

Physical inactivity is killing us

Can PAI help the collaboration between patients and doctors in understanding the importance of physical activity?

A simple metric to help doctors dose physical activity

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Today

physical inactivity causes

- 5.3 million 9% of premature deaths world wide
- 30% of all american deaths - most common cause
- Among the “big four”; Blood Pressure - Blood Sugar - Smoking - Phys inAct

4700 Norwegian GPs meeting 3.9 million patients in 14 million consultations every year. Lots of opportunities!

So, we recommend physical activity - the miracle drug

For substantial health benefits, adults should do at least 150 minutes (2 hours and 30 minutes) to 300 minutes (5 hours) a week of moderate-intensity, or 75 minutes (1 hour and 15 minutes) to 150 minutes (2 hours and 30 minutes) a week of vigorous-intensity aerobic physical activity, or an equivalent combination of ...

What is moderate? What does vigorous mean? What have you done since our last appointment?

complicated!

Norwegians

Active Inactive

60

40

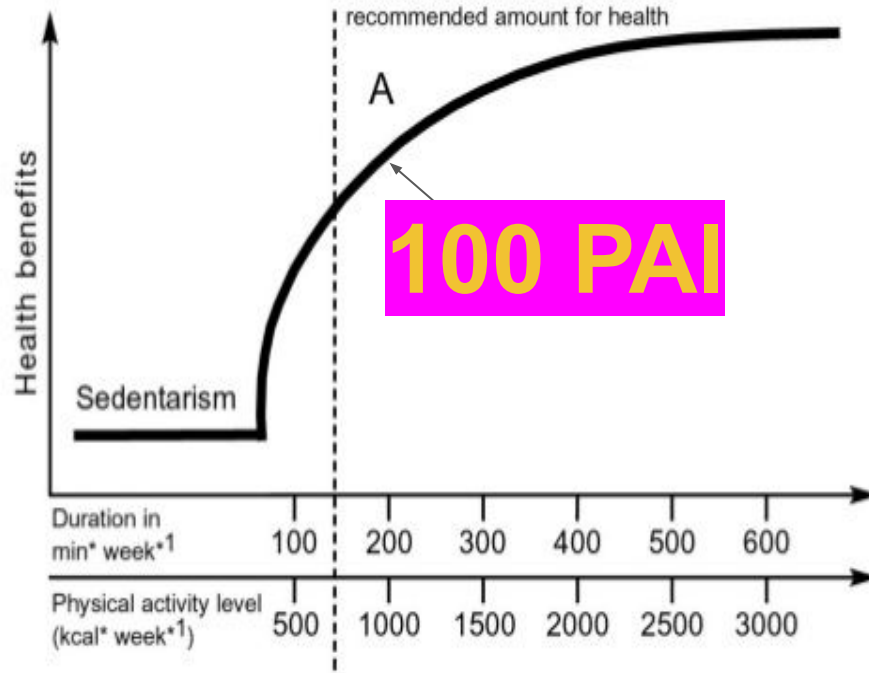
20

70



%

Huge Health Benefits of Even Small Increases in Physical Activity



What's in it for us?

For our patients?

Pilot - Testing

