

Profile 2020

BUSINESS WEEKLY

SPECIAL EDITION

HEALTH

Schweitzer teaches meditation to corporate staff, individuals

By **Marylouise Sholly**
Reading Eagle correspondent

Meeting former Beatle George Harrison was only one of the highlights in Greg Schweitzer's long career as a meditation instructor.

Internationally known self-help guru and author Wayne Dyer was also one of Schweitzer's meditation students back in the 1990s.

"I've had a lot of great and interesting experiences teaching," Schweitzer said recently. "Meditation has certainly become more popular over the years, and that's because people get to the point where they say 'maybe there's something I could do about the stress in my life.' But it's not me; instead, it's the meditation that transforms lives."

'Effortless meditation'

Schweitzer, 71, operates Stress Reduction Resources in Sinking Spring, where, he said, the emphasis is on "effortless meditation."

Having been a practitioner of meditation for more than 40 years, Schweitzer is in demand to teach meditation techniques to corporate staff members as well as individual students, and also offers an online course.

In the 1990s, Schweitzer and his wife moved to Mas-

sachusetts to work at the Maharishi Ayurveda Health Center, where Dr. Deepak Chopra was the clinical director. There, Schweitzer taught meditation and was also the director of guest services, as all clients were known as guests.

Beatle George Harrison was one of the guests.

Harrison came to Chopra's facility for a refresher course, Schweitzer said, as Harrison had become proficient in meditation techniques he had learned in India.

Stress is a major motivator of people considering meditation, Schweitzer said.

"When I look over interviews, stress is a word that encapsulates what they're feeling," Schweitzer said. "Look at the fast-paced world we live in; it's chronic stress.

"Everybody wants to have more peace in their life, but they are so overwhelmed that it's easy to get lost," Schweitzer said.

Antidote to stress

Meditation is an antidote to stress, he said, helping practitioners to go deeper into the mind where they can find calm.

"As our mind gets qui-



COURTESY OF GREG SCHWEITZER

Greg and Karen Schweitzer with George Harrison at the Maharishi Ayurvedic Health Center, Lancaster, Mass., in the early 1990s.

eter, our body starts to rest," Schweitzer said. "Rest is really nature's medicine. That's what heals us."

Experiencing that deep rest helps to relieve inner tension and pressure.

That's why, as validated by numerous physicians, meditation can help lower blood pressure, Schweitzer said.

Meditation has more than mental benefits, because many practitioners say they experience better physical health, Sch-

weitzer said: something he discovered when the medical director at the Hershey Medical Center took his course.

Using video conferencing software, Schweitzer is able to reach pupils in California, Texas, and across the country.

People can decide if they want to sign up for a 10-hour course of instruction after trying a free introductory lesson.

Schweitzer suggests meditating for 20 min-



BILL UHRICH — READING EAGLE

Greg Schweitzer of Stress Reduction Resources, Sinking Spring.

utes twice a day.

But if you can't do that, Schweitzer said, try for 10 minutes, and if you can't find the time, then meditate for five minutes.

"The beauty of it is, you can meditate anywhere," Schweitzer said. "Even if you can only meditate five minutes at a time, you'll still get some benefits, and research shows

you'll be far healthier. It will make a huge difference in your life."

Schweitzer's upcoming free introductory session will be Thursday, March 5, at 7 p.m. at his Sinking Spring location, at 3110 Curtis Road.

For more information, call 610-670-6700 or go to: www.stressreduction-resources.com.

Small businesses embrace wellness to help retain staffers

By Joyce M. Rosenberg
The Associated Press

NEW YORK » Every month, the 30 staffers at Chris Boehlke's public relations firm each get \$100 to pay for anything that contributes to their wellness. And not just for typical expenditures like gym memberships or yoga classes.

"You can get nails done, anything you feel is helping your overall well being," says Boehlke, co-owner of San Francisco-based Bospar. The company also has flex time and a generous time off policy including 17 paid holidays each year.

As a result, Boehlke says, the 5-year-old company has lost only two staffers.

Many small business owners are starting wellness programs to help employees be healthier, happier and more likely to

stay. Wellness efforts encompass a wide range of benefits and services, including gym subsidies, stipends for classes and activities and apps that help motivate staffers to exercise.

Rob Wilson sees interest in wellness programs growing among his small business clients, and his company, human resources provider Employco, is focusing more on these programs.

"A lot of it so far has been online classes and health coaching, also a lot of online tools right now that employees can access anywhere to help them keep track of what they're doing," says Wilson, whose company is based in Westmont, Ill.

