



Dr. Jorge Franchella

National Center Director

Jorge Ernesto Franchella, M.D., FACSM

Affiliation

School of Medicine,
University of Buenos Aires

National Center Manager

Usin Domingo, M.D.

Affiliation

Argentine Society of Cardiology

Host Institution – Hospital de Clínicas José San Martín

The *Hospital de Clínicas José San Martín* is the most renowned teaching hospital in Argentina and is a part of the University of Buenos Aires. The Hospital first opened its door in 1879 and now serves as an important training ground for the top medical students in Argentina, offering a wide range of residency programs.

The three Argentine Nobel prizes for scientific merit - Bernardo Houssay, Federico Leloir and César Milstein - developed their medical residences and research laboratories at the Hospital de Clínicas José San Martín, as well as the first application. Other accomplishments of the Hospital include: the first description of the Tobias and Castex syndrome, the first cardiac catheterization in Argentina and the development of the first ethics committee in Argentina.



EIM NC Advisory Board

Affiliation

Jorge Ernesto Franchella, M.D.,
FACSM

- Chief Medical Officer, School of Medicine, Universidad de Buenos Aires
- Head, Physical Activity for Health and Sports, Hospital de Clínicas, Universidad de Buenos Aires

Usin Domingo, M.D.

- Cardiologist, Argentine Society of Cardiology, Córdoba,

Carlos Alberto Medeiros, M.S,

- Board Member, National High Performance Sports Entity (ENARD)

Roberto Foyo, M.D.

- Sports Medicine physician
- Associate Professor of Legal Medicine, School of Medicine, Universidad de Buenos Aires
- General Secretary, Forensic Medical Argentine Assoc
- Administrative Undersecretary, Office of Domestic Violence of the Supreme Nation Justice Court

Andrea Odzak, M.D.

- Family & Internal Medicine specialist, Argerich Hospital
- Argentine Society of Medicine

Ivana Analía Paz, M.D.

- Sports Medicine physician, Universidad de Buenos Aires and Hospital de Clínicas José San Martín
- Exercise Council Member, Argentine Society of Cardiology

2026 Goals

- Standardize assessment, training-zone prescription, periodization, and race-specific preparation for road-running teams and fitness programs, with clear progression and injury-risk controls.
 - Create clinical pathways for endocrine-reproductive populations (PCOS, obesity/insulin resistance, menopause) linking exercise prescription to metabolic/hormonal targets, safety screening, and referral criteria.
 - Develop protocols for mountain running: ascent/descent conditioning, strength and stability for uneven terrain, altitude/heat-cold exposure planning, and safety “stop rules” for symptoms and weather risk.
 - Pilot virtual reality modules for guided aerobic, strength, balance, and recovery sessions to improve adherence, reduce barriers, and enable remote follow-up with standardized session logs.
 - Implement a common dataset across teams and clinics (training load, symptoms, injuries, performance markers, adherence) to generate dashboards and produce at least one 2026 abstract/manuscript.
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Accomplishments to Date

- Officially established EIM Argentina National Center (May 2018)
 - Organized the Healthy Active City initiative in Olavarria
 - Introduced EIM into endocrinology service at Hospital de Clínicas for older adults with osteoporosis, included PAVS integration of PAVS into routine visits (+ functional screening) and referral to supervised and home-based exercise prescription (2025)
 - In 2019, presented on EIM at more than 15 conferences across the country and had more than 20 media interviews (television, newspapers, internet articles)
 - Presented at multiple national meetings (Argentine Society of Cardiology, Argentine Society of Nutrition, Obesity Society)
 - Initial success discussing implementing EIM in three Argentine hospitals, one of which is the Olavarria Public Hospital
 - Developed EIM prescription courses for physicians that has been offered on six different occasions to more than 300 healthcare providers
 - Development of an EIM course for exercise professionals that has been offered on six different occasions to more than 150 fitness professionals
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