

# **Wellness Forum Health InforMED™ Medical Decision Making**

## **Directory of Programs and Services for Health Professionals**

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## **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.

**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.

## Program Overview

**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*.**

## Free Resources

### **Pam Popper's Weekly Newsletter**

This newsletter is sent via email every Monday and features articles about diet, health and medicine; an "Ask 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 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](mailto:pampopper@msn.com) .

## 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, does not include water filters)
- **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 the 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](http://www.wellnessforuminstitutehealthstudies.com)**  
**email [pampopper@msn.com](mailto:pampopper@msn.com) or call 614 841-7700**

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

## Online Educational Courses

### **Diet, Lifestyle and Diabetes**

**\$395**

Course covers type 1, type 2, and gestational diabetes; how changing diagnostic parameters has resulted in false diagnoses; a review of commonly prescribed medications, co-morbidities; and how diet and lifestyle changes improve health outcomes for diabetics.

### **Health Benefits and Risks of Cannabis**

**\$695**

Most states approve cannabis for medical use; an increasing number of states are legalizing recreational use. This course looks at the effects of cannabis on health when used both recreationally and medically, and answers important questions about safety, efficacy, thresholds for intoxication, and implications for public health. Everyone knows someone who is using cannabis, and we will all be affected by its increasing availability.

### **Diet, Exercise and Mental Health**

**\$395**

While there is no evidence that psychological issues are caused by chemical imbalances in the brain, physical health has a profound influence on mental health. This course covers the relationship between diet and mental health; the optimal diet that supports better mood and psychological states; the connection between the microbiome and mental health, and how exercise relieves stress, anxiety, ADHD, and even psychosis

### **A Concentrated Look at Inflammatory Bowel Disease**

**\$495**

IBD is a debilitating disease with multiple contributing causes, and often does not respond to traditional care. This course includes a review of known causes; traditional medical treatment along with efficacy rates for drugs and procedures; complications of disease, dietary intervention, long-term management, and challenges to getting well.

### **Time Management**

**\$195**

One of the biggest impediments to successfully changing diet and lifestyle habits is time – people do not think they have enough. But they do! Expert time manager Pam Popper will show you how to get more done than you ever imagined, have enough time to take care of yourself, AND have enough time to enjoy life with friends and family!

### **Irritable Bowel Syndrome**

**\$495**

This increasingly common disorder is poorly understood. Patients often spend decades trying diets and food restriction, often with little change. This course examines multiple causes, and offers a comprehensive approach to relieving symptoms.

### **Your Amazing Microbiome**

**\$495**

The bacterial cells living in the human gut outnumber the cells in the body, and are involved in every aspect of health ranging from digestion to emotional responses. You'll learn about the function of a healthy microbiome; the various ways in which the microbiome can be damaged; how damage influences health; and interventions shown to restore and stabilize the microbiome.

### **Cognitive Health and Alzheimer's**

**\$395**

Almost 20% of Americans can expect to develop Alzheimer's Disease after age 75, which negatively impacts quality of life for patients and their families. You'll learn the causes of AD and how to prevent it, as well as strategies for remaining cognitively sharp for the rest of your life.

### **Advocacy: Public Policy and How to Change Laws**

**\$295 (free for members)**

Fed up and think it's time things changed? This course prepares people to become more involved in public policy issues, ranging from school lunches to healthcare reform.

### **Mini-Courses**

#### **Thyroid Disease**

**\$ 99**

Covers hypo- and hyperthyroidism, over-diagnosis of thyroid disease, thyroid nodules, the role of iodine and more.

#### **PCOS**

**\$ 59**

Covers causes, influences on female reproduction, and how to resolve.

### **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**

**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**

**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**

**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**

**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**

**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 deliver 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**

**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**



## **Mental and Emotional Health With Peter Breggin**

### **Psychiatric Drug Withdrawal: Consumer Course**

**\$995**

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.

While many doctors know how to prescribe the drugs, few know much about how to help patients withdraw, which is why consumers must be educated and prepared. This course provides valuable information about the effects of the drugs, what to expect while withdrawing, how to develop a team for support, and how to improve physical health in preparation for withdrawal.

