Academic Programs
Prospectus

APOLLO HOSPITALS
Educational & Research Foundation
Message from the Chairman Apollo Hospitals Group

Apollo has always championed medical and health education not only to supply its various institutions with knowledgeable manpower, but also to spread the knowledge of health in order to reduce the burden of disease in the country.

Accordingly the Apollo Hospitals Educational & Research Foundation in collaboration with the Osmania University, NTR University, Dr. B. R. Ambedkar Open University, Medvarsity etc., has initiated Degree & Diploma Programs in existing academic fields including Nursing, Hospital Management, Physiotherapy and Health Management to name a few.

The need of the millennium, however, is not only to achieve medical excellence in curing the sick, but also and perhaps more importantly, to prevent people from becoming sick in the first place.

The objective of the Preventive & Promotive Health Care program is to make available to medical and health professionals the holistic knowledge they will require not only to prevent disease, but also to treat modern diseases which requires the complete synergy of both the Health and Medical systems that this program provides.

The Wellness Management Program has been designed keeping in mind the market created by the sudden spurt in the wellness industry through the development of wellness spas, retreats, and even corporate wellness programs. This program caters to the demand for well-trained, wellness management professionals.

We truly believe that from the knowledge gained thorough our programs, our students will become catalysts in improving health in India.

Dr. Prathap C Reddy  
Chairman, Apollo Hospitals Group  
President, Apollo Hospitals Educational & Research Foundation
Governing Board - Apollo Hospitals Educational & Research Foundation

President
Dr. Prathap C. Reddy
Chairman, Apollo Hospitals Group

Members
Mr. K. Umapathi
IAS (Retired)

Vice President
Mr. G. Surender Reddy
CEO, Apollo Hospitals, Hyderabad.

Mr. Visveshwar Konda
MD Citadel Healthcare Pvt. Ltd., & Stephen Medizintechnik (India) Pvt. Ltd.

Secretary & Treasurer
Ms. Sangita Reddy
Managing Director, Apollo Hospitals, Hyderabad.

The foundation is a non-profit organization registered under the Societies Registration Act; set up with the primary objective of building, establishing, maintaining and supporting institutions for promoting Medical, Paramedical & Hospital Management education courses.

Presently the Foundation offers well designed & accredited three-year course for Diploma in Nursing, an accredited Diploma Course in Medical Laboratory Technology, a Master’s degree in Hospital Management, a Post Graduate Diploma in Preventive & Promotive Health Care, a Post Graduate Diploma in Holistic Health and a PG Diploma in Wellness Management.

The Foundation has also started a 4 and 1/2 year degree program in Physiotherapy and a course in Emergency Medicine and Family Medicine. The foundation also certifies the online courses in Family Medicine, Emergency Medicine and Health Insurance.

AHERF is Associated with:

- American Heart Association, USA.
- Harvard Medical School, USA.
- Royal College of Physicians, U.K.
- Royal College of General Practitioners, UK.
- Charles Stuart University, Australia.
- Nanyang Polytechnic, Singapore.
- Dr. B.R. Ambedkar Open University, Hyderabad.
- Osmania University, Hyderabad.
- N.T.R. University of Health Sciences, Vijayawada.
- Medvarsity, Hyderabad.
- TATA Sports Academy, Jamshedpur.

FOR OUR STUDENTS ONLY

Students of our academic programs are eligible for the Harvard Medical School (USA) Certificate on Lifestyle Medicine after completing the course subject to participation in the 2 day Apollo Harvard programs in India or online on payment of a discounted fee.
Faculty

Anatomy and Physiology
Dr. Hanna Rajshekhar, MPT, Principal, Physiotherapy College, AHERF
Dr. Nipun Choudhary, MD
Dr. Arpan David, MBBS, MHM, PGDPPHC, PGDMLS

Health Management
Dr. S. P. Vivek Chandra Rao MBBS, DTCD, Ex President Indian Association of Occupational Health
Prof. Adrian Kennedy, FND (USA), Ph.D (CHP) USA

Disease Management
Dr. J. Sreekanth MD (Med) Consultant Physician, Apollo Hospitals, Hyderabad

Cardiac Care & Cardiac Rehabilitation
Dr. Shiv Kumar MD, DM (Cardiac), Consultant Cardiologist, Apollo Hospitals, Hyderabad.
Dr. Narsa Raju, MD, DM (AIIMS), Consultant Cardiologist, Apollo Hospitals, Hyderabad.

