

Overview

For more information, contact pampopper@msn.com

We offer programs for both those who are already trained for healthcare-related business and practices, and for those who seek training to enter the healthcare field.

Our curricula is designed to show you how to develop a successful and profitable practice based on InforMED™ Medical Decision-Making and Diet and Lifestyle Change.

We can help you to:

- Develop a new practice or repurpose a practice that focuses on diet and lifestyle intervention
- Ensure that your practice will be profitable
- Attract patients/clients who are interested in taking control of their health
- Learn specific protocols that address the whole person, and that have been shown to result in better long-term outcomes
- Adopt proven methods for motivating and sustaining diet and lifestyle change
- Develop and deliver effective educational curricula that lead to improved health

Our programs are different!

- Live instruction – you will have an opportunity to ask questions and interact with our outstanding instructors, and health professionals and participants from all over the world
- Broad spectrum of conditions covered, including coronary artery disease, diabetes, autoimmune diseases, allergies, asthma, inflammatory bowel disease, reflux, hormone regulation, cancer, children's health issues, Alzheimer's Disease, depression and mental health, ADHD, musculoskeletal issues and more
- Information about how to treat the whole person – most of today's patients are complicated. They have several health issues, take multiple medications, and often are being treated by many specialists. Simple dietary changes alone will not resolve their issues in many cases.
- Goes beyond nutrition to cover psychological issues, choices about cancer treatment, musculoskeletal conditions, diagnostic testing, and evaluation of treatment protocols
- ***Practical application – not just information but what to do with the information and how to build a practice using it***

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 quite 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 are not accompanied by 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.

Benefits of Affiliation

The Wellness Forum Health Affiliate Program is designed for anyone who is in a health-related field. We invite doctors, nurses, dietitians, nutritionists, physical therapists, athletic trainers, mental health professionals, yoga teachers, and anyone else who is engaged in offering health-related advice to join.

The purpose of affiliation is twofold; to provide you with structured programming and products to offer to your clients/patients, and to generate additional income for your practice or business. Building a health-related business can be challenging, in part because there are so many things to do. One very important task is to create and administer educational programming that teaches people how to take more control over their health. Using our programs and products to support your practice saves you from having to create your own, and allows you to focus on spending quality time with the people you want to help. An added bonus is that affiliation with us allows you to generate more revenue.

Our Current Resources:

- Thousands of hours of programming and thousands of referenced articles to facilitate evidence-based discussions (new materials are developed weekly)
- Effective practice templates and protocols
- Profitable practice models (practitioners do not have to decide between doing the “right” thing and the “profitable” thing)
- Proven intervention programs for chronic/degenerative diseases (food-borne illnesses), psychological issues, and musculoskeletal disorders
- A diverse line of quality health-promoting products
- Well-developed marketing strategies
- Comprehensive training programs that allow practitioners to duplicate our success
- Well-developed infrastructure for support
- Established 501(c)(3) nonprofit to provide funding for research
- Our own school for training health professionals: *The Wellness Forum Institute for Health Studies*
- Excellent international reputation

The Affiliate Program allows you to be in business *for yourself* but not *by yourself*.

Professional Membership

Joining is the best way to learn more about our approach to healthcare, and our programs and services.

Benefits Include:

- **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 also taught live via teleconference and via video platform on the members' site. 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.
- **InforMED™ Health 201: Introduction to InforMED Medical Decision-Making** Includes detailed information about how to read and evaluate information and research about diet, health and medicine; how to find capable practitioners; and how to understand blood tests and other diagnostics. Taught live at our office, via live teleconference, and video platform online.
- **InforMED™ Health 301: Advocating For Change** Do you feel frustrated when you read about misbehavior of pharmaceutical companies, food manufacturers, healthcare professionals, and government officials? Wish you could do something about it? None of us can change the system alone, but together we can. This course will teach you how to get involved in changing laws at the state and federal level and how to collectively influence change. Learn to feel powerful, not helpless!!
- **Members-Only Website** - in addition to recipes and other helpful information, members have access to a library (over 140) of workshops on a variety of topics, ranging from food preparation to cancer treatment.
- **Preferred Pricing** on select educational programs and national conferences
- **Free shipping** on orders over \$250 (continental US only)
- **Health Briefs Library** Over 2500 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.
- **Advanced Study video platform** Detailed slides and lectures based on important health-related books covering topics ranging from the study of genetics to cancer treatment. At least two new lectures are added each month.
- **"Things You Should Know" video platform** Short lectures on topics of interest such as vitamin D, B12, dental X-rays, preventing colds and flu, and seasonal affective disorder. New lectures are added monthly.
- **Membership fee: \$320 (a la carte price for above benefits \$1347, save \$1027).**