They also want to care for staffers who can be sacrificing good health habits by working long and hard hours. At MonetizeMore, an advertising technology

company, CEO Kean Graham has sensed that the sedentary lifestyle of his more than 100 staffers has taken a toll. He's seen extended absences, and staffers have said that they've gained weight.

"We came up with a steps program that measures everybody's number of steps per month via their smart watches or apps on their phones," says Graham, whose company is based in Victoria, British Columbia. After several months, he saw an improvement in absenteeism and spirits.

Nearly all the 86 employees at Connor & Gallagher OneSource take part in its program created by a wellness software company, says Kayla Roeske, the director of client wellness at the Lisle, Ill.-based human resources and employee benefits firm. She finds that staffers are more



ANDY CLAYTON-KING — THE ASSOCIATED PRESS

Brent Frederick, founder of Jester Concepts, a restaurant group in Minneapolis puts a 3% voluntary surcharge on guest checks to help pay for health insurance. He says almost all guests agree to pay it.

likely to participate fully when the program is presented to them in a positive way, rather than the company coming across as "Big Brother" trying to control them. The company doesn't get individual data

but instead "we can see aggregate data from an organizational standpoint that tells us where we are year to year," she says.

Owners may need to be creative about funding their wellness efforts, es-

pecially when they include health insurance, a benefit many small businesses can't afford. Brent Frederick, founder of Jester Concepts, a Minneapolis restaurant operator, includes a voluntary 3% surcharge on guest checks to pay for health and mental health insurance. Frederick has 250 employees among his four establishments, which include restaurants, a food truck and a sports arena concession. Even the part-timers get coverage.

That has made Jester Concepts a more competitive employer.

"We've been able to retain employees and be a better business in the community," Frederick says.

The majority of Jester Concepts' customers are willing to pay the 3% surcharge, which amounts to \$3 on a \$100 check.

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Beautiful You By Christine was founded in 1998 by Christine Castellano. Our office is dedicated to offering men and women opportunities to enhance their natural beauty.

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Berks E.N.T. Surgical Associates Inc. is a medical/surgical/audiology/surgical/audiology/hearing aid practice offering diagnostic and treatment options for adult and pediatric patients faced with diseases and disorders of the ears, nose, throat, head and neck, including hearing loss and deafness. Additional areas of expertise include swallowing, balance, snoring, sleep apnea, allergies of the upper respiratory tract and a full line of facial cosmetic procedures, including injectables.

Celebrating 56 years of caring for people, our professional team is comprised of five board-certified licensed

otolaryngologists, three doctors of audiology/audiologists and an allergy nurse. Gianfranco Toso, M.D., D.D.S., founder, began practicing in Berks County in 1964 and merged with the late David Cope, M.D. in 1969. Hector Seda, M.D. joined the practice in 1971, followed by Winifred Kao, M.D. in 1992, Joseph Watson,

D.O. in 2005 and Darryl Mueller, M.D. in 2008. We are proud to be the first practice in eastern Pennsylvania to have performed cochlear implant surgery, a procedure we continue to offer.

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Michael B. Balthaser,
D.M.D., FAGD



Mary E. Galley, D.M.D.



Ronald I. Reiter,
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Robert Zalitchi, D.M.D.



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Berks Eye Physicians and Surgeons LTD provides a full spectrum of ophthalmic, optometric and optical services to enhance vision and promote ocular health. Our highly skilled surgeons, state-of-the-art technology, on-site diagnostic testing, comprehensive exams, contact lenses and fashionable eyewear are some of the reasons that Berks Eye Physicians and Surgeons is recognized as one of the premier eye care facilities in the region.

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Dental Arts of Wyomissing and Dental Arts of Bernville are owned and operated by Michael B. Balthaser, DMD, FAGD. Our offices welcome patients of all ages for their general and advanced dentistry needs.

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Link Chiropractic Clinic (LCC) takes a natural, holistic approach to improve your quality of life by simply helping you feel good. For more than 20 years, Link's team of providers led by Dr. Thomas Wachtmann has comforted patients suffering from back and neck pain, fibromyalgia and headaches by fixing health problems instead of masking symptoms.

Located on Pricetown Road in Fleetwood, LCC's approach to "health care" is to create a customized plan of health maintenance for each patient that helps prevent the need for "sickness care." Treatments offered at LCC include chiropractic adjustments,

spinal decompression for relief from herniated discs and sciatica, functional diagnostic medicine including whole food supplements to maintain good health, neurotransmitter balancing for treating vertigo and dizziness and cardiovascular stress assessments to aid in the prevention of heart attacks. Dr. Wachtmann also provides treatment for hormonal imbalance, which can affect mood, sexual desire, fertility, immunity and the rest of the body's systems.