Cancer Risk Management
Dr. S.V.S.S. Prasad, MD (Paed.) DM (Med. Onc.)
Consultant Medical Oncologist, Apollo Hospitals, Hyderabad

Health Psychology, Health Counseling & Psychotherapy
Dr. Savita Date Menon, MA (Cli. Psy.) Ph.D

Nutrition and Dietetics, Nutrition Therapy
Dr. Sunita Pant Bansal, Ph.D. Nutrition
Dr. E.Suneetha, Ph.D., Nutrition,

Exercise & Fitness
Professor Adrian Kennedy, FND (USA), Ph.D (CHP) USA
Karen Bhatia, Exercise Physiologist, Nutritionist and Lifestyle Consultant
Coach L.K. Adhikari,
National Coach, Body Building
Federation of India and Specialist Fitness, Apollo Hospitals, Hyderabad
Health Assessment and Correction
Professor Adrian Kennedy, FND (USA), Ph.D (CHP) USA
Mr. Saday Kumar, M.Sc.

Holistic Health Solutions
Dr. Bhargava Boddu, ND (Osm), MBA – Hospital Management

Wellness Facilities Management
Dr. Savita Date Menon, MA (Cli Psy), (Ph.D)
Dr. Bhargava Boddu, ND (Osm) (MBA - Hosp. Mgmt.)

Sports & Fitness Coaching
Coach L.K. Adhikari, National Coach, Body Building Federation of India and Specialist
Fitness, Apollo Hospitals, Hyderabad
Coach Anwar Hussain, International football player, National football coach.
PG DIPLOMA PROGRAMS

One year post graduate diploma programs affiliated with Dr. B. R. Ambedkar Open University

Wellness Management (WM)
Preventive and Promotive Healthcare (PPHC)
Message from the Registrar BRAOU

Dr. B.R. AMBEDKAR OPEN UNIVERSITY

Dr. GHANTA CHAKRAPANI
REGISTRAR

LR No. 815/BRAOU/DP/2005

Date: 19-08-2005

Dear Student,

Dr. B.R. Ambedkar Open University has been established by an Act of A.P. State Legislature, Government of Andhra Pradesh in the year 1982. The vision of this University is to create an egalitarian society by providing access to higher education to all those sections of people who could not pursue their education under conventional system. It adopts multi-media approach in imparting knowledge to the learners’ community. The University programmes aims at making education and training instruments for living and making a living.

I am happy to inform you that the Lifetime Wellness Rx International Limited has signed an MoU with Dr. B.R. Ambedkar Open University to run the following programmes on a collaboration basis.

1. P.G. Diploma in Preventive and Promotive Health Care
2. P.G. Diploma in Holistic Health
3. P.G. Diploma/Diploma in Wellness Management

I wish all success in your endeavours.

REGISTRAR
PREVENTIVE & PROMOTIVE HEALTHCARE (PGD PPHC)

Program Objectives

The biggest killer in the world today, accounting for over 80% deaths worldwide, is not war, infection or natural calamities but modern lifestyle.

Lack of physical activity, obesity, high fat diet, stress and tension, alcohol and smoking are the lifestyle factors that innocently manifest themselves as High Blood Pressure, Diabetes, Hypercholesterolemia and other ailments, and then without warning, strike fatally as Heart Attacks (which accounts for approx 60% deaths) & Cancer (which accounts for 20% deaths). Other lifestyle killers include Accidents and even AIDS, which results due to lack of safety compliance.

The program is aimed at enhancing understanding of modern degenerative diseases and learning about their connection with lifestyle.

Medical professionals are certainly knowledgeable about disease. They will benefit from the study of health-related subjects like Nutrition & Dietetics, Exercise & Fitness, Stress & Health Psychology etc., and their correlation with disease & healing.

Health Professionals will benefit not only from expanding their knowledge to other health fields, but also from understanding more about modern degenerative diseases (Arthritis, Joint problems, Obesity, Anxiety, Depression, Cardiac, Cancer, AIDS etc.) and their connection with an unhealthy lifestyle.

We are, however, not suggesting that this program will qualify the Health Professional to become a Medical Practitioner, nor will the Physician become a Health Professional (Nutritionist or Psychologist etc). This program will, however, enable the participant to become a Holistic Professional i.e., a professional with a comprehensive knowledge of both Health & Disease.

This knowledge can be beneficially used in many ways. It can be used to advantage in the Corporate & Health Industry (for improved health, fitness, productivity, stress management etc.) It can be used in Hospitals & Clinics (in Medical Check-ups as a Preventive Medicine in cases of early detection of ailments). It can also be used in Secondary and Tertiary Hospitals Care to enable inpatients & outpatients to achieve optimal levels of health to promote healing.

The program objective will be achieved by making available appropriate text books in each subject, along with audio, videotapes & CDs to enhance learning skills, with free access to a highly qualified and experienced faculty in every subject.

Professor A. Kennedy, PhD (CHP) USA.
Director, Academics
AHERF
Career Prospects

The program aims at creating a new cadre of Lifestyle Medicine Professionals who could work in Private Clinics in Hospitals, Corporate Organization etc.

