



Wellness Forum Health

Become a Certified Health Educator™ Through Wellness Forum Health!

You will learn:

How to read and interpret published studies and other health information in order to guide evidence-based decisions regarding health

How to use a comprehensive, whole person approach to improving health outcomes for your clients/patients

How to operate a collaborative and education-based health-related practice

How to develop a profitable and sustainable business/practice

You do not need any prior education or experience in the healthcare field in order to enroll in this program.

Educational requirements (descriptions on following pages):

- Become annual plan member of Wellness Forum Health
 - Complete test booklets for InforMED™ Health 101 and 201
- Successfully complete the following certification courses:
 - Forming and Maintaining Optimal Habits
 - Causes and Treatment for Autism
 - Allergies and Asthma
 - Cancer 101
 - Igniting the Curiosity Gene: Research and Writing
 - Understanding Psychological Disorders
- Successfully complete The Diet and Lifestyle Intervention course (offered through The Wellness Forum Institute)
- Participate in a Professional Mentoring course
- Complete Advanced Business Training for Health Professionals
- Complete supervised practice under the direction of Dr. Pam Popper – minimum 20 clients/patients

Competency evaluated as each educational requirement above is completed. You can enroll/start at any time.

Designation/benefits:

- Ability to use Certified Health Educator title
- Access to WFH informational data bases for use in your practice/business
- Option to earn commissions on memberships, educational programs, products and other services offered through Wellness Forum Health

Ongoing requirements;

- Maintain professional membership or above to Wellness Forum Health
- Take one class offered through WFH or the Institute during each calendar year

Tuition: \$5435; prepay for the entire program and save: \$4995

Annual Plan

Tuition: \$995

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.

Concierge Health Consulting Services

Work closely with Dr. Pam Popper as you improve your own health. You'll also have an opportunity to learn about important health-related topics that affect you and the people close to you. Includes one-on-one appointments (either in person or by phone if you are not in the Columbus, Ohio area), and email access.

Things You Should Know

A monthly workshop featuring a topic you should know about. Topics have included cholesterol, blood pressure, blood sugar, the gut microbiome, headaches, skin conditions, dental X-rays, and vitamin D.

Ask Dr. Pam

Monthly 90-minute question and answer session via teleconference.

Note: 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

Certification Courses

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.

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.

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.

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.

Igniting the Curiosity Gene: Research and Writing How to conduct research, evaluate research findings, and write articles and papers on any health-related topic. This is a must for anyone who wants to be a good clinician.

Understanding the Major Psychological Disorders

Covers causes of and defines major psychological disorders such as depression, anxiety, ADHD, PTSD, bipolar, addiction, and psychosis.

The Diet and Lifestyle Intervention Course

Program Description

The Diet and Lifestyle Intervention Course is designed to teach health and fitness professionals the relationship between diet and lifestyle habits and health outcomes; to expose students to professionals who are successfully using diet and lifestyle in health care delivery, and to teach specific and effective protocols for practice.

The course is taught through virtual classroom, or interactive conference call. Prior to each call, participants are instructed to read the texts and are emailed the instructor's slides and materials. The call is interactive and the participants can ask questions at any time.

The course is taught in 15 modules totaling 39 hours of classroom time:

- Science of Plant-Based Nutrition I
- Science of Plant-Based Nutrition II
- Introduction to Diet and Lifestyle Practice
- Cancer Treatment Options
- Heart Disease
- Prostate Cancer and Prostate Health
- Children's Health
- Women's Health
- Autoimmune Disease
- Vaccinations
- Mental Health
- Diabetes and Alzheimer's Disease
- Treating Weight Loss and Obesity
- GI Disorders
- Musculoskeletal Diseases

Tuition \$745

Professional Mentoring and Development Curriculum Outline

Instructor: Pamela A. Popper, Ph.D., N.D.

