

EXERCISE IS MEDICINE CREDENTIAL PROGRAM: A NEW OPPORTUNITY FOR HEALTH FITNESS PROFESSIONALS

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Presentation Slides Available

www.acsmcertification.org/eimhandouts



If exercise could be packed in a pill,
it would be the single most widely
prescribed and beneficial medicine
in the nation.

Robert N. Butler, M.D.
Director, National Institute on Aging



Exercise *IS* Medicine

- Health promotion
- Chronic disease prevention
- Chronic disease treatment
 - Complements traditional medical interventions
 - May substitute for traditional medical interventions
 - May reduce or eliminate the need for medication
- Physical inactivity continues to be an important public health challenge in the U.S. and around the world



EIM Vision

To make physical activity and exercise a standard part of a disease prevention and treatment medical paradigm in the United States.

Background

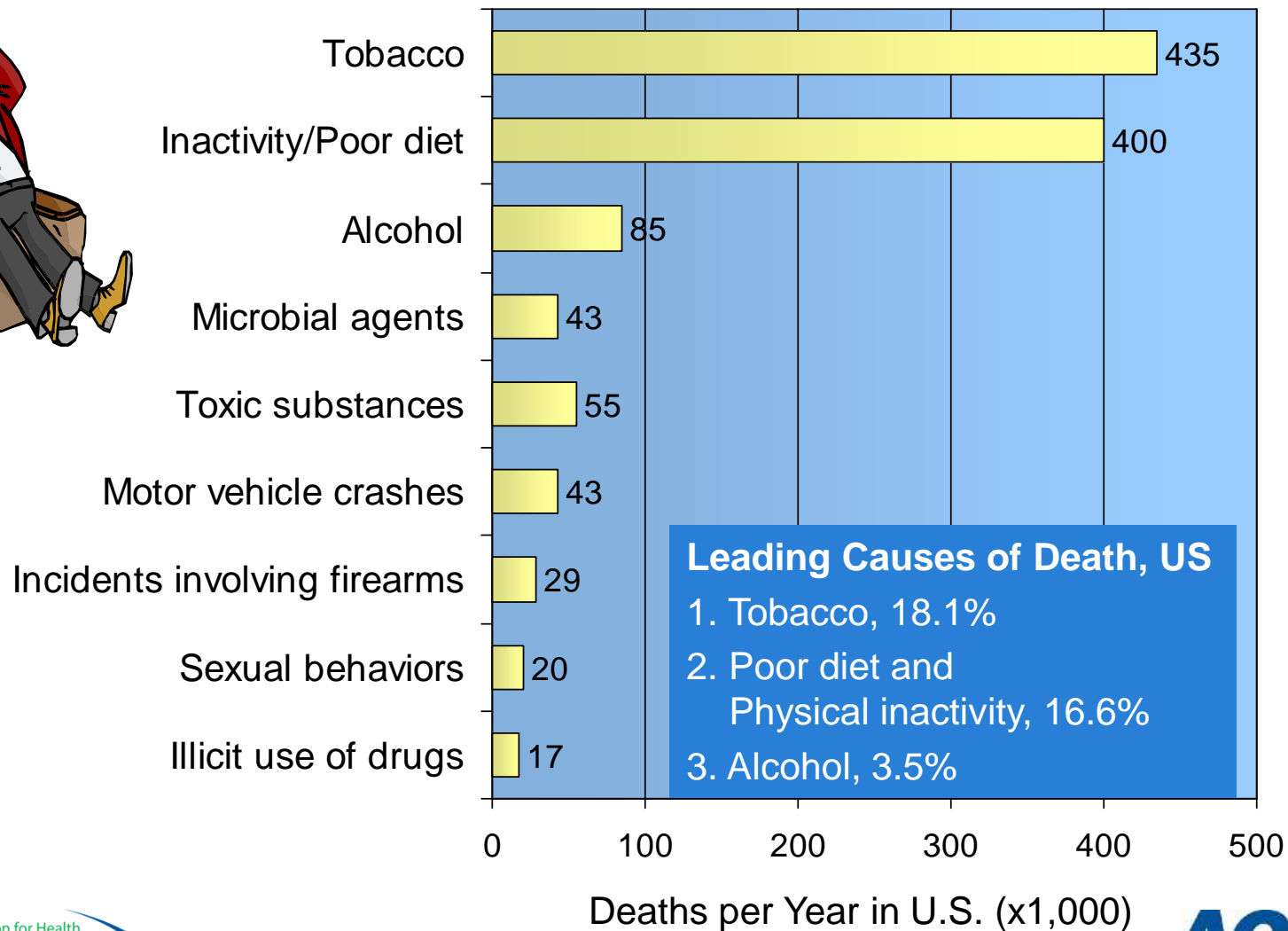
- Launched in November 2007 by the American College of Sports Medicine (ACSM) and the American Medical Association (AMA).
- Developed to encourage primary care physicians to include exercise when designing treatment plans for patients. Calls on doctors to prescribe exercise to their patients.
- Committed to the belief that exercise and physical activity are integral in the prevention and treatment of diseases, and should be assessed as part of medical care and integrated into every primary care office visit.



