de 2008 | 338 reproducciones

Summer time is a great time to get out and do things that are good for your health. Biking, Rollerblading and even gardening can get you moving. But don't forget to pay attention to safety while you're outside playing. More on summer safety tips from Mayo Clinic.

... (más información)

Ver comentarios, videos relacionados y mucho más

Ver comentarios, videos relacionados y mucho más

### Sports Rehabilitation and Performance-Mayo Clinic

De: [mayoclinic](#) | 27 de mayo de 2008 | 896 reproducciones

Whether you're a professional athlete, high school athlete or weekend warrior, reaching peak performance is a common goal. But that's not going to happen if you have deficiencies in strength or flexibility. In fact, these weaknesses are a common cause of injury. That's why Mayo Clinic's Sports Medicine developed a program aimed at helping athletes, such as the hockey player you're about to meet, be their best.

... (más información)

Ver comentarios, videos relacionados y mucho más

### Mayo Clinic physician Diane Dahm comments on exercise, sports injuries

De: [mayoclinic](#) | 13 de julio de 2008 | 590 reproducciones

Mayo Clinic orthopedic surgeon Diane Dahm, M.D., comments on a number of fitness-related topics, including choosing the right exercises, injury prevention, exercising with arthritis, keeping children active, and children's injuries.

Ver comentarios, videos relacionados y mucho más

Me gusta

### Dr. Joyner - Keep Moving

De: [mayoclinic](#) | 31 de julio de 2008 | 144 reproducciones

Michael Joyner, M.D., a Mayo Clinic anesthesiologist and exercise researcher, says that as you enjoy the Olympics, remember to move yourself.

Ver comentarios, videos relacionados y mucho más

### Healthy Football Players-Mayo Clinic

De: [mayoclinic](#) | 15 de septiembre de 2008 | 351 reproducciones

Now that the season is underway, many young athletes are seeing the fruits of all the off-season work. Often that meant eating more to bulk up. Doctors at Mayo Clinic along with pros in the NFL say paying attention to nutrition now could mean better health for players in the future.

For more nutritional information from Mayo Clinic, click here: <http://www.mayoclinic.org/endocrinology-rst/nutritionserv...>

... (más información)

Ver comentarios, videos relacionados y mucho más

### CNN Fit Nation

De: [mayoclinic](#) | 18 de septiembre de 2008 | 257 reproducciones

Dr. Edward Laskowski discusses how families can lead healthy lifestyles during the CNN Fit Nation tour in Columbus, Ohio

Ver comentarios, videos relacionados y mucho más

## Massachusetts General Hospital

### Facebook

Marcar como spam

Massachusetts General Hospital Ever dreamed about running across home plate at Fenway Park as the crowd cheers you on? The Home Base Program, a partnership between the Red Sox Foundation and Mass General, announces the inaugural Run to Home Base, a 9K fundraising run that ends at Fenway Park. Only 3,500 people can participate in this race, so register today!

Invitación a inscribirse en una carrera benéfica.



Home | Red Sox Foundation and Massachusetts General Hospital Home Base Program  
2010 Run to Home Base  
[www.runtohomebase.org](http://www.runtohomebase.org)

Want to be a part of an inaugural fundraising event that will help provide much needed services to local veterans returning from Iraq and Afghanistan?

### FELICITACIÓ ALS PARTICIPANTS DE LA CURSA

Massachusetts General Hospital Congratulations to all the runners who came out to support the Red Sox Foundation and Mass General Home Base Program at the Run to Home Base yesterday.



Marcar spam de Como

Hospital General de Massachusetts Felicitaciones a todos los corredores que salieron a apoyar la Fundación de los Medias Rojas y Mass General Home Base Programa de la Carrera a la portada Base ayer.

Home | Red Sox Foundation and Massachusetts General Hospital Home Base Program  
2010 Run to Home Base

### PARTICIPACIÓ DE L'HOSPITAL A EXPO SALUD Y VIDA SANA, CONSELLS DE NUTRICIÓ I COM AUGMENTAR L'ACTIVITAT FÍSICA

2. Massachusetts General Hospital Join us this weekend at the Mass General booth at the free Health & Fitness Expo at Hynes Convention Center. Mass General dietitians will be on hand to offer one-on-one nutrition screenings and our physicians will be there offering tips for increasing your physical activity.

(Hospital General de Massachusetts Únase a nosotros este fin de semana en el stand de General de Massachusetts en el libre de la Expo Salud y Vida Sana en el Hynes Convention Center. Misa dietistas General estará a su disposición para ofrecerle uno a uno proyecciones de la nutrición y nuestros médicos estarán allí ofrecen consejos para aumentar su actividad física.)



FREE Health & Fitness Expo

massgeneral.org

Join Partners HealthCare, along with 7 NBC and CW56, at the FREE Health and Fitness Expo on June 12-13 at the Hynes Convention Center in Boston.

Principio del formulario

09 de junio a las 11:49 · Me gusta · Comentar · Ver comentarios (6)Ocultar comentarios (6)

A Tete Bensussen, Jackie Szymonifka, Cathyann Rossi Gerahty y otras 3 personas más les gusta esto.