On completion of the program, successful graduates will be eligible to receive the Apollo Family Health Scan for their usage. The Scan deals with Risk Factor Evaluation in Cardiac, Cancer, Accident, HIV and Psychosoma and corrects Lifestyle in areas including Exercise, Diet, Stress, and Dependencies etc. This knowledge and its easy application through the Health Scan Software will be a tremendous support to Medical and Health Professionals for providing holistic care to their clients.

The Scan is currently located in the Medical Check-up units of several Hospitals all over India and graduates could locate themselves in hospitals and clinics as Lifestyle Specialists by introducing this system. The Scan is also used in several hospitals, for making available to all In-patients (at the time of discharge) a wellness prescription for improved healing post hospitalization.

Increasingly, Corporate Organizations are beginning to see value in keeping their employees healthy and in finding ways to alleviate the impact of stress at work. Organizations like CII, HSBC, Standard Chartered Bank, Satyam, DRL, TATA Steel, Taj Hotels, Ambuja Cements, IIMs are already in touch with us for conducting Executive Health Programs, and we plan to utilize suitable PPHC graduates to conduct these programs in various cities in India.

In addition, with the creation of the Child Health Scan, graduates will be in a position to conduct a Computerized Health Check up for Children in Schools, & evaluate not only their Medical and Immunization status, but also advise on Diet, Exercise, Growth, Mental development etc. This will not only help the Child, but consequently in future years, benefit the nation with good health.

These are only some of the career opportunities suggested. Keeping in mind that Lifestyle is today the major cause of ill health worldwide, the knowledge gained in the program could be imaginatively used in a multitude of other profitable ways.

I must confess that, I have been doing other courses also - this course of Lifestyle Management (PPHC) has really helped me beyond my imagination. It was the most enjoyable and enjoyable. This course of Life Style management has really helped me beyond my imagination.
PPHC Curriculum
(Subject to change / revision as required)

1. Health Management
   a. Scope & definition
   b. Community health care
   c. Lifecycle health
   d. Occupational diseases & prevention
   e. Safety and accident prevention
   f. Environment & health
   g. Corporate health care

2. Disease Management
   a. Medical check-ups & other detection system
   b. High blood pressure
   c. Diabetes
   d. Hypercholesterolemia
   e. Respiratory disorders
   f. Arthritis and other joint problems
   g. Digestive disorders
   h. Stroke
   i. HIV / AIDS
   j. Infectious diseases
   k. Female reproductive health
   l. Geriatrics diseases.

3. Cardiac Care & Cardiac Rehabilitation
   a. Structure and function of the Heart & Circulatory System
   b. Cardiac Ailments
   c. Diagnostics ECG / TMT / Echocardiogram / Angiogram, etc.
   d. Solutions - Pacemaker / Valve replacement, etc.
   e. Medication
   f. Emergency Systems - CPR, etc.
   g. Cardiac Risk factors
   h. Cardiac Rehabilitation

   a. Cancer definition & explanation
   b. Types of Cancers
   c. Methods of detection
   d. Treatment
   e. Causes & Risk factors
   f. Recent Advances
   g. Prevention of Cancer (Alcohol, Smoking, Paan, etc.)
   h. Cancer Rehabilitation (Occupation, diet, radiation, etc.)
   i. Dependency Management
5. Health Psychology & Stress Management
   a. Psychodynamics of normal behaviour
   b. Stress
   c. Physiology of Stress
   d. Stress and Disease
   e. Personality as a Stress variable
   f. Environmental aspects of Stress
   g. Health enhancing and Health endangering behaviour
   h. Cognitive and Behavioural coping strategies
   i. Other strategies for Stress Management
   j. Behaviour modification

6. Nutrition & Dietetics
   a. Fundamentals of Nutrition
   b. Nutrition Plus
      • Infants, Children, Adolescent,
      • Expectant Mothers
      • Old Age
      • Athlete / Sports persons
   c. Therapeutic Nutrition
      • Hospital Diets
      • Special Feeding Methods
      • Pre & Post Operative Diet
   d. Diet in Cardiovascular Diseases
      • Hypertension
      • Hypercholesterolemia
   e. Diet in Gastrointestinal Diseases
   f. Diet in Diseases of the Liver
   g. Diet in Diabetes Mellitus
   h. Diet in Disease of the Kidney
   i. Diet in Anaemia
   j. Diet in Cancer

