

# Membership Options

(see descriptions of benefits on the following pages)

	Basic	Enhanced	Weight Loss	Professional	Professional Development	Annual Pass	Concierge Membership
<b>First year tuition</b>	\$99	\$199 Save \$207	\$499 Save \$599	\$320 Save \$1027	\$799 Save \$1015	\$995 Save \$1500+	\$498 Save \$1211
InforMED™ Health 101, 201, 301	✓	✓	✓	✓	✓	✓	✓
5 Free Articles and 1 Free Basic Planning Session	✓	✓	✓	✓	✓	✓	✓
Members-Only Website	✓	✓	✓	✓	✓	✓	✓
Preferred Pricing & Free Shipping over \$250*	✓	✓	✓	✓	✓	✓	✓
Health Briefs Online Library		✓	✓	✓	✓	✓	✓
Virtual Workout		✓	✓				
Weight Loss Cert Course & Weight Loss Support Program			✓				
Advanced Study Live Classes & Videos				✓		✓	✓
Monthly Live "Ask Pam" Sessions				✓		✓	✓
Monthly Live "Things You Should Know" Sessions				✓		✓	✓
Online Certification Courses					Select 3 Courses	Select 6 Courses	
Concierge Health : includes planning, coaching and support sessions, educational programming						✓	✓

\*Note: free shipping is not available for water filters.

## **Description of Benefits and Services**

### **InforMED™ Health 101**

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.

### **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, you'll have access to a library of over 140 workshops on a variety of topics, ranging from food preparation to cancer treatment.

### **Health Briefs Online Library Annual subscription \$29.95**

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.

### **The Virtual Workout \$79.95 per year**

This video platform has workouts designed by our own fitness experts, 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.

### **Concierge Health Services**

#### **Improve Your Health With Pam**

Your annual package begins with a planning session with Pam, during which you will outline your health objectives and develop a plan of action for health improvement. This can be done via telephone or in-person. (retail price \$250)

Additionally, you will receive:

- Unlimited access via email for support (retail cost \$25 per email)
- Opportunities to learn – 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).
- Open live and interactive “Ask Pam” discussion sessions once per month to get your questions answered. (retail cost \$300 per year)
- Things You Should Know – Every month 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 Pam 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

## Wellness Forum Health Weight Loss Program

**Program Description** WFH Weight Loss is a one-year program designed to help you to permanently change your habits. **This is not a typical weight loss program.** While the goal is weight loss, this course focuses on two things – health education and literacy (examining the science related to choices regarding diet, health, and medical care) and habit change (which is the only way that permanent weight loss can occur).

**Components of the program include:** InforMED™ Health 101 and 201, one-on-one appointments, education about psychological issues underlying thinking and behavior, training on how to accomplish habit change, principles of weight loss, twice-monthly teleconference workshops, periodic review of journals, and accountability sessions.

**This program is not for everyone, and an application and interview are required to determine suitability for participation.** We do not want you to enroll in this program unless we feel that you are highly likely to succeed. Qualifications include willingness to commit to complete specific courses and tasks by deadlines, follow directions provided by WFH staff, make big changes to diet and exercise patterns, participate in conference calls and one-on-one meetings, and be accountable for your actions and progress. **Tuition:** \$799 which covers 12 months.

**Most people who try to lose weight and keep it off fail.** If you are like most overweight people you already know this; you've failed a few times yourself. The longer you have been overweight, the more the odds are against your succeeding. The only thing that will make this experience different than the last is your willingness to do whatever it takes for a long period of time, and to do things differently than you have in the past.

In our experience, the biggest reasons people fail at weight loss or anything else requiring behavior change is their own resistance to doing things differently for extended periods of time, failure to stay engaged in some type of support program, and unwillingness to hold themselves accountable for progress. You should think long and hard before you decide to apply – and make sure you are ready to commit to yourself to a healthier future for the rest of your life.

If you are ready to take the first exploratory step, email [sherbank@wellnessforum.com](mailto:shermank@wellnessforum.com) for an application and to schedule an interview.

## **Online Educational Courses**

### **Sports Nutrition**

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. **\$495**

### **Dietary supplements**

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 **\$395**

### **Igniting the Curiosity Gene: Research and Writing**

This course lasts for several months, and consists 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. **\$795**

### **Autoimmune diseases**

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. **\$495**

### **Understanding Psychological Disorders**

Includes information about PTSD, Psychosis, Depression and Despair, Bipolar, Anxiety (includes OCD and panic disorder), ADHD and Behavior Disorders in children, Addiction. **\$695**

**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. **\$495.**

**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. **\$195**

**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. **\$395**

**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. **\$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. **\$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. **\$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. **\$395**

**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. **\$395**

**Men's Health.** Topics include prostate health, benign prostate hyperplasia, PSA testing, prostate cancer, erectile dysfunction, Low T, vasectomy. **\$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. **\$199**

**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. **\$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. **\$495.00**

**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. **\$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. **\$395**