The Wellness Forum Institute for Health Studies

The Wellness Forum Institute for Health Studies is the first school in the U.S. to offer certificates and diplomas based on the philosophy of evidence-based healthcare using diet and lifestyle as primary intervention tools.

Most educational programs for health care professionals allocate little time to teaching practitioners how to treat the cause of disease and instead just focus on symptom suppression. A growing dissatisfaction with traditional medical and nutrition practices has created a demand for different educational pathways that incorporate such training. The Wellness Forum Institute is grounded in the use of only the most rigorous and independent scientific standards for evaluating health information.

Format: Classes are offered via “virtual classroom” or live and interactive teleconference calls. Students anywhere can participate as long as they have access to a computer, email and can make long distance calls. Detailed slides and course materials are provided. Due to the teaching format, we are able to recruit the best teachers in the world for all subjects.

The Diet and Lifestyle Intervention Course

39 CME's for physicians; 39 contact hours for nurses; 39 level 3 CPEs for dietitians

This program will teach you how to develop a practice using diet and lifestyle as primary intervention tools; and specific protocols for helping people to regain/maintain their health. It is designed for doctors, physician assistants, dietitians, nurses, physical therapists, nutritionists, and all health professionals, but participation is open to anyone. Topics include the science of plant-based diets, diet and disease, diabetes, heart disease, autoimmune diseases, gastrointestinal diseases, women's health, men's health, children's health, vaccinations, mental health, cancer treatment, and musculoskeletal conditions

You do not have to be a practitioner to take this course; laypersons are welcome too!

Why and How to Withdraw From Psychiatric Drugs Research does not support the idea that “chemical imbalances in the brain” are the cause of mental illness. Yet today, 25% of Americans, including millions of children, are taking psychiatric drugs for conditions ranging from ADHD to schizophrenia. Research shows that psychiatric drugs are not effective (barely better than placebo). Instead, the drugs have significant side

effects that are often disabling and sometimes life-threatening. Furthermore, the drugs do not address the underlying causes of the individual's suffering and impairment such as childhood or adult losses and trauma, emotional conflicts in the family, poor self-discipline, difficulties focusing and persisting, real life crises, and self-defeating attitudes.

This unique program was developed by Wellness Forum Institute and psychiatrist Peter Breggin, M.D., a leading promoter of empathic therapy and a pioneering researcher in the toxic effects of psychiatric drugs and how to withdraw from them. Participants will learn guidelines for prescribers, therapists, patients and their families involved in psychiatric drug withdrawal, with emphasis on a collaborative effort that is empowering to the patient and family.

The course fills an important need. Although there are many books and classes that address aspects of drug withdrawal, there are no formal and comprehensive training programs that teach practitioners, patients and families "the whole story" – the actual causes of psychological issues, the consequences of drugging, and effective methods for helping people to extract themselves from "the psychiatric mill." This is the first comprehensive training program that addresses all aspects of this issue.

The Nutrition Educator Program is for individuals seeking a career in a nutrition-related field and looking for an alternative to traditional dietetics. This program requires that students complete basic science courses that are more rigorous than those required for many undergraduate nutrition degrees; includes courses that combine nutritional science with strategies for assisting clients in achieving and maintaining optimal health, and effective approaches for common degenerative conditions; includes many classes designed to teach practical skills needed for gainful employment; and concludes with 200 hours of practical experience during which a candidate must demonstrate his/her ability to work effectively in the nutrition education field.