### **The Heart of Being Helpful**

**Part I** starts with personal transformation - becoming the “best you” that you can be. The more centered and happy you are, the more pleased with your life that you are—the more you will be able to help others. You’ll learn how to constructively look at both your past and present circumstances, your successes and failures, your relationships with others, and how to transform yourself to live your best life. Ultimately you will learn how to identify your self-defeating reactions to life and to replace them with positive, rational and caring approaches. Insight into your own experience, and continually fine-tuning yourself to live and to relate better, provides the basis for helping others with their lives.

**Tuition \$695**

**Part II** continues with your learning how to apply what you’ve learned to helping others – not by delivering therapy, but by helping people through the same self-transformation experience you’ve undergone for yourself. Helping ourselves and those we touch to live fuller and more satisfying lives is an ongoing process that all people can share with one other, sometimes through a lifetime together.

**Tuition \$695**

**Musculoskeletal Health With Eileen Kopsaftis, P.T.**  
**Got Pain? Want to get rid of it? Eileen Kopsaftis, can show you how!**

Eileen Kopsaftis is a health and pain expert who has been helping people to resolve their pain issues, return to the things they love doing every day, and regain their quality of life for many years. She's a licensed physical therapist (Ohio and New York), who has spent her career seeking out the best methods for restoring people to optimal musculoskeletal health. Often, people feel better quickly, after only a few sessions.

The reason that Eileen is so successful is that she addresses the *causes* of pain rather than treating at the symptom level only. The use of drugs, surgery, and many other approaches to pain provide temporary relief at best, while the underlying problem becomes worse.

Here are a few things you should know about pain:

- The painful area is often not the source of the pain
- Often misalignment or imbalance in muscles that move joints contribute to pain
- Dehydration can contribute to pain
- Diet and food choices can contribute to pain
- Poor circulation is often a cause of back pain
- It's never too late to start resolving pain – even if you've suffered for many years!

For the first, time, Eileen is making her program available on a video platform that can be accessed by anyone, anywhere! The program includes instructional videos, one module specific to the area of your body affected by pain (shoulder, knee, low-back, neck, etc.), and email support.

**Tuition:**

**\$499 for Wellness Forum Health Members**

**\$659 for non-members**

**Note: to add modules for other affected areas of the body: \$149 per module (a \$50 discount)**

**One-on-one appointments with Eileen \$149 (regular price \$195)**

***Move With No Pain*** will not only help you to feel better soon, it will also teach you how to maintain pain-free movement for the rest of your life. The skills you will learn will not only help you with the issue you have right now, but if practiced regularly, can help you to remain pain-free for the rest of your life!

## **Not a Health Professional and Would Like To Be One? Become a 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 business. 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](mailto:pamopper@msn.com)**

## **Professional Mentoring and Development**

Classroom time: 24 hours – two 2-hour interactive teleconference per month

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

### **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**

***This is an opportunity to sharpen your skills, increase your confidence,  
and build a stronger business/practice!***

# 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**

## **The Food Over Medicine Coaching Program**

### **Here are just a few of the benefits you will gain by taking this course:**

- You will learn accurate, evidence-based information about how to improve personal health
- You will have knowledge and skills to help others to improve their health
- You will learn basic business skills
- We will help you to develop prospects and to build your health coaching business
- You can teach the course yourself, or use our online and live programs for your clients too

### **Course Outline:**

- Food Over Medicine Basic Online Course
- Basic Membership to Wellness Forum Health (includes InforMED™ Health 101, 201)
- Business Training and Communication Skills
- Meal planning, shopping, food prep
- Presentation Skills
- Designing and Teaching Successful Cooking Classes
- Coaching skills
- Women's Health
- Men's Health
- Children's Health
- How to Manage Doctors and Healthcare Providers

**Tuition: \$1495 (includes a sample package of one of each Wellness Forum Health fabulous foods and personal care products!)**

### **What you can do upon completing this course:**

- Offer workshops to increase awareness about the relationship between diet and health
- Teach the Food Over Medicine course
- Develop and teach cooking classes
- Assist people in improving their health with information, assistance with diet change, and one-on-one or group coaching
- Become an active participant in community efforts such as improving school food, or starting a wellness program at your church
- **Start a Food Over Medicine Chapter in your area with our help!**

For more information or to set up a time to talk by phone email [pampopper@msn.com](mailto:pampopper@msn.com)



## Meet The Principals

Pam Popper is the founder and President of Wellness Forum Health. The company offers educational programs to both consumers and providers that facilitate informed medical decision-making, diet and lifestyle intervention, and improved long-term health outcomes. Through its own network of providers, Wellness Forum Health offers direct-to-consumer healthcare services.

