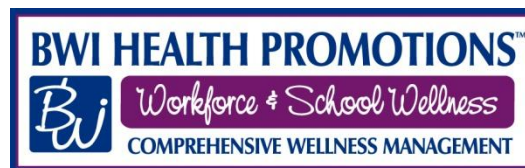


Contact: Tracy Rzepka
BWI Health Promotions
Phone: 716-992-2732
Fax: 716-992-3747
battleworks@verizon.net
www.bwihp.com



Physician joins BWI as medical director

BUFFALO, N.Y., May 4, 2010 – Dr. Ronald Santasiero, MD, DABMA, and co-founder of Sedona Holistic Medical Centre in Hamburg, has been named medical director at BWI Health Promotions. BWI provides comprehensive health management services for worksites and school wellness solutions throughout Western New York.

While he continues to specialize in acupuncture, pain management and addiction treatment at Sedona, Dr. Santasiero will oversee health risk appraisals and biometric screenings that BWI provides to worksites, schools and the community, as well as data pertaining to employee health. He will supervise the training of BWI's nurses and health professionals in testing protocols, ensure that screening licenses and certifications are up to date, and monitor changes in federal, state and local regulations.

He will also be available to meet with companies that request physician oversight of any BWI programs that are implemented.

Board certified in "Family Medicine," Dr. Santasiero received his medical degree from the University at Buffalo in 1975. He is a Diplomat of the American Board of Medical Acupuncture, and his experience includes nutrition and supplementation, anti-aging medicine, and natural bio-identical hormone therapy. Since 1995, Dr. Santasiero has treated the body, mind and spirit, combining traditional and alternative therapies through his work at Sedona.

"I'm a big believer in wellness. The answer to our health problems is prevention and maintaining wellness," Dr. Santasiero said. "More of our resources and energy need to be put into prevention and education."

Dr. Santasiero's new role builds upon his service with BWI – a company that he calls cutting edge - as a speaker on acupuncture and pain management, alternative vs. traditional medicine, nutritional and biological treatment of cardiovascular disease, and alternative nutrition/stress management.

"Dr. Ron takes BWI to the next level by overseeing the medical needs of preventative plans," said BWI President Shawna Dosser.

Over the last 15 years, Dr. Santasiero said that people are becoming more interested in wellness and prevention, "rather than taking prescription drugs for their problems. What BWI does is where healthcare is going," he said.

"Our current system really focuses on sickness care," Dosser agreed. "We need to flip our perspective and start working on wellness care."

Dr. Santasiero will bring a clinician's point of view to BWI's wellness programs, and hopes to help expand the company's offerings and raise the sophistication level of testing.

He also serves as the medical director at D'Youville College, where he teaches physical diagnosis and nutrition. He works with his wife and the company's other co-founder, Dr. Cherie Santasiero, treating addictions/dependency, primarily in children and teens.

BWI Health Promotions has been a regional leader in creative wellness solutions, fitness programs and worksite health since 1994. Its goal is to provide customized health promotion services that positively impact an organization's bottom line and produce measurable results.

Some programs are offered for free or discounted through insurance. For more information on how BWI Health Promotions services can benefit your organization, call 992-2732 or visit www.bwihp.com.

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