

Wellness Forum Health

InforMED™ Medical Decision-Making

Directory of Consumer Programs and Services

510 East Wilson Bridge Road

Suite G

Worthington, Ohio 43085

614 841-7700

Fax 614 841-7703

www.wellnessforum.com

We believe that it is a fundamental right of all consumers to have a complete analysis of the risks and benefits of any diet, test, drug, supplement, procedure or medical practice of any type before making a decision to proceed. This is not currently the way medicine is practiced, and we intend to change it.

Table of Contents

About Wellness Forum Health	page 3
What is InforMED™ Medical Decision-Making?	page 4
Free Resources	page 5
Why Join?	Page 6
Membership options	page 8
Description of Services/Member benefits	page 9
Health Briefs Library	page 9
Virtual Workout	page 9
Concierge Health Consulting	page 10
Advanced Study	page 10
Permanent Weight Loss	page 12
Online Certification Courses	page 13
Operation Healthy Girlfriend	page 17

About Wellness Forum Health

Our company specializes in InforMED™ Medical Decision-Making.

For consumers we offer:

- objective information about diets, tests, health conditions, and treatment options
- programs designed to help people transition to healthier diet and lifestyle habits

The InforMED™ Consumer has a clear understanding of risks and benefits of all health-related decisions and the ability to choose the best options for achieving, re-gaining, or maintaining optimal health, and can take an active role in making decisions about health-related matters. Becoming InforMED™ changes the definition of informed consent. Traditionally, doctors tell patients what to do (this is called informing), and patients say “ok” (we call this consenting). In our model of healthcare, doctors make suggestions, patients look at the risks and benefits of their available options and then inform the doctor of their choice.

For health practitioners we offer:

- training that includes specific protocols that lead to better long-term health outcomes
- access to informational libraries and tools that facilitate InforMED discussions
- educational programming to facilitate diet and lifestyle change
- affiliate and professional development programs that facilitate practice-building

The InforMED™ Practitioner engages in collaborative discussions with patients, and provides educational programming that empowers patients to take control of their health and to change their diet and lifestyle habits.

What Is InforMED™ Medical Decision-Making?

Being InforMED™ means the consumer is presented with objective information about a health-related issue in order to choose the best options for care. This includes all diets, supplements, tests, drugs, and procedures. This is very important since it is common for consumers to be told the benefits (often exaggerated) and not the risks (which are often significant) of health-related options.

WFH staff and associates have developed objective criteria and a system for looking at options for patients which include:

- Observe the Hippocratic Oath: First and foremost do no harm
- Treatment of the whole person
- Address the cause of disease
- When possible choose the least invasive option
- Acknowledge the difference between statistical significance and meaningful difference
- Drugs and procedures become the “alternative medicine” when diet and other non-toxic and non-invasive treatments do not work
- Study design, conflicts of interest, sample size, duration of follow-up, the extent to which research identifies a cause-and-effect relationship, selection bias, replication of findings, and other factors that influence reported outcomes.

When developing materials and programs for use with consumers, we use **prescriptive communication**, which means information is conveyed in a manner that is specific, can be well understood, leads to a desirable outcome, and is actionable. Prescriptive communication is the norm in some areas of healthcare. When dispensing pharmaceutical drugs, for example, patients are told how many pills to take, how many times per day to take them, and whether or not to take them with food. On the other hand, discussions of risks and benefits often use no written decision tools, and diet and lifestyle advice is often given using terms like “more,” “less,” and “moderation.”

In our experience, clear, concise and accurate information, usually presented in writing, is a major contributor to both patient satisfaction and better outcomes.

Free Resources

Dr. Pam Popper's Weekly Newsletter

This newsletter is sent via email every Monday and features articles about diet, health and medicine; an "Ask Dr. Pam" section; and announcements of upcoming events and learning opportunities.

