**Aerobics and broccoli are not enough anymore. Every wellness program needs to address all aspects (mind, body, spirit, emotions) or we are doing a half-baked job.**

**Wellness is not merely the absence of disease; it is the expression of life’s vitality.**

**When it comes to changing norms we use touch points. We have identified and defined the specific touch points that help shape that norm—to help it take root.**

**Fighting cancer is very stressful, and the mission of eliminating cancer is powerful, but also creates the realization that every second, every discovery, every caring word counts.**

**Be systematic. Changing culture is a step-by-step process; it’s not an event. If you can stay systematic I think you’re ahead of the game.**

**I like to remind practitioners and health professionals that health and wellness is not just about having a healthy lifestyle. It needs to be evaluated. It has to be incentivized. It needs to be evaluated. The greatest investment that I think anybody can make personally, or even for corporate success is to get moving.**