For more information, visit our website at
www.wellnessforuminstitutehealthstudies.com
email pampopper@msn.com or call 614 841-7700

Certified through the Ohio State Board of Career Colleges
Registration number 09-09-1908T

Online Learning Courses

Sports Nutrition

\$495

Topics include sports nutrition overview, exercise and metabolism, nutrient requirements for child and adults athletes, hydration, dispelling the protein myths, body composition and energy balance, dietary supplements for athletes, sports-specific nutrition, diet and the professional athlete.

Dietary supplements

\$395

Topics include history of vitamins and supplements, nutrients in food vs supplements, DRI and RDA, deficiency diseases, constructive use of supplements in the treatment of disease **Note: This course will be taught live winter semester through the Institute, after which it will be available for self-study on a video platform.**

Igniting the Curiosity Gene: Research and Writing

\$795

This course will last for several months, and will consist of classes followed by research/writing assignments. The objective is to teach students how to find information, assess accuracy, apply what is learned to both personal health and helping others, and to learn to create workshops and write articles based on sound scientific evidence.

Autoimmune diseases

\$495

Topics include overview of immune function; causes of AID including allergies, asthma, vaccinations, hormones, environment, genetics; traditional treatment of AID, diet and AID, diet and alternative therapies in the treatment of AID. **Note: This class will be taught live during summer or fall semester, after which it will be made available on a video platform.**

Understanding Psychological Disorders

\$695

Includes information about PTSD, Psychosis, Depression and Despair, Bipolar, Anxiety (includes OCD and panic disorder), ADHD and Behavior Disorders in children, Addiction.

Cancer 101.

\$695

Defining cancer (how it develops, characteristics of various types of cancer), diet and lifestyle causes of cancer, how to evaluate and choose cancer treatments, surviving a cancer diagnosis, diet and cancer treatment.

Forming and Maintaining Optimal Habits.**\$395**

The psychology of change, why change is so difficult, how to develop a plan for changing your thinking, your habits and your life.

Biological Causes of Autism Effective Treatment Options.**\$495**

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.

Children's Health.**\$395**

Topics include benefits of breast feeding, how eating habits and tastes are formed, how to change eating habits and tastes, how to introduce solid food in to infants, social and other situations involving children for ages toddler through young adult, common childhood illnesses and diet and natural therapies.

Men's Health.**\$395**

Topics include prostate health, benign prostate hyperplasia, PSA testing, prostate cancer, erectile dysfunction, Low T, vasectomy.

Allergies/Asthma.**\$195**

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.

GI Disorders.**\$395**

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.

InforMED Consumer Series.**\$195**

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.

Become a Food Over Medicine Certified Instructor

\$199

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 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 deliver by Pam, 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 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.

Women's Health Certification Course

\$249

Includes information about hormones, PMS, breast health, menopause, weight gain, bone health, and other specific health issues concerning women. Upon completion you will receive a certificate, you will be listed on Pam's website as an instructor, and you will be authorized to teach a women's health course to consumers. Graduates will be given slide sets for teaching the course.

Weight Loss Certification Course

\$395

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.

Wellness Forum Health Personal Chef Certification

\$495

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, and 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.

Business Training For Health Professionals

\$149

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.

Not a Health Professional and Would Like To Be One? Become a Certified Health Educator

We are excited about helping more people to regain and maintain their health through diet and lifestyle change, and to learn how to make better choices about medical care. We have the best and most comprehensive programs that address these issues, and we want to make our programming available to more people. We know that the best way to do this is through associates who can educate, inspire, and support our members.

Our training program is comprehensive and will teach you everything you need to know in order to start a health education practice. You do not need any previous training to qualify. If you are currently practicing healthy habits (or are ready to start), are willing to lead by example, have an outgoing personality, a strong work ethic, a desire to learn new things and are motivated to help other people, you are a candidate for this program.

For more information and to schedule an interview, email pamopper@msn.com

Advanced Business Training Academy for Health Professionals

Get the skills you need to succeed!

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

Tuition \$995

