

# a one-stop visit for



Marc Adee,  
CEO, Crum & Forster

# Better Health

Demanding lifestyles make Executive Health  
the right prescription

**A**t work, Marc Adee helps companies across the United States identify the best ways to protect their assets. As CEO of Crum & Forster, headquartered in Morristown, Adee has also taken steps to make sure his own employees have the information they need to protect one of their most important assets: their health.

"Everyone is so busy already," Adee says. "And it's time-consuming to go to doctors' appointments, have medical tests and chase down results. Atlantic Health System's Executive Health Program makes this extremely easy for us."

### A CUSTOMIZED APPROACH

As part of a focus on health, executives at Crum & Forster began using the Executive Health Program (EHP) earlier this year. EHP provides a comprehensive one-day exam where clients have access to a range of medical specialists, customized testing, and a written wellness plan outlining next steps – all in one day. About half of the program's clients are executives and the balance are comprised of a variety of professions: teachers, realtors, construction workers and homemakers, who are all busy people that value the time savings and personal attention EHP offers.

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"In what is called a smart physical, a member of the Executive Health clinical staff works with each person weeks before their appointment to identify their goals, concerns, collect lab work and review any specific health risks," says Damion Martins, MD, director of Executive Health, Orthopedics & Sports Medicine for Atlantic Health System.

On the day of the appointment, and unlike executive programs elsewhere, the visit is private. "We appreciate that it's not a group experience, with other co-workers or patients," Adee says.

### CENTRALIZED CARE

The convenience of EHP is significant: to have all the services this program delivers in one day would normally take up to 15 different appointments, spread over weeks or even months if done on your own. In addition, services and tests are much broader than a traditional physical. They might include advanced heart tests, extensive blood work and even genetic testing, for example.

"Many people we see are surprised by a finding that was pinpointed during that day," Dr. Martins says. "They might not be aware they have a blood vessel that's partly blocked, skin cancer or a vitamin deficiency. So instead of going to a doctor a decade from now to find they have a serious



Damion Martins, MD,  
director of Executive  
Health, Orthopedics &  
Sports Medicine for  
Atlantic Health System.



health condition, this information wakes people up. It gives them specific information that allows them to take steps to improve their health today."

Companies benefit as well. Research shows that executives who have regular exams have twenty percent fewer health insurance claims and almost half the number of sick days than those who do not, according to one study. Further, a key executive who is ill can greatly disrupt the day-to-day and long-term operations of a business.

"I've worked at several companies that offered comprehensive medical exams to their executives, but Atlantic Health System's program tops them all," Adee says. "My team appreciates the customized exams and the convenience of seeing specialists in a single day. With EHP, Atlantic Health System takes customer service to a new level, and that makes it easy for us to focus on our business." ▀

**For more information on the Executive Health Program, please call 973-971-7400 or visit [atlantichealth.org/executivehealth](http://atlantichealth.org/executivehealth).**