Final del formulario

### CONSELLS PER PARTICIPAR A LA MARATO DE BOSTON

Marcar como spam

Massachusetts General Hospital



Getting psyched up for the Boston Marathon

massgeneral.org

Training for and running a marathon is no easy task. Dr. Richard Ginsburg of the Sports Psychology Program at Mass General offers sound advice to beginners.

*Cómo mentalizado para el maratón de Boston*

massgeneral.org

*Formación y correr un maratón no es una tarea fácil. El Dr. Richard Ginsburg del Programa de Psicología del Deporte en la Misa General ofrece consejos a los principiantes.*

### FELICITACIÓ ALS CORREDORS DE LA MARATÓ



Marcar como spam

Denunciar como ofensivo

Massachusetts General Hospital Congratulations to this year's Boston Marathon runners and thank you to the MassGeneral Marathon Team!

Felicidades Hospital General de Massachusetts en Boston corredores de maratón de este año y gracias al equipo de MassGeneral Maratón!

Principio del formulario

20 de abril a las 16:13 · Me gusta · Comentar · Ver comentarios (17)Ocultar comentarios (17)

A Carissa Caramanis O'Brien, Carolyn Correia Xifaras, Laurie Borek y otras 14 personas más les gusta esto.

Final del formulario

**CAMPANYA PER AJUDAR ALS PARES DE NENS AMB OBESITAT A  
CONEIXER COM A DE SER UNA ALIMENTACIÓ I ESTIL DE VIDA  
SALUDABLES.**

Marcar como spam

Massachusetts General Hospital

The Campaign Against Childhood Obesity

massgeneral.org

On the heels of First Lady Michelle Obama's initiative to fight childhood obesity, MassGeneral Hospital for Children (MGHfC) experts address the tough questions to help parents understand the epidemic and make better food and lifestyle choices for their children and themselves.

### **Twitter**

66. [#MGH](#)'s 3D sports diagnostic system featured in NYT: 'From Avatar to Playbook, Pro Teams use 3D imaging': <http://nyti.ms/d9OQEP> 1.286.198.982.000,00 vía [TweetDeck](#)

303 MGH's Dr Darshan Mehta talks about using mind/body medicine to fight [#stress](#) @ Health + Fitness Expo <http://twitpic.com/1w6ng2> 1.276.359.601.000,00 vía [TweetDeck](#)

303.Dr. David Popoli ready to answer your health questions @ the Health and Fitness Expo <http://twitpic.com/1w5gcf> 1.276.351.847.000,00 vía [TweetDeck](#)

304.All lined up and ready to go for the 2010 Health + Fitness Expo! <http://twitpic.com/1w5chi> 1.276.351.140.000,00 vía [TweetDeck](#)

314.We'll be at the @[PartnersNews](#) @[7News](#) Health and Fitness Expo this weekend. Will we see you? <http://bit.ly/cFryXw> 1.276.112.976.000,00 vía [TweetDeck](#)

320.We'll be at the @[7News](#) Partners Health & Fitness Expo this weekend. Lots of fun planned. Check it out here: <http://tinyurl.com/2e67lwz> 1.275.937.823.000,00 vía web

332.Think only a few minutes of [#exercise](#) isn't enough? Think again. <http://bit.ly/biejci> [#fitness](#) [#health](#) 1.275.403.811.000,00 vía [TweetDeck](#)

333.

334. #MGH researchers use blood samples from #BostonMarathon runners to help unlock the secrets of #exercise: <http://bit.ly/biv735> 1.274.963.954.000,00 via [TweetDeck](#)
342. Wishing good luck to the more than 2,000 runners participating in Sunday's Run To Home Base at Fenway! [1.274.460.244.000,00](http://bit.ly/1.274.460.244.000,00) via [TweetDeck](#)
356. Local runners gearing up for the Run To Home Base @ Fenway Park to support #MGH and #RedSox  
@homebaseprogram : <http://bit.ly/aK8hzhzr> 1.273.765.398.000,00 via [TweetDeck](#)
471. Running the #BostonMarathon? Experts incl. #MGH sports nutritionist Carol Rodriguez on fuel for the road: <http://bit.ly/bkZ8Ov> #running 1.269.262.835.000,00 via [TweetDeck](#)
- Getting psyched up for the #BostonMarathon? Mass General psychologist offers tips on preparing for the big race: <http://bit.ly/byiSef>
497. Study shows workplace wellness programs work: <http://bit.ly/dgTf33> #fitness 1.267.637.013.000,00 via [TweetDeck](#)
407. RT @mgafc: <http://tweetphoto.com/19100911> Chase is the first MassGeneral for Children marathoner to pass Mile 20 [1.271.695.807.000,00](http://bit.ly/1.271.695.807.000,00) via [TweetDeck](#)
408. Happy Patriots Day and Marathon Monday! Good luck to all runners especially those running to support @mgafc. [1.271.680.420.000,00](http://bit.ly/1.271.680.420.000,00) via [TweetDeck](#)

## **Hospital of the University of Pennsylvania**

### **Twitter**

26. RT @ChiTribHealth: Exercise: A dose of good medicine? <http://bit.ly/atMrf1> #health #cancer #exercise 1.285.691.589.000,00 via [HootSuite](#)