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# MidWeek

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# Alliance For A Healthy Hawaii

**MIDWEEK STAFF** on January 30, 2013 at 12:01 am

*By John Henry Felix*

President, CEO and Chairman of HMAA

With a new year come new resolutions and, for many, a renewed desire to get healthy and stay healthy. It is with health and wellness in mind that HMAA (Hawaii Medical Assurance Association) formed a new division, Wellness Alliance Hawaii, comprising health, wellness and safety-related organizations that are committed to helping achieve a healthier Hawaii.

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John Henry Felix

To date, our alliance includes the Alzheimer’s Association, American Cancer Society, American Diabetes Association, American Heart Association, American Lung Association, American Red Cross, Arthritis Foundation, Juvenile Diabetes Research Foundation, March of Dimes, Muscular Dystrophy Association and Positive Coaching Alliance – and we’re still growing!

Wellness Alliance Hawaii members are committed to sharing important, often lifesaving information and to raising awareness for their organizations by reaching out to HMAA’s approximately 40,000 members. Wellness Alliance Hawaii is a natural complement to HMAA’s Wellness for Life program, which provides HMAA members tools that help them live healthier lives and offers employers a customized approach to creating worksite wellness programs that reduce employee stress, sick days, health-related costs and turnover.

Wellness Alliance Hawaii has begun reaching out to the community. Earlier this month, HMAA and its alliance partners were proud to sponsor the Go Healthy tent at the Sony Open. Over the course of the

four-day event, we administrated nearly 1,000 health screenings and shared helpful information with thousands of golf fans and spectators.

This kind of cooperation and community engagement is the first of many events for Wellness Alliance Hawaii. We are excited about the future and look forward to helping Hawaii get healthy in 2013. After all, at HMAA, we are passionate about your health.

For more information, visit [hmaa.com](http://hmaa.com) or our Facebook page at HMAA Wellness.

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