Video Clips

These "news programs" are emailed to subscribers on Tuesdays and Thursdays each week. During these short videos Dr. Pam reviews published research, distilling important points from articles into easy-to-understand information for viewers. This is an easy and entertaining way to stay up-to-date on relevant scientific developments.

To subscribe, email your first and last name and email address to pampopper@msn.com .

Why Join?

Wellness Forum Health is a self-funding organization. We do not take money from outside sources, including investors that might influence or dilute our message. We also do not take money from philanthropic organizations because we believe that they should be helping disadvantaged individuals. Our programming and services is paid for through membership dues and fees for services delivered.

Our founder, Dr. Pam Popper, has been actively involved in changing laws at the state and federal level regarding consumer access to better healthcare options and practitioners. She has also been involved in working to influence public policy in the areas of diet, health, and medicine. While articulate individuals can contribute greatly to the discussion, **future success in changing laws and public policy will largely depend on the development of a large consumer group of millions of people who demand change. We need for you to be part of this group and to invite others to join too.**

We have already accomplished a lot! For example:

- We have developed the largest data base of InforMED™ Decision-Making resources in the world. We currently have over 3500 hours of programming and 2500 articles that help consumers to achieve better health outcomes, and practitioners to deliver better care.
- We have founded our own school in order to provide better training for health professionals. Our plan is to develop this school into a private college and to eventually establish our own medical school. We are leading the charge to force change in all areas of healthcare provider education.
- We have established a 501(c)3 foundation to fund research and to assist economically disadvantaged populations to access our programming.
- We have attracted some of the best business and most accomplished partners in the world in all areas of healthcare to assist us in growing our resources for both consumers and providers.
- We have developed effective programs for implementation at employer sites that both improve employee health and reduce employer healthcare costs.

But there is so much more to do! Here are just a few of the things we have planned for the future:

- A network comprised of thousands of health providers of all types throughout the U.S., all of whom are trained in InforMED™ Decision consulting and offering evidence- and outcomes-based care.

- Development of accurate health assessment tools
- Technology platform to support our model of healthcare
- Data storage with complete consumer control at all times
- Member registry to allow data gathering from large cohort to further facilitate InforMED™ Decision-Making
- Insurance cooperatives to provide reimbursement for services delivered by network providers
- Wellness Forum Health clinics in employer and community settings

Our Ultimate Plan:

- To create a fully integrated alternative healthcare system based on *evidence* that will enable our members to use accurate assessment tools, have insurance coverage that pays for services actually proven to improve health, and have their information stored on our secure record-keeping platform.
- To connect members with doctors and other providers who have been informed by us and who are fully committed to our healthcare practice model.
- To teach members how to use diet and lifestyle changes and other effective strategies for improving health, and to provide continued support for informed decision-making and health maintenance.

Joining Wellness Forum Health gives you access to unbiased information about diet, health; and medicine; provides you with tools to help you to achieve better health outcomes; and connects you with a group of like-minded people. Your membership dues support our continuing efforts to reshape and improve healthcare options and delivery.

Membership Options

(see descriptions of benefits on the following pages)

	Basic	Enhanced	Weight Loss	Professional	Professional Development	Annual Pass	Concierge Health Consulting
First year tuition	\$99	\$199 Save \$207	\$499 Save \$599	\$320 Save \$1027	\$799 Save \$1015	\$995 Save \$1500+	\$498 Save \$1211
InforMED Health 101 & 201	✓	✓	✓	✓	✓	✓	✓
Members-Only Website	✓	✓	✓	✓	✓	✓	✓
Preferred Pricing & Free Shipping over \$250	✓	✓	✓	✓	✓	✓	✓
Health Briefs Online Library		✓	✓	✓	✓	✓	✓
Virtual Workout w/ Chris Dorka		✓	✓				
Weight Loss Cert Course & Weight Loss Support Program			✓				
Advanced Study Live Classes & Videos				✓		✓	✓
Monthly Live "Ask Dr. Pam" Sessions				✓		✓	✓
Monthly Live "Things You Should Know" Sessions				✓		✓	✓
Online Certification Courses					Select 3 Courses	Select 6 Courses	
Concierge Health Consulting with Dr. Pam: One-on-one appts Unlimited email access						✓	✓