7. Exercise & Fitness
   a. What is Physical Fitness
   b. How to achieve Fitness
   c. Stamina, Strength, Flexibility
   d. Exercise Scheduling
   e. Safety & Moderation
   f. Health Clubs
   g. Five Minute Exercise Program
   h. Corporate / Group Fitness
   i. Geriatric / Veterans Fitness
   j. Benefits of Exercise
   k. Therapeutic Yoga
   l. Exercise Therapy
8. Health and Lifestyle Assessment & Correction
   a. Introduction to Health Scans
   b. Cardiac Risk Assessment & Prescription
   c. Physiological Age Assessment & Prescription
   d. Physical Fitness Assessment & Prescription
   e. Nutrition Assessment & Prescription
   f. Stress Assessment & Prescription
   g. Dependency Assessment & Prescription
   h. Cancer Risk Assessment & Prescription
   i. ENT, Dental Eye Assessment & Prescription
   j. Safety Assessment & Prescription
   k. HIV / AIDS Risk Assessment & Prescription
   l. Overall Lifestyle Assessment & Prescription
   m. Usage Methodology in Hospitals, Clinics, Corporates etc.

Study Material

The Health & Lifestyle Management series, written for the PPHC student, comprises eight textbooks that together form an encyclopedia on Health & Lifestyle Management. The series was conceived & created by Prof. A. Kennedy, PhD. and researched & compiled by Dr. Arpan David, MBBS, PPHC, & Ms. M. Neela, MA (Cli. Psy.) PGD (Journalism).

1. The Book on **Health Management** validated by Dr. UVN Das MBBS, FRCGP, is a pioneering work that defines the dimensions of health, explains life cycle health, embraces the role of complimentary therapies & perhaps for the first time discusses corporate health care.

2. **Disease Management** validated by Dr. J. Srikanth, MD (Med) represents the true cross roads in India’s health status. Beyond dealing with communicable diseases of the rural population it deals with the non-communicable, degenerative disease of urban India, & prepares the physician for future trends in preventive health care.

3. The Book on **Cardiac Care** has been validated by Dr. M. Shiv Kumar, MD, DM (Cardiology) & beyond describing cardiac ailments, diagnostics & treatment, has pioneering work in the area of cardiac risk assessment & reversal of heart disease.

4. **Cancer Risk factors Management** has been validated by Dr. S V S S Prasad, MD, DM (Medical Oncology). Besides dealing with causes, types, detection & treatment of cancer; the book exhibits in-depth knowledge for the management of smoking, alcohol etc.

5. **Health Psychology & Stress Management** written by Prof. Savita Date Menon. MA (Cli. Psy.), PPHC represents her life work & vast experience in this field. Beyond the causes, physiology, effect & management of stress, the psychodynamics of behaviour, the variables of personality, and the relaxation & meditation systems makes this a study for any health & medical professional.
6. **Nutrition & Dietetics** has been written by Ms. Harita, MSc (Food Science), PPHC & Ms. Vasudha, PGD (Nutrition), PPHC. Beyond discussing normal & therapeutic nutrition, the role of diet in cardiac ailments, cancer, hypertension, and diabetes etc., the book also touches upon lifecycle nutrition, weight management, naturopathic diets & health foods.

7. Professor A. Kennedy, PhD., Has written **Exercise & Fitness**, with valuable inputs from Coach L.K. Adikari, 7 times Mr. India & National Coach BBFI. Based on his earlier work, “fitness a way of life”, published by Tata McGraw Hill, this book written in simple language caters not only to the layperson & any one wanting to exercise; but also to the Medical & Health Professional. It talks about the correlation of exercise with Lifestyle, it enumerates the benefits of exercise, it identifies ways to evaluate physical fitness & most importantly, it helps the reader create exercise programs according to age, gender & medical condition.

8. The Book on **Health Assessment & Correction**, written by Prof. A. Kennedy, explains how various aspects of health, such as physical fitness, diet, stress, dependencies, lifestyle, physiological age etc. can be assessed in a scientific way, & how personalized programs to reduce cardiac risk, cancer risk, and various degenerative ailments can be created through lifestyle change. A must read for any serious students of Health & Lifestyle Management.

9. **Health counseling** has been written by Prof. Savita Date Menon, Ph.D drawn from her rich experience in the field clinical counseling. This book attempts to inform and educate doctors and all health professional about the skills of counseling. It recognizes that there is a need to be more sensitive to patients and hence equips you with the skills to deal with the emotional discomfort that accompanies every single disease in a scientific and systematic manner.
Program Objectives

In earlier decades, the health and fitness industry was largely confined to the younger population, the objective being higher achievements in sports and body beautiful pursuits. This is still a worth while objective and the gym is still the basis through which young individuals achieve their aims and consequently improve their health.

In recent years, with the advancement of industry through automation, a new social scenario has emerged involving abundant food, low levels of activity due to improved transport systems and high levels of stress due to the open market economies. This has resulted in the modern plague of degenerative ailments accosting adults in the prime of their lives. The scientifically proven remedy for these social phenomena is exercise, relaxation and other such health promoting behaviours.

