



Dr. Paulo F. Kertzman

National Center Director

Paul F. Kertzman, M.D.

Affiliation

Sports Medicine Centre, Santa Casa de São Paulo

National Center Manager

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Affiliation

Centro Universitário das Faculdades Metropolitanas Unidas

Host Institution – Santa Casa de São Paulo (Sports Medicine Department)

The Department of Sports Medicine in the Faculty of Medicine of Santa Casa de São Paulo is the host institution for EIM Brazil. Santa Casa de São Paulo is a nationally recognized teaching hospital for the development of research and providing complex care. The Department of Sports Medicine consists of sports medicine physicians, physiotherapists, residents, and full-time students. The Department provides clinical care for patients, educates medical students, and trains medical residents. The Department has pioneering experience as a Health Academy within the Health Center Escola da Barra Funda, where patients and employees practice physical activity directly in the health unit. The Department also produces academic and clinical research papers and is involved with Academia da Saúde.



NC Advisory Board	Affiliation
Paulo F. Kertzman, M.D.	Department of Sports Medicine & Orthopedics, Santa Casa de São Paulo Medical University
Timoteo Leandro Araujo, Ph.D.	Centro de Estudos e Laboratório de Atividade Física de São Caetano do Sul
Ivan Chackour, M.D.	Department of Sports Medicine & Orthopedics, Santa Casa de São Paulo Medical University
Herbert Lancha Jr, M.S.	Universidade de São Paulo
Patricia Lobatto	Fit Solutions
Victor Matsudo, M.D.	CELAFISCS- Centro de Estudos e Laboratório de Atividade Física de São Caetano do Sul
Solange Menzel	Secretaria Municipal de Esportes de São Paulo
Roberto Nahon, M.D.	Comite Olímpico Brasileiro e SBMEE
Andre Pedrnelly, M.D.	Faculdade de Medicina da USP de São Paulo e SBMEE
José Luis Setúbal, M.D.	- Hospital Sabara - President, José Luiz Egydio Setúbal Foundation

2026 Goals

- Provide EIM training for doctors and other professionals in the public health system to promote physical activity as a means of preventing and treating disease.
 - Approach public health authorities to disseminate EIM concepts.
 - Contact universities to disseminate the concepts of EIM among students and doctors.
 - Promote physical activity to improve the health of the employees of the Santa Casa Health Center as an example to influence authorities to implement the practice of physical activities in other health centers in Brazil.
 - Develop social media channels (e.g., Facebook, Instagram) to promote the concepts of EIM.
 - Establish a stronger relationship with the Brazilian Medical Association.
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Accomplishments to Date

- Established the EIM Brazil National Center (Jan 2019)
 - Provide physical activity training medical students at the Santa Casa Medical School integrated with real world experiences promoting physical activity with older adults
 - Working to integrate EIM in the Rede D'Or, the largest integrated health care network in Brazil (2024)
 - Presented EIM to municipal officials in São Paulo for integration in their public health system (2022)
 - Presented EIM at national conferences for the Society of Lifestyle Medicine, Regional Sports Medicine, and the Brazilian Medical Association (2022)
 - Increased the awareness of Exercise is Medicine to more than 1800 people (Oct 2019) during an event called Virada Esportiva, which included 24 hours of sports activities around all of São Paulo
 - Developed a full social media program for EIM Brazil (Instagram, Facebook). Use Instagram posts for patients to describe how exercise has significantly impacted their lives and what stimulated them to make changes in their lives
 - Developed "Health Point" in the Primary Health Center at the Santa Casa Medical School Sports Medicine clinic where more than 150 patients do activity while waiting for medical assistance
 - Published an article on sedentarism in Brazilian medical doctors (2021)
 - Entered into a partnership with the Brazilian Diabetes Society (2020)
 - Hosted a virtual race with Medicos Atletas (Medical Athletes) that went live to 6500+ people
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