Pam serves on the Physician's Steering Committee and the President's Board for the Physicians' Committee for Responsible Medicine in Washington D.C. Pam was one of the health care professionals involved in the famed Sacramento Food Bank Project, in which economically disadvantaged people were shown how to reverse their diseases and eliminate medications with diet.

Pam served as part of Dr. T. Colin Campbell's teaching team at eCornell, teaching part of a certification course on plant-based nutrition. She has been featured in many widely distributed documentaries, including *Processed People* and *Making a Killing and Forks Over Knives*, which played in major theaters throughout North America in 2011. She is one of the co-authors of the companion book which was on the *New York Times* bestseller list for 66 weeks. Her most recent films are *Food Choices* and *The Yoyo Effect*. Her most recent books are *Food Over Medicine: The Conversation That Can Save Your Life*.

Pam is also a public policy expert, and continually works toward changing laws that interfere with patients' right to choose their health provider and method of care. She has testified in front of legislative committees on numerous occasions, and has testified twice in front of the USDA's Dietary Guidelines Advisory Committee.

Pam is a straight-talking professional who is not afraid to criticize national health organizations, government agencies, medical professionals, pharmaceutical companies, agricultural organizations and manufacturing companies, many of whom have agendas and priorities that interfere with distributing truthful information and promoting public health.

Everyone who is interested in health should hear her speak. For some, their lives may depend on what she has to say!

**Del Sroufe** is a partner in Wellness Forum Health Holdings and Executive Chef and director of the company's food division, where he is responsible for menu development, marketing strategies, developing and teaching cooking classes, employee hiring, training and management, kitchen management, compliance, purchasing, customized menus for people with health issues, development of internship programs, public speaking, media interviews, account development and general business management. He has been involved in the food business for over 20 years, with experience ranging from restaurant management to owning and operating a retail bakery.

Del is the author of the *New York Times* best-selling *Forks Over Knives: The Cookbook*, *The China Study Quick and Easy Cookbook*, and *Better Than Vegan*. His newest book is *China Study Cookbook: Family Style*. Del has achieved notoriety as a chef nationwide, and has cooked for some of the most famous plant-based doctors and teachers.

**Dr. Peter Breggin, M.D.** is known as "The Conscience of Psychiatry" for his many decades of successful efforts to reform the mental health field. His scientific and educational work provides the foundation for modern criticism of psychiatric drugs and electroshock (ECT) and he promotes more caring and effective therapies.

He has been a consultant to the Federal Aviation Agency (FAA) on the effects of psychiatric drugs on pilots, and recently was the key expert witness in hearings before the U. S. Congress on psychiatric drug-induced violence and suicide in the military.

He has authored more than 50 peer-reviewed scientific articles and more than 20 books including the bestseller *Talking Back to Prozac* (1994, with Ginger Breggin). Based on his clinical and forensic experience, he presented numerous examples of tragic adverse drug reactions in his book, *Medication Madness: The Role of Psychiatric Drugs in Cases of Violence, Suicide and Crime* (2008). He summarized the dangers of psychiatric drugs and described how to withdraw from them in *Psychiatric Drug Withdrawal: A Guide for Prescribers, Therapists, Patients and Their Families* (2013). Dr. Breggin's newest book is *Guilt, Shame and Anxiety: Understanding and Overcoming Negative Emotions*.

Dr. Breggin is a graduate of Harvard (with Honors) and Case Western Reserve Medical School. His psychiatric training included a Teaching Fellowship at Harvard Medical School. After finishing his psychiatric training, he became a full-time consultant at the National Institute of Mental Health (NIMH) for two years. He has taught at many universities. Dr. Breggin's private practice is in Ithaca, New York where he treats adults, couples, and families with children.

**Eileen Kopsaftis, P.T.** Ms. Kopsaftis has been in physical therapy private practice for 18 years and specializes in manual techniques for restoring pain-free movement and postural symmetry. After observing that while traditional physical therapy offers some relief for patients, it often does not restore patients to full function, she sought training from several dozen institutions and individuals and eventually developed her own "brand" of physical therapy. She has designed a comprehensive training program for physical therapists that teaches others to offer outcomes-based therapy to patients.