Also with advancements made in medical science, the life span of the human being is now beyond 60 years, and to combat the physical degeneration of the body and mind once again the best means available is exercise and other wellness enhancing systems. As a consequence an entire industry has evolved around health enhancement and wellness preservation comprising not only gyms but also health resorts, spas etc. and today even corporate organizations are turning to Wellness in order to reduce cost and improve productivity.

This program is aimed not only at enhancing the existing fitness instructor into a wellness professional and creating a range of wellness specialists who have an integrated knowledge not only of Exercise but also of Nutrition, Psychology and Stress management, but also at creating a new range of Corporate Wellness Professionals who will be trained to manage the health of large Corporate Organisations. In addition, while graduates will receive a Post Graduate Diploma, we also have a graduate program for school finishers who wish to enter into the field of health care and wellness.

Professor A. Kennedy, PhD (CHP) USA.
Director, Academics
AHERF
Curriculum for Wellness Management
(Subject to change / revision as required)

1. Anatomy and Physiology
   a. Overview of Human Anatomy
   b. Overview of Human Physiology
   c. Musculoskeletal System
   d. Nervous System
   e. Cardiovascular System
   f. Respiratory System
   g. Endocrinal System
   h. General Pathology

2. Health and Disease Management
   a. Health Management
   b. Health dimensions and Scope
   c. Life cycle & Health
   d. Population Medicine
   e. Corporate Health Care
   f. Occupational Health Care
   g. First Aid & Safety
   h. Environment and Health
   i. Alternative Medicine therapies
   j. Disease Management
   k. Concepts of Disease
   l. Immunity and Disease Transmission
   m. Communicable Diseases
   n. Non-Communicable Diseases
   o. Degenerative Ailments

3. Nutrition and Dietetics
   a. Digestive Process
   b. Principles of Nutrition
   c. Nutritional requirements
   d. Principles of Diet Therapy
   e. Nutrition & Cardiovascular Diseases
   f. Dietetics for various diseases
   g. Weight Management
   h. Nutrition Related Disorders
   i. Sports Nutrition
   j. Health Foods
   k. Dietary counseling
4. Stress Management
   a. Psychodynamics of Behaviour
   b. Stress
   c. Health damaging and Health promoting behaviour
   d. Cognitive and Behavioural Coping Strategies
   e. Relaxation
   f. Biofeedback
   g. Progressive Muscle Relaxation
   h. Visualization
   i. Massage
   j. Meditation

5. Exercise and Fitness
   a. Exercise for a Healthy Lifestyle.
   b. Benefits of Exercise and Physical Activity
   c. Physiology of Exercise
   d. Physical Fitness
   e. Principles of Exercise Prescription
   f. Aerobics for Stamina
   g. Principles of Resistance Training
   h. Mobility and Flexibility Systems
   i. Yogasanas
   j. Biomechanics and Ergonomics
   k. Exercise for Special Populations
   l. Psychology of Sports and Exercise
   m. Sports and Games
   n. Exercise and Sport Injuries
   o. Organizational Fitness Initiatives
   p. Motivation and Exercise Adherence

6. Health & Lifestyle Assessment and Correction
   a. The Comprehensive Health and Lifestyle Scan
   b. The Preliminary Health Scan
   c. The Introductory Health Scan
   d. The Inpatient Wellness scan

7. Wellness Facilities Management
   a. Basics of Management
      • Management Overview
      • Organizational Planning
      • Human Resources Management
      • Communication
      • Leadership
      • Control: Purpose and Process
      • Finance and Accounting
   b. Wellness and the Wellness Business
c. Well Known wellness Centres Worldwide

d. The Various Therapies
   • Modern Medicine
   • Some Alternative Therapies
     o Ayurveda medicine
     o Siddha Medicine
     o Unani Medicine
     o Naturopathic medicine
     o Yoga therapy
     o Homeopathic medicine
     o Acupuncture
   • Complementary therapies
     o Physical Therapy
     o Psycho therapy
     o Nutritional Therapy
   • Other popular therapies

e. Medical, Alternative and Gym Treatments

f. Setting up and managing a Wellness Centre

g. Associated Wellness Management Areas

8. Practical Fitness Coaching (optional)
   a. Gym Training
   b. Yogasanas
   c. Aerobics
   d. 5 Star Fitness Tests
   e. Lectures and Contact Sessions

This can be the starting level for integration of modern medicine and the traditional systems of medicine, in a scientific way.
Study Material

The Wellness Management study books have been created for graduate and post graduate students of the Wellness Management program. They have been conceived by Prof. Adrian Kennedy (Ph D), CHP, USA and researched and compiled by the subject faculty, as mentioned below.

1. **Anatomy and Physiology:** This subject deals with the structure and functions of the human body covering such systems as the brain and nervous systems, the cardiovascular systems, the musculoskeletal system, the digestive system, the endocrine system etc. It particularly co-relates the human body to various wellness aspects including stress, mental tension, obesity, joint disorders, cardiovascular dysfunction and other such maladies.