Description of Benefits and Services

InforMED Health 101

This course includes a textbook, online videos, and regularly scheduled instructional sessions which are held at our office in central Ohio and via live teleconference. Curricula includes a review of the science of diet and health, and the skills needed to adopt a program of dietary excellence™ and optimal habits. This course also covers the basics of InforMED healthcare decision making, including how to have constructive conversations with your doctor about tests, drugs, procedures and medication reduction or withdrawal.

InforMED Health 201: Introduction to InforMED Medical Decision-Making

Includes how to find and interview various healthcare providers including doctors, nutritionists, mental health therapists, and physical therapists; how to read basic blood tests, and how to evaluate information and research about diet, health and medicine. Taught live at our office, via live teleconference, and video platform online.

Members-Only Website

In addition to recipes and other helpful information, you'll have access to a growing library of over 140 workshops on a variety of topics, ranging from food preparation to cancer treatment.

Health Briefs Online Library

Over 2000 articles, most with references, on hundreds of topics related to diet, health and medicine. Includes articles from the weekly newsletter. New articles are posted almost every week. Search engine capability; articles can be emailed or downloaded.

Annual subscription \$29.95

The Virtual Workout

This video platform has workouts designed by our own fitness expert Chris Dorka, which can be done at home or at your office. Additional workouts are added monthly so you can change things up and take on increasingly harder exercises. Instruction is provided on how to work around injuries and other limitations. **Tuition \$79.95 per year**

Concierge Health Consulting Services

Have questions about health? Wish you had someone to ask when you see articles or hear about new books and diet plans that confuse you? Join Dr. Pam Popper's concierge health education and mentoring program. You will work closely with her as you improve your own health, and you'll also have an opportunity to learn about important health-related topics that affect you and the people close to you.

Your annual program will begin with a one-on-one appointment with Dr. Pam either in person or by telephone if you are not in the Columbus, Ohio area. (retail price \$250).

Additionally, you will receive:

- Unlimited access via email for questions and concerns (retail cost \$25 per email)
- Advanced Study Workshops – four hours of live programming each month based on important books about health. In addition to participating in current classes, members have access to previous classes on a passcode-protected video lecture platform. (retail cost \$660 per year). For a list of recent lectures posted on the video platform, see next listing in this catalog.
- Open live and interactive “Ask Dr. Pam” sessions once per month to get your questions answered. (retail cost \$300 per year)
- Things You Should Know – Every month Dr. Pam chooses a topic you should know about, presents information for 15-20 minutes and then takes questions. Topics have included cholesterol, blood pressure, blood sugar, the gut microbiome and vitamin D. (retail cost \$300 per year)
- Access to the Health Briefs Online Library – a collection of over 2000 articles on diet, health, and medicine. The library has a search engine to help you to find articles by topic. You can print them, download them, or email articles to others. (retail cost \$29.95 per year)
- One annual review session in person or by phone (retail cost \$250)

Workshops are recorded so you can listen again or make up missed classes; you can submit questions in advance to make sure your topics are covered even if you can't be on the calls!

Advanced Study Program

Each month Dr. Pam Popper prepares detailed slides and lectures based on important health-related books covering topics ranging from the study of genetics to cancer treatment. In addition to conducting two live sessions each month, lectures based on these books are posted on a video platform. Subscribers have access to all previous lectures in addition to those offered each month.