PROBLEM



Actual Causes of Death



JAMA March 10, 2004



SOLUTION



The Value Proposition

- Tremendous health benefits are seen with even low levels of exercise.
- Amount of exercise needed to benefit health is much lower than amount needed for fitness.

Regular physical activity at the correct intensity:

- Reduces the risk of heart disease by 40%.
- Lowers the risk of stroke by 27%.
- Reduces the incidence of diabetes by almost 50%.
- Reduces the incidence of high blood pressure, by almost 50%.
- Can reduce mortality and the risk of recurrent breast cancer by almost 50%.
- Can lower the risk of colon cancer by over 60%.
- Can reduce the risk of developing of Alzheimer's disease by one-third.
- Can decrease depression as effectively as Prozac or behavioral therapy.



Linking Health Care to the Fitness Field

- Evidence is now overwhelming on the health burden of physical inactivity.
- The benefits of exercise in the treatment and prevention of chronic disease cannot be denied.
- We cannot continue to ignore this evidence when formulating treatment plans for our patients.
- No patient should leave a doctor's office without an assessment of his/her physical activity and proper prescription of an exercise program, or a referral to a qualified fitness professional.



Physicians and other Health Care Professionals

- Most health care professionals have little or no training in exercise science
 - Limited knowledge of exercise testing and prescription
- Physician recommendation often limited to “get more exercise”
 - No instruction on how to exercise safely and effectively
 - No behavioral intervention to help patients adopt and maintain a physically active lifestyle



Exercise Professionals “Bridge the Gap”

- Knowledge and skills in exercise science, exercise testing, exercise prescription, behavioral science
- Depending on the type of certification and degree, exercise professionals can work with all individuals ranging from apparently healthy to high-risk clinical populations



Creation of EIM



The EIM Campaign

- Created in 2007
 - To promote exercise as a health strategy for the general public
 - To promote collaboration between health care providers and exercise professionals



The EIM Credential

- The need for a system to credential EIM professionals
 - Demonstrated competence
 - Referrals
- Physicians and other health care professionals are not sure how to identify qualified professionals to work with patients
 - Lack of knowledge about educational levels and certifications in the field of exercise science
 - Concerns about malpractice



Benefits for the Health Fitness Professional

- Demonstrate your competency to work with special populations and individuals with chronic disease who have been cleared for exercise
- Clarifying for the health care provider those exercise professionals that are qualified to work with their patients
- Providing you with an opportunity to market to health care providers to develop patient referrals on a regular basis



The EIM Credential Development

- In establishing the EIM credential, ACSM considered:
 - The professional preparation necessary to safely and effectively prescribe exercise to a patient population
 - Apparently healthy
 - Special conditions
 - Clinical populations
 - The skill needed to work within the health care system
 - Skills needed to support sustained behavior change



Eligibility Requirements

- Eligibility requirements were established based on:
 - The health status of patient referrals
 - The educational levels of exercise professionals
 - Current certifications held by exercise professionals



Goal of Eligibility Requirements

- Maintain a large pool of exercise professionals for patient referral
- Be consistent with established certifications
- Assure competence of exercise professionals so physicians can confidently refer their patients to the correct person