2. **Health & Disease Management:** Jointly written by Prof. Adrian Kennedy & Dr. Arpan David MBBS, MHM, PPHC, makes available to the wellness student all the information needed for a preliminary understanding of Health & Disease. It enables the student to understand modern maladies like the Heart attack, Cancer, HIV/AIDS, Hypertension, Diabetes etc and their relationship to health, and also offers an insight into various communicable diseases.

3. **Nutrition & Diet:** This book is jointly authored by Prof. Adrian Kennedy, Ms. Haritha Shyam, Dietician, Apollo Hospitals, Hyderabad and Ms. Vasudha Mathur, Lifestyle Counselor, Apollo Hospitals, Bangalore. It makes available to the Wellness student ample information on the Principles of Nutrition, Age related Nutrition, Nutrition & Disease, Weight Management, Nutritional disorders, Sports Nutrition and several other topics.

4. **Stress Management:** Written by Prof. Savita Date Menon, this book explains to the Wellness student, the phenomena of Stress, its causes, its effect, its management. The book offers valuable advice on health promoting behaviours including meditation, relaxation, smoking cessation etc. and the benefit of exercise is reducing psychosomatic stress related ailments.

5. **Exercise & Fitness:** Written by Prof. Adrian Kennedy and Coach L.K. Adhikary (7 times Mr. India) this book creates a whole new dimension for fitness. It explain the relationship between exercise the body and disease, and then charts out appropriate exercise systems for all age and even medical groups. The book also deals with Yogasanas and other exercise systems, and also enumerates various methods of physical fitness testing.

6. **Health & Lifestyle Assessment and Correction.** Is written by Prof. Adrian Kennedy, Ph D., CHP, (USA), it explains how various aspects of health such as Physical fitness, Diet, Stress, Dependencies, Lifestyle, Physiological age etc. can be assessed in a scientific way and how personalized programs to reduce various modern ailments like Hypertension, Diabetes, Osteoporosis and Obesity etc., can be
created through Exercise and Lifestyle change. This book is based on his world patented Computerised Health Scan; a must for any student of Health and Wellness Management.

7. **Wellness Facilities Management:** This book written by Dr. Bhargava Boddu deals with the business aspects of Wellness. It answers the questions on how to set up a Wellness Facility and how to manage it. It deals with the basics of Management, various modern and complimentary therapies and Corporate Wellness

8. **Practical Fitness Coaching:** (Optional) This 1 week program enables the student to undergo training by eminent coaches in various disciplines. The sessions are completely hands on and acquaint the student with Meditation, Yogasanas, Gym training, Fitness testing etc. In this section, all wellness students will undergo a personal fitness testing session.

**Career Prospects**

The wellness industry worldwide is a trillion dollar industry encompassing, spas, health resorts, nutraceuticals, beauty salons, health and sports equipment and gyms. In addition, wellness is now eulogized through the mass media, by fashion shows, models and the film industry.

Everyone now wants to be not only healthy, but also fit. The reasons go beyond merely good looks and also embrace medical necessity. Our modern fast paced, highly stressed, and vastly automated lifestyle results in obesity, psychosoma and body degeneration requiring immediate solutions. Corporate organizations too, now realize that a healthy work force is a productive workforce, which impacts the bottom line.

This program teaches students to become wellness professionals, who lead the vanguard in keeping the population healthy. Personal trainers, spa managers, health counselors, corporate wellness professionals are some of the openings this program provides.
PG Diploma Program Information

1. **Eligibility**
   a. **Preventive & Promotive Healthcare (PGD)** - Graduates in Medicine, Alternative Medicine, and Allied Health & medical fields.
   b. **Wellness Management (PGD)** - Degree in any discipline including HR, Physical Education, Physiotherapy, and Sports Coaching.

2. **Admission** - Students will be required to send verified photocopies of their academic qualifications and current Curriculum Vitae indicating details for correspondence, (address telephone, fax, email etc.)

3. **Program Fees** - The Program fees for India, Bangladesh, Pakistan, Nepal and Sri Lanka is:

<table>
<thead>
<tr>
<th>Installment</th>
<th>Fees (Rs.)</th>
<th>Service Tax @ 10.3%</th>
<th>Total program fees (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>One time Payment (July)</td>
<td>22,000</td>
<td>2266</td>
<td>24266</td>
</tr>
<tr>
<td>2 Equal Installment (to be paid in July and October)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1st</td>
<td>12000</td>
<td>1236</td>
<td>13236</td>
</tr>
<tr>
<td>2nd</td>
<td>12000</td>
<td>1236</td>
<td>13236</td>
</tr>
</tbody>
</table>

Late fee of Rs. 500 will be charged if fee is not paid within 30th of the month it is due

For PPHC, and WM program payment is to be made by demand draft to “WELLNESS Rx-Academics” payable at Hyderabad.