Annual tuition \$420 members; \$660 non-members

Below is a partial list of lectures posted on the platform (new ones added monthly):

- *Psychiatry Under The Influence: Institutional Corruption, Social Injury, and Prescriptions for Reform* by Robert Whitaker and Lisa Cosgrove
- *Less Medicine More Health* by Gilbert Welch, M.D.
- *The Emperor of All Maladies: A Biography of Cancer* by Siddhartha Mukherjee, M.D.
- *The Sober Truth: Debunking the Bad Science Behind 12-Step Programs and the Rehab Industry* by Lance Dodes, M.D. and Zachary Dodes
- *No More Sleepless Nights* by Peter Hauri, Ph.D. and Shirley Linde, Ph.D
- *Wheat Belly* by William Davis, M.D.
- *Another Person's Poison A History of Food Allergy* by Matthew Smith
- *A Cancer Therapy* by Max Gerson, M.D.
- *The Mind and the Brain: Neuroplasticity and the Power of Mental Force* by Jeffrey M. Schwartz, M.D. and Sharon Begley
- *A Disease Called Childhood: Why ADHD Became an American Epidemic* by Marilyn Wedge, Ph.D.
- *Should I Be Tested for Cancer: Maybe Not and Here's Why* by H. Gilbert Welch, M.D., M.P.H.
- *Healing Back Pain: the Mind-Body Connection* by John Sarno, M.D.
- *Guilt, Shame, and Anxiety: understanding and overcoming negative emotions* by Peter Breggin, M.D.
- *Proteinaholic: How Our Obsession with Meat Is Killing Us and What We Can Do About It* by Garth Davis, M.D. and Howard Jacobson, Ph.D.
- *The Mind-Gut Connection: How the Hidden Conversation Within Our Bodies Impacts Our Mood, Our Choices and Our Overall Health* by Emeran Mayer, M.D.
- *The Body Electric: Electromagnetism and the Foundation of Life* by Robert O. Becker, M.D. and Gary Selden
- *The Fear Cure: Cultivating courage as medicine for the body, mind and soul* by Lissa Rankin, M.D.
- *Real Food, Fake Food* by Larry Olmsted
- *The Social Transformation of American Medicine* by Paul Starr

Permanent Weight Loss: *Not* a 21-day plan, but a plan for the rest of your life!

Been overweight for a long time? Lost weight, gained it back again, and feel you're getting nowhere? Do you know what you are supposed to do but can't seem to make yourself do it or stick with it? You're not alone – most people are just like you. The reasons – we tend to spend time on the wrong things, and we get all excited about doing something for a short period of time rather than thinking about the long term. The fact is that anyone can do almost anything for a few weeks to a few months – the problem is what to do for the rest of your life!

Right now, you don't need another nutrition class, another program, or another temporary diet plan. You need a completely different approach. So instead of talking endlessly about what to eat (you *know* that already!!), or telling you to exercise more (you also know you're supposed to do that too!), we focus on the cause of the problem – the way you *think* about many things, like food, eating, your health, your priorities, and other important life issues. Changes in thinking result in changes in behaviors, which then lead to changes in weight and health – permanent changes – so you won't have to keep starting all over again. **You can do this! And we promise this series will change your life.**

Our Permanent Weight Loss Program will give you specific activities to do every day that will help you to make permanent changes in the way you think and act with regard to food. Here are just a few of the topics covered:

- Why willpower does not work for anyone for changing any habit

- Why portion control can't and won't work

- Simple scheduling tips that will help you to find time to do everything you want to do, including health promoting habits, without chaos and stress

- How to identify self-destructive thoughts and change them so you can succeed not only in losing weight but in other areas of your life too

- How to enjoy eating again without guilt and fear

- How to get others to help you instead of undermining you

- How to stay motivated after the "newness" wears off

Includes a video platform with lectures on key concepts and how to apply them easily to your daily life, worksheets, and live conference calls each month facilitated by Chef Del Sroufe, *who has lost 200 pounds and kept it off for 5 years*, a remarkable feat!