Requirements for the Exercise is Medicine® Credential

Level	Patient Population	Credential Requirements
Level I	Individuals at low or moderate risk who have been cleared for independent exercise	<ul style="list-style-type: none"> • NCCA accredited fitness professional certification • One year of documented experience • Successful completion of the EIM credential training course and EIM credential examination
Level II	Individuals at low, moderate, or high risk who have been cleared for independent exercise	<ul style="list-style-type: none"> • Exercise science-based bachelor's degree AND • NCCA accredited fitness professional certification • Successful completion of the EIM credential training course and EIM credential examination AND • EIM course and examination exempt for certifications with an emphasis on special populations (ACSM-HFS, ACSM-CES, ACSM-RCEP, ACE Advanced Health Fitness Specialist)
Level III	Individuals at low, moderate, or high risk including those requiring clinical monitoring	<ul style="list-style-type: none"> • Exercise science-based master's degree OR exercise science-based bachelor's degree plus 4,000 hours of experience in a clinical exercise setting AND • NCCA accredited clinical exercise certification AND • EIM credential course and EIM credential examination exempt for those with ACSM-CES or ACSM-RCEP

NCCA Accredited Exercise Certifications

- Academy of Applied Personal Training Education
- American College of Sports Medicine
- American Council on Exercise
- The Cooper Institute
- International Fitness Professionals Association
- National Academy of Sports Medicine
- National Council for Certified Personal Trainers
- National Council on Strength and Fitness
- National Exercise and Sports Trainers Association
- National Exercise Trainers Association
- National Federation of Professional Trainers
- National Strength and Conditioning Association
- Training and Wellness Certification Commission



Topics in EIM Course

- Special Conditions
 - Mental Health/Depression
 - Arthritis/Low Back Pain/Chronic Pain
 - Bone Health/Osteoporosis
 - Obesity
 - Diabetes
 - Cardiovascular Disease (hyperlipidemia, HTN and CAD)
 - Aging/Fall Prevention
 - Cancer
 - Pregnancy
- Working within the health care system
- Behavior Change



What is the breakdown of the questions on the EIM credential exam?

- Special Populations 60%
- Working within the health care system 20%
- Behavior Change 20%



When will the Exercise is Medicine[®] credential be available?

- We are doing our best to have the recorded webinar and exam available by April 15, 2012.



What training materials are available to help me prepare?

- After the ACSM Summit, web-based education programs will be available.
- *ACSM's Exercise Management for Persons With Chronic Diseases and Disabilities* is recommended reading and reference.



What are the costs associated with the EIM credential?

- The cost of the EIM training course and exam is \$150.
- The cost of the EIM training course (for CECs) is \$90.
- The application cost for those who are exempt from the EIM training course and exam is \$25.



How do I register for the training course and exam?

- Initially the course and exam can be purchased online as a six session webinar packaged with the exam for \$150.
- By mid-May the course-exam package will be available as an online course with the exam as an online package for \$150.



Maintaining Your Credential

- In order to retain your Exercise is Medicine Credential, you will be required to maintain a current NCCA accredited certification that is consistent with the level of your credential.
- We suggest that at least a portion of your continuing education be committed to special conditions, working within healthcare and supporting sustainable behavior change.



Level 2 Exemptions

- Complete the application
- To be exempt from the EIM course and exam at Level 2, you must answer YES to both of the following:
 1. I have a bachelor's degree or higher in Exercise Science.
 2. I have a current NCCA accredited certification with an emphasis on special populations (ACSM-HFS, ACSM-CES, ACSM RCEP, ACE Health Fitness Specialist)



Level 3 Exemptions

- Complete the application
- To be exempt from the EIM course and exam at Level 3, you must answer YES to both of the following:
 1. I have a master's degree or higher in Exercise Science OR I have a bachelor's degree in Exercise Science with 4,000 hours of experience in a clinical exercise setting.
 2. I have a current ACSM-CES or ACSM-RCEP certification



What other things do I need to be aware of?

- The ACSM Candidate Handbook has information about the following:
 - Exam administration
 - Code of Ethics
 - Non-discrimination policy
 - Disability policy
 - Complaint policy
 - Appeals policy



Thank you!

- <http://certification.acsm.org/exercise-is-medicine-credential>