For countries other than India, Bangladesh, Pakistan, Nepal and Sri Lanka the programs fees will be US $1500 or equivalent in local currency as one time payment or US$450 x 4 installments i.e. Total amount of US$1800 or equivalent in local currency.

Rs.10,000 (INR) extra for students in Bangladesh, Pakistan, Nepal, Sri Lanka and other countries for postal and courier charges.

Fees once paid will not be refunded.

4. **Examination Fee** is Rs. 2500/- Total (Rupees Two thousand five hundred only)

5. **Study Material** - Comprises subject text books, tutorial, DVD, CDs, consultation with faculty.

6. Each subject will take about 30 to 45 days to study.

7. Each subject material will be accompanied by a set of questions, which will need to be answered by the student as proof of study. The faculty of the subject will evaluate these. The answers will need to be sent to the Course Director or Administrator. (Details will accompany each subject.) Student may do the assignment online or offline.
8. Each monthly subject evaluation will be on 100 marks & the pass mark will be 40 marks.

9. Students are encouraged to contact the subject faculty or faculty knowledge management for advice & information on each subject.

10. Subject material for each subject will normally be dispatched to the student quarterly.

11. DVDs on relaxation, meditation etc. will accompany the Stress Management portion of the curriculum. This will enable participants to emulate these tapes in practice.

12. CD will accompany the Exercise & Fitness material to enable participants to practice some of the exercise methods.

13. One month online access will be given for the Health Scan to the students with the Computerized Health Scan material to give the student sufficient practice in this product.

Final Examination:

14. **PPHC and WM** students on successful completion of all subjects are eligible to sit for the final examination in Hyderabad. (subject to minimum number of students) Each subject will be of one hour duration at 2 subjects per day and the student will be required to remain for 5 to 6 days to meet the faculty etc.

15. Contact sessions with each faculty member will normally be held at the end of the course prior to each exam.

16. Students can also answer the examination online.

17. **Wellness Management students**, on successful completion of all subjects of wellness management program, are required to attend the Fitness Coaching Program in Hyderabad (optional and subject to minimum numbers). During this period Wellness students will have contact sessions, exams and personal fitness tests. Low cost accommodation will be made available on payment.

18. The final mark sheet & Diploma will be dispatched to students within 3 months of the final examination.

19. The syllabus may be subjected to change / revision required.

20. The fees, rules & regulations and University affiliation of these post graduate diploma programs may vary according to Government / University policies and rules, from time to time & we are bound by these regulations.
Lifetime Wellness Rx International Ltd.

Product offering

The Health Scan

The biggest killer in the world today, accounting for almost 80% deaths worldwide is not war, disease, natural calamities or accidents. The biggest killer is Lifestyle. Obesity; lack of physical activity and exercise; mental stress and tension; pollution; alcohol and smoking are the major culprits; which manifest themselves innocently as high blood pressure, diabetes or hyperlipidemia and then without warning strike fatally as heart attacks or cancer.

The first defensive step, therefore, is Lifestyle Management and there is no instrument anywhere in the world that does this more thoroughly than the Positive and Total Health Computerized Health Assessment and Prescription Scan (PATH CLAPSCAN), which is world copyrighted. The PATH CLAPSCAN created by our team of sixty doctors is a non-invasive, expert, diagnostic tool to assess and correct Lifestyle Risk. This Scan is located in all Apollo Hospitals.

Corporate Health Care

While most organizations offer a wide range of medical benefits to their people including medical reimbursement, medical checks, medical camps etc, we at Apollo Hospitals believe that there exists significant scope to bring about a more effective and holistic approach for managing the healthcare needs of the employees. We provide a one-stop shop to address the health care needs of the organization as follows:

Health counseling:

Each Executive will receive a personalized health report and advice.

Group analysis:

The corporate will receive a group analysis for the institution as a whole. Areas of concern will be identified and improvement measures suggested. Corporate - Medical and HR chiefs will thereafter be able to focus their health initiatives along areas identified, thereby achieving maximum benefits.

Health Management Programs:

Health Management Programs as per the individual’s health needs will be suggested. In groups of 20-30, Executives (and spouses) will be made knowledgeable about fitness, diet, stress, cardiac factors, etc., as relevant to the group and practical exposure in all areas will be provided as well.
Academics

We also conduct graduate and postgraduate distance learning academic programs covering various aspects of Health and Wellness as follows:

One year Postgraduate Programs

1. Preventive & Promotive Healthcare
2. Wellness Management

Our program associate include Dr. B. R. Ambedkar Open University and Osmania University.