Tuition is only \$297.00 for members; \$396 for non-members

Certification and Online Learning Courses

The Biological Causes of Autism and Effective Treatment Options. The incidence of autism has increased and continues to increase – so much so that one research group estimates that by the year 2050, 50% of American children will be affected. Why is this happening? What can be done to prevent this? And what should parents do if their child begins to regress? This course will provide answers to both health practitioners and concerned parents. **Tuition \$495.**

Children's Health. Topics include how parental health influences children's health; breast feeding and breast feeding challenges how good eating habits and tastes are formed; how to change eating habits and tastes; how to introduce solid food to infants; social and other situations involving children for ages toddler through young adult; common childhood illnesses and diet and natural therapies. **Tuition: \$395**

Allergies/Asthma. Topics include the relationship between factors like genetics, diet, hydration, vaccines, weight status, and hormones on development of allergies and asthma; diet and natural treatments for resolving both. **Tuition \$195**

GI Disorders. Topics include overview of the gut microbiome, and common conditions including reflux, diarrhea, constipation, nausea, ulcers, colon cancer, colonoscopy and other diagnostic tests, gas and bloating, leaky gut and celiac disease. **Tuition \$395**

InforMED Consumer Series. Includes how to read and interpret information about health (practical experience looking at and evaluating journal articles), how to conduct your own research, how to read your blood test results (what DO those number mean?), evaluating risk factors, how to choose doctors and other providers. **Tuition \$195**

Cancer 101. Defining cancer (how it develops, characteristics of various types of cancer), theories about cancer causation, diet and lifestyle causes of cancer, how to evaluate and choose cancer treatments, surviving a cancer diagnosis, diet and cancer treatment. **Tuition: \$695**

Forming and Maintaining Optimal Habits. This course is for both health practitioners and consumers, and will address what stands in the way of health improvement – *if people know what to do, why don't they do it?* Topics will include the psychology of change, obstacles to change, overcoming resistance to change, compulsive behaviors and how to change thinking and behavior in order to change weight and health status.

Tuition: \$395

Become a Food Over Medicine Certified Instructor. This is your opportunity to begin or enhance your career in the nutrition and/or health fields. The curriculum for the course is based on Dr. Pam's book and will provide you with the knowledge you need in order to help others. Completing it will also increase your credibility, which will help you to reach more people.

The course is offered through five 2-hour video lectures delivered by Dr. Pam Popper, during which you will learn: the optimal diet for humans and the science to support it; the relationship between diet and disease and how diet can be used as an intervention tool; how to instruct patients/clients in managing their healthcare – includes tips on how to interview and interact with/manage doctors; how to assess healthcare options; and how to coach people through making these decisions; how to read, understand, and interpret research studies so that you can continue to learn on your own.

Upon completion you will receive a certificate, you will be listed as an instructor on Dr. Pam's website, and you will be authorized to teach the Food Over Medicine Course to consumers (and charge for the program!). Slides for community presentations and course materials are provided. **Tuition \$199**

Women's Health Certification Course. Includes information about hormones, PMS, breast health, menopause, weight gain, bone health, and other specific health issues concerning women. The course includes four video lectures delivered by Dr. Pam Popper, and detailed slides for each lecture. Upon completion you will receive a certificate, you will be listed on Dr. Pam's website as an instructor, and you will be authorized to teach a women's health course to consumers. Graduates will be provided with slide sets for teaching the course. **Tuition \$395**

Weight Loss Certification Course. Over half of the people living in Westernized countries are overweight, and an increasing percentage of those people are obese. The failure rate for weight loss programs is over 99%, which means that it's time for a new approach for helping people to lose weight. In this course, you will learn about the influences that contribute to weight gain, which include historical eating patterns, packaging and advertising for food, emotional eating, and social pressures. You will also learn new and effective strategies for weight loss based on the *real reasons* people overeat. We promise you will learn new things; this is not another series on eating less and exercising more! The course includes 4 video lectures and detailed slides. **Tuition \$395**

Wellness Forum Health Personal Chef Certification Offered by Chef Del Sroufe, *New York Times* best-selling author, internationally known celebrity chef, with over 25 years of experience in developing recipes, preparing food, overseeing food service operations, and working with individuals who have special dietary needs. This program is designed to train people who want to be personal chefs or personal chefs wanting to develop additional skills, including the basics of the business using a plant centered approach to cooking. Students will learn general meal planning and meal planning for special dietary needs (gluten free, IBD, allergies, heart disease, cancer, etc.); sanitation basics; how to price and market your services; licensing and insurance needs; how to prepare meals in clients' homes.