At LCC, educating patients about the benefits and expected outcomes is first and foremost to ensure

they're comfortable with every procedure before it's performed.

Dr. Wachtmann has more than 24 years' experience caring for everyone from newborns to seniors. His patients have included professional athletes (the Philadelphia Eagles and Philadelphia Phillies), professional musicians as well as fellow health care providers. Dr. Wachtmann was team physician for his local semi-professional football team, the Lehigh Valley Steelers, for three years winning the team championship all three years.

Find out more at DrWachtmann.com.

HEALTH

Reading Dermatology Associates

3317 PENN AVE., WEST LAWN, PA 19609
610-750-7891 WWW.READINGDERM.COM

Reading Dermatology Associates (RDA), located in West Lawn, is a provider of general, cosmetic, laser and surgical dermatological care to families in Berks County since 2008.

The business went through a rebranding this past year as Elegance Derma Spa, which exclusively provided cosmetic skin care treatments, and merged with RDA to become Reading Dermatology's Medical, Cosmetic and Skin Cancer Center. This merger allows RDA the flexibility to offer an expanded line of medically-based treatments that provide their patients with even more options for

attaining healthy, radiant looking skin.

RDA is one of only three providers in PA offering Superficial Radiation Therapy (SRT) performed by owners Dr. Dean Burget and Dr. Jason Hendrix. SRT is a non-invasive, low-energy radiotherapy skin cancer treatment that penetrates only a short distance into the thickness of the skin, providing a highly effective, painless cosmetic alternative to surgery.

Other innovative procedures provided at RDA include miraDry, the only non-invasive FDA cleared treatment for the permanent reduction of underarm sweat, odor and hair, and Blu-U Blue Light

Photodynamic Therapy, a very effective treatment for premalignant actinic keratosis using light technology.

Anti-aging, cosmetic skin care that promises to "gently soften the aging process" is provided by Amy Hendrix, CRNP at RDA, and her staff of skin experts. They use a medically driven approach to creating a custom skin care plan just for you. A full array of skin treatment options are available, including the latest microneedling with PRP, used for both eliminating fine lines and wrinkles and stimulating hair restoration.

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PROFILE 2020 HEALTH**Center for TMJ & Sleep Disorders LLC**

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Our dental offices are dedicated to treating mouths as part of overall wellness. We offer comprehensive dental care and dental treatments for the temporomandibular joints (TMJ), snoring and sleep apnea.

Dr. Tammy Balatgek is the primary provider for the Center for TMJ & Sleep Disorders LLC and focuses her care on treating TMJ and sleep breathing disorders. Dr. Tammy is a Berks County native and received her doctor of dental surgery degree from the Ohio State University and a master of science degree in craniofacial pain through Tufts University.

She also is the forensic dentist for Berks County.

Dr. Tammy provides solutions for snoring, sleep apnea, obesity, facial pain, headaches, insomnia, chronic fatigue and tooth- or bite-related problems. She is proud to offer state-of-the-art and convenient testing equipment, including a new digital intraoral scanner that replaces conventional impressions, take-home sleep studies and in-office CT scans of the head and neck.

Dr. Jodi Slootsky is the primary provider for Dental Health and Wellness LLC and provides comprehensive dental health services with compassionate care. She

uses her vast knowledge and artistic skills to provide a personalized treatment approach to each and every patient with the patient's interest always coming first. Dr. Jodi completed her undergraduate bachelor in science education with honors at the University of Florida in just three years. She received her doctor of dental medicine degree at the University of Pennsylvania. She then completed a two-year postgraduate residency program at York Hospital, where she became the chief resident in her second year.

Dr. Tammy, Dr. Jodi and our entire staff look forward to meeting you soon!

HEALTH**Tower Health**

SIXTH AVENUE AND SPRUCE STREET, WEST READING, PA, 19611
484-628-8000, TOWERHEALTH.ORG

Tower Health, headquartered in West Reading, is an integrated, nonprofit health care system with more than 14,000 team members. Tower Health consists of Reading Hospital in West Reading; Brandywine Hospital in Coatesville; Chestnut Hill Hospital in Philadelphia; Jennersville Hospital in West Grove; Phoenixville Hospital in Phoenixville; Pottstown Hospital in Pottstown; and St. Christopher's Hospital for Children, a partnership of Tower Health and Drexel University in Philadelphia. It also includes Reading Hospital Rehabilitation

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Reading Hospital, located in West Reading, is a 714-bed based hospital that is home to many top-tier specialty care centers, including ReadingHealthPlex for Advanced Surgical &

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