



Capability Statement



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CERTIFICATIONS
NYC M/WBE #2023-595



SUMMARY:

We customize and coordinate workplace wellness programs and events based on in-depth assessments conducted with decision-makers and stakeholders to ascertain the organization's needs and goals.

We collaborate with a network of wellness and professional development experts and utilize a host of evidence-based technologies and software to implement cost-effective, engaging programming with measurable results.

BUSINESS SUMMARY:

I launched PLAN in 2019 in partnership with the CDC to become a provider of its National Diabetes Prevention Program (NDPP) and a certified DPP lifestyle coach. PLAN became a NYS-Medicaid MDPP provider with a Healthfirst contract. I had years of being a fitness trainer and was looking to further my education and expertise in lifestyle and habits coaching.

I am looking to grow PLAN by partnering with organizations to help facilitate their employee health and wellness efforts.

CAPABILITIES:

PLAN's strength and limitless capacity are in our network of

- diverse and stellar health and wellness professionals,
- seasoned leadership and professional development presenters, and
- evidence-based technology and software partners.

Armed with the collaborative power of human capital and user-engaging and measurable technologies, we recently and confidently proposed a five-year, progressive, and cost-effective wellness plan to an organization with 40,000+ members. The results are pending.

I am an International Fitness Professionals Association (IFPA)-certified fitness trainer and Institute for Wellness Education (IWE)-wellness coach for nearly 14 years. I have additional IFPA certifications in Sports Nutrition, Women's Fitness, Group Fitness, and Special Populations.

I believe professional coaches need coaches. I am currently coached and mentored in a variety of areas by Dr. Sonja Stribling, Dr. Deborah Teplow, Lara Adler, Odell Bizzell II, and Tim Stoddart.

I have a B.A. from the University of Southern California (USC) in Print Journalism and International Relations.

FACILITIES AND EQUIPMENT:

- We can work virtually, onsite, or at outside venues anywhere in the world. However, we have a marketing focus on the New York tri-state area.
- We utilize a host of technologies and software to customize wellness programs and events for clients.

EXPERTISE:

I educate, empower, and enlist company decision-makers, employees, and private clients to utilize lifestyle interventions to improve health and wellness outcomes in the workplace and at home. Our families matter, too.

I specialize in chronic disease prevention and reversal through lifestyle interventions including nutrition, exercise, and stress reduction which I also share in online posts and articles and virtual and live workshops. I've recently added environmental health education and activism as growing areas of expertise with food additives and food safety as specialties

CUSTOMERS:

Blink Fitness 2016

I have helped dozens of clients transform their health and lives at Gold's Gym in Las Vegas, Equinox/63rd Street in New York City, and Blink Fitness where I rose to the level of premier trainer and number one producing trainer at the 116th Street/Harlem location.

Institute for Family Health (IFH) 2020

PLAN was contracted to provide the CDC's diabetes prevention program virtually in English and Spanish to IFH clients representing dozens of its NYC locations.

Community Health Care Association of New York State (CHCANYS) 2020

I was recruited by Healthfirst to speak on the CHCANYS annual panel focused on type II diabetes and lifestyle interventions.

Momentum Train Summit (MTS) 2023

I co-produced and PLAN-sponsored this three-day virtual leadership conference in November 2023 featuring 11 top-tier influencers to solidify professional relationships with my mentors, peers, and summit attendees.

Plant Powered Metro New York (PPMNY) 2023

I spoke on a health panel at a community event focused on the benefits of plant-based nutrition to prevent and reverse chronic conditions.

NYC District 68 Meeting 2023

I spoke to Harlem residents in the monthly meeting about the health consequences of eating ultra-processed foods, state and federal food policy on additives, and food safety activism.

Ephesus SDA Church 2020

I spoke to attendees at the church's annual health fair about the consequences of eating ultra-processed foods, state and federal food policy on additives, and food safety activism.

For more information and/or assistance, contact: Marci Kenon, 917-499-8282/mkenon@joinplanglobal.com