Classroom time: 24 hours - two classes per month, 2 hours each

Format: Virtual Classroom (interactive teleconference)

In addition to topics outlined below, class participants can submit questions, topics, and disease conditions for class discussion.

In addition to the curricula described below, each class will include practical experience in the form of patient/client analysis, review, and development of intervention/action plan. Class participants can submit their own patients/clients and samples will also be provided by the instructor.

Clinical Skills I

- Developing intake forms
- How to organize your schedule
- Dealing with family and friends
- Intro to patient and client analysis
- Learning to make constructive and targeted recommendations
- Motivational interviewing – the most important questions to ask
- Mutual goal setting with patients and clients
- How to collaborate with patients/clients and conduct informed discussions
- How to develop realistic plans for health improvement
- Identification of barriers to success and how to overcome them
- Reviewing food journals and offering actionable suggestions
- Follow-up schedules and health maintenance
- Consistency in practice – remaining detached from outcomes, promoting personal responsibility

Clinical Skills II

- Facilitating informed discussions between your patients/clients and their prescribers
- Informed decision making for cancer patients
- Addressing non-compliant patient/client
- Advising and assisting the overweight and obese population
- Sleep issues
- Constructive and responsible use of dietary and herbal supplements and other adjuvants
- The Gut Microbiome
- Prebiotics and Probiotics
- Collaboration with other health professionals, assembling a team

Clinical Skills III

Discussion of additional health issues such as acne, thyroid disease, headaches, anemia, Lyme disease, kidney disease, and more.

Tuition: \$1200

Advanced Business Training Academy for Health Professionals

Get the skills you need to succeed! Tuition \$995

This class series consists of 9 live and interactive sessions; after each class you will be given assignments to complete.

During this class series you will learn how to:

- ***Make money helping others to improve their health***
- Write a business plan with a directory of services and prices

- Develop excellent communication skills
- Develop and deliver effective seminars that generate new clients/patients
- Market yourself and your business in your community
- Plan and promote events
- Plan and teach cooking classes and other educational programs
- Develop effective educational materials
- Develop basic sales skills

If you don't know where to start, are stuck, working too hard for too little, or just need some accountability to get things done, this class is for you. All classes will be recorded for those who miss sessions.

Course outline:

Class 1: Basics

Setting goals and objectives	How to generate revenue and make a profit
How to convert an existing practice	How to start a new practice
The importance of repeat business	Choosing the services you will offer and pricing
Forms you will need	Setting up operational systems
Time management	

Class 2: Communication and Presentation Skills

Communication skills	The importance of seminar selling
Writing effective presentations	Speaking skills

Class 3: Practice!

Delivery of prepared presentations

Class 4: Marketing

Positioning yourself as an expert	Effective newsletters and periodicals
Low-cost and effective strategies for developing a practice/clientele	
Developing a calendar of events	
How to choose, plan host events	
Developing printed materials, ebooks, CD's, websites, and promotional materials	
Developing activity plans, monitoring your progress	
Incentivizing referrals	

Class 5 and 6 Cooking Classes

How to develop and teach plant-based, oil-free, whole food cooking classes that rock!	
Choosing topics and themes	Hands-on vs demonstration
Pricing your classes	Writing original recipes
Prepping for classes	Scripting classes
How to use cooking classes to generate patients/clients	

Class 7 Overcoming Fear of Sales

Selling skills for beginners; anyone can do it!

Class 8 Curriculum Development

Writing/developing effective educational materials, slides, textbooks
Vision, focus, objectives, creating a positive student experience

Developing compelling content

Class 9 Teaching Skills

Using educational programs in practice

Student/client engagement, eliciting participation

Leading whole class discussion

Role playing

Analysis for the purpose of improvement

Dates: Classes will be held in 2018. All classes at 7PM Eastern time

Jan 16, Jan 30, Feb 20, Mar 6, Mar 20, Apr 3, Apr 16, Apr 30, May 14

All classes will be recorded for those who miss classes