Research Projects

Each year over 100,000 clients utilize our services in 15 cities around the country, through our unique and exclusive data bank, we publish each year the urban India health Survey which defines the health of the nation. We also publish each year the Corporate Health Status of the country.

We have been retained by the Confederation of Indian Industry (CII) to do a Health Audit of CEOs in India and also to undertake a comprehensive scheme of health audit of corporates, along with implementation of Health Management education programs, in order to improve the National Corporate Health Status.

Seminars

A recent product offering is our range of Health Seminars. We have conducted seminars for doctors, nurses, physiotherapists etc. in Lifestyle Medicine.

Along with the Health and Wellness Association of India, we conduct two national seminars aimed at health and medical professionals in which we invite the leading authorities from various related fields to address the delegates.

In collaboration with the Harvard Medical School (Boston) USA, we conduct the Lifestyle Medicine series of seminars, both in India and abroad.

Holistic Health Clinics

We are planning to establish wellness clinics with holistic health facilities all over India. These clinics will be based on the guidelines laid down in the holistic health program. It will have diagnostic, treatment equipments, doctors and paramedical personnel of various medical systems. The clinics also provide the services of dieticians, psychotherapists, physiotherapists and exercise therapists. The student of holistic health program will play a key role in these clinics.
Health and Wellness Association of India (HAWAI)
(Reg. No.1341/2006)

President’s Message

In order to combat the relentless advancement of modern Lifestyle Diseases in India, we felt the need to form an association of knowledgeable persons, who could deliberate on causes and advise on solutions.

The objective of the association is to function as the apex body for Health and Wellness in India and to conduct National, International Seminars and scientific sessions in order to present the latest research trends in the field. The outcome of the seminars could form the basis upon which health – related solutions could be promoted.

Warm Regards,

Prof. Adrian Kennedy,

Excerpts from the Constitution

Aims and Objectives:
1. To function as the National Association for Health and Wellness in India.
2. To function as a National validating body for Health and Wellness in India.
3. To undertake National and International seminars in Health and Wellness.
4. To associate with any other activity that is related to the field of Health and Wellness.

Members:
In pursuit of these objectives, there shall be Honorary Members and Life Members.

General Body Meeting (GBM):
There shall be at least one General Body Meeting of the association chaired by the President each year.

Conferences:
Conferences of the Health & Wellness Association of India will be conducted yearly.

Newsletter:
The Secretary shall be responsible for publishing a “Newsletter”. All important events of the Association and official matters with regard to members of the association shall be published and would be considered as official communication for Health and Wellness Association of India.
CME Associates:

WellnessRx
nurturing health
physical, mental, social

Lifetime Wellness Rx International Ltd

Apollo Hospitals

Harvard Medical School

“Every successful student by default becomes a member of Health and Wellness Association of India (HAWAI)”
For Further Details, Please Contact:

Ms. Jyoti Singh

Apollo Hospitals Educational & Research Foundation
C/o. Lifetime Wellness Rx International Limited
(An Apollo Hospitals Group Company)
Apollo Health City, 5th Floor, Life Sciences Building
Jubilee Hills, Hyderabad – 500 033
Phone: +91 40 23553450, Fax: 040-23553676, M: 09989058103

Email: academics@ewellnessrx.com,
Website: www.apollolife.com
PG DIPLOMA ENROLLMENT FORM

Admission No: (To be filled by office)………………………………………………

To
Lifetime Wellness Rx International Limited
Apollo Health City, 2nd Floor, Institute of Hospital Administration,
Jubilee Hills, Hyderabad – 500 033
Phone: +91 40 23553450, Fax: 040-23553676

TICK COURSE SELECTED:

1. PG Diploma in Preventive and Promotive Health Care
2. PG Diploma in Wellness Management

NAME & FULL ADDRESS IN CAPITALS:
Mr./Ms./Dr ..................................................................S/o, D/o.................................................................
Address .....................................................................................................................................................
......................................................................................................................................................
Dist:...............................................................State..................................................PIN.................................
Phone No...........................................Mobile...........................................................
Email:...........................................................

Gender: Male/Female Date of Birth.......................Age.........Nationality:.................................
Qualifications: ...........................................................................................................................................

(Please attach Xerox copy of your Academic Certificates and latest biodata along with this form)
The fee is Rs. 24266/- as one time full payment or in 2 equal installment of Rs. 13236/- each (The fee includes Service Tax @ 10.3% payable to Govt).
Fee has to be paid in the form of DD in favour of “Wellnessrx-Academics” payable at Hyderabad.

Payment: Draft No:...............................................Dt:.................................................................
Bank:..................................................................................................Amount:........................................

I hereby declare that that all the information given by me is true, complete and correct to the best of my knowledge. I have read all the terms and conditions mentioned in the prospectus and agree with them.

Date: .................................. Place: ......................... Signature of Applicant