



Find the greatness within

March 6, 2024

RE: Putting the health care into healthcare. Making Quebec healthy.

Dear Christian,

I would like to speak with you about something of which I am very passionate about, that I believe would bring Quebec to the forefront in health management. I would like to suggest to you a proactive, preventive approach as a major component of a more effective health care system. To my knowledge this type of program would be a first in North America - if not across the world.

What I envision is a system where every community member works with fitness and 'lifestyle' professionals in order to get themselves more healthy, more active, more vibrant. It is a fitness and lifestyle revolution! There is a show on network television - The Biggest Loser. In half a year, a group of morbidly obese people lose up to 50% and more of their body weight through diet and exercise. In the process they gain back their lives, self confidence and health. This is radical, but, it shows what people can do with the right guidance and initiative. People who were on 3, 4 and 5 chronically administered medications no longer had the need. This would relieve a tremendous burden on the health care system.

While everyone can benefit from better lifestyle choices, in the initial phase I suggest a focus on the 40-65 year old demographic. It is in these years that the results of poor diet and inactive lifestyle manifest as overt disease (high cholesterol, high blood pressure, cardiac problems, diabetes...)

The critical link in this program is what I call NuVoWay LifeStyle Coaches. These are lifetime fitness professionals specially trained in all aspects of fitness and lifestyle management. At present I am in the process of developing a connected network of 100 of these coaches across NDG and nearby towns/cities. These professionals would work to touch every person in their area, ultimately including all 67,475 residents of NDG and helping each to live out their best lives. In my ideal scenario, the Quebec Health System would underwrite the salaries of these NuVoWay LifeStyle Coaches at somewhere in the neighbourhood of \$60-75k/yr. My belief is that the savings in doctor and hospital visits as well as chronically administered medications would more than pay the Coaches salaries. I look forward to hearing from and hopefully working with you towards this end...

All my best,

A handwritten signature in blue ink, appearing to read "Ros", with a horizontal line underneath.

NuVoWay.ca

Leading a health, fitness and LifeStyle revolution.