At the end of this course, you will be certified as a Wellness Forum Health Personal Chef, you will be able to show that you are qualified to offer personal chef services; effectively work with clients from initial contact through menu planning and food preparation; market yourself as a personal chef trained by an internationally recognized expert. This course is conducted via video lectures with notes and slides provided by Chef Del. Students will be given homework assignments that will prepare them to be gainfully employed in this field. All assignments must be completed according to Chef Del's specifications in order to be awarded the designation at the end of the series.

Tuition \$495.00

Men's Health. Topics include prostate health, benign prostate hyperplasia, PSA testing, prostate cancer, erectile dysfunction, Low T, vasectomy. **Tuition: \$395**

Business Training For Health Professionals. This course is for people who want to start a business offering diet and lifestyle-related services or who want to expand an existing business *without investing a lot of money*. This course will show you how. After identifying your goals, you will develop a business plan, a directory of services and pricing. You'll also learn low-cost marketing strategies that work, how to develop workshops that turn prospects into clients, effective speaking, teaching and coaching skills, and long-term strategies for growth and success.

Classes are taught via five video lectures. A workbook is provided to facilitate development of a business plan based on the material covered in the lectures.

Tuition: \$149

Vaccines: What Every Clinician and Patient Should Know A comprehensive, evidence-based course designed to facilitate informed decision-making about this very important topic. No hype, just the facts with supporting documentation from medical journals, government websites, and other reliable sources. Developed by Dr. Kathy Waller, former immunology professor at The Ohio State University, this course covers ALL of the most important topics related to this issue, which include immunology basics, the history of vaccines, detailed explanation of all of the diseases for which vaccines are recommended, along with risks of developing these diseases, detailed description of each vaccine currently recommended, along with information about adjuvant ingredients, data on side effects for each vaccine, vaccine research – how studies are conducted, herd immunity, vaccines and autism, vaccines and pregnancy, The National Vaccine Injury Compensation Program, travel and vaccine requirements.

Format: 60-90-minute lectures posted on a video platform. Each lecture is accompanied by a detailed slide presentation which can be downloaded by students. Dr. Waller is available via email for questions from participants. **Tuition: \$395**

Operation Healthy Girlfriend (OHG)

OHG's mission: Operation Healthy Girlfriend empowers women to build strong connections with other women in order to support their journeys through life and toward better health.

How it works: Each chapter starts with an enrollment period, usually 4-6 weeks. At the end of this period, the chapter is closed, confidentiality agreements are signed, and the fun/learning/support begins. The group meets 12 times per year for sharing; facilitated discussions about personal, family, and health issues; and discussion. OHG supports a national charity, the Feeding Hungry Children Backpack Program, which provides food for economically disadvantaged children for the weekend when breakfast and lunch at school are not available. OHG members also work together to improve community health, starting with themselves and their own centers of influence.

Why join? Because life is about human connections, and they are increasingly more difficult to make in today's busy world. When women join OHG, they'll spend time regularly with a group of trusted women (all sign confidentiality agreements) who share with one another their aspirations, disappointments, victories, and other aspects of life in order to help one another to enjoy better, healthier lives. If you are interested in making new friends and changing your life and your health in meaningful ways, join our trusted community and let us help you! **Change your health, change your life, help us change the world!**

**For information about joining, or to start a chapter:
contact our corporate office at 614 841-7700**