

Wellness Forum Health

Go Where Health Matters

Directory of Programs and Services for Health Professionals

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Free Resources

Pam Popper's Weekly Newsletter

This newsletter is sent via email every Monday and features articles about diet, health and medicine; questions and answers from readers; and announcements of upcoming events and learning opportunities.

Video Clips

These "news programs" are emailed to subscribers each week. During these short videos Pam reviews published research, distilling important points from articles into easy-to-understand information for viewers, and discusses issues of the day. 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.

Health Professional Training Overview

Our company has been in business for almost 25 years. During that time, we have developed the largest libraries in the world of articles, videos, educational programming, and other decision tools designed to help consumers in making informed choices about health. We propose that consumers should make decisions about health-related issues the same way they make other important decisions such as purchasing cars, houses, and retirement accounts – by gathering information, asking lots of questions, and then deciding what to do based on evidence, finances, and goals.

We've impacted hundreds of thousands of people all over the world, teaching them how to understand health information in order to make the best choices for regaining and/or maintaining optimal health. In addition to our informational libraries, we have developed textbooks, videos, slide sets and other tools that assist people in improving their diet and lifestyle habits.

We have also developed training programs for both health professionals and for those who seek training in order to enter the healthcare field.

Our curricula is designed to show you how to develop a successful practice based on our model. We can help you to:

- Design a new practice or repurpose an existing practice that focuses on evidence-based decision-makings and diet and lifestyle intervention
- Learn how to develop and market your health-related business
- Develop research skills
- 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
- Write and deliver effective educational curricula that lead to improved health

Our programs are different!

We consider nutrition to be part of an overall health improvement program which utilizes many other strategies, the most important of which is InforMED Decision-Making. About 35% of our new members/clients are eating diets that may be better than most, yet they are not healthy. There are many reasons, including taking drugs and supplements that are useless or harmful, consenting to screening tests that are harmful, having unnecessary procedures, and having trouble sorting out fact from fiction when making medical choices. Graduates of our programs are more helpful to people because they are trained to address "whole person" health, which includes but is not limited to diet.

Another differentiating factor is that a significant percentage of our training is delivered live through teleconference. We do not believe that people can be taught to be successful through more passive learning methods.

We focus on application/intervention as much as acquisition of knowledge since this is the missing link for most people. We seldom encounter a person who does not understand and agree with the information they learn from us. But most of them struggle to apply what they learn - and that's the piece that matters most.

Last but not least, we are teaching people to do what we have been doing for almost 25 years - delivering services in community settings. The actual development and conducting of a business and helping people with complicated health issues is quite different than purely academic discussions about health.

What Makes Our Information Libraries Different? **by Pamela A. Popper, President**

In spite of having access to more information than ever before, the public is confused about many health-related issues. And confusion stands in the way of good decision-making. Much of the confusion results from the fact that one can advocate for almost any diet, food, supplement, drug, or medical practice using studies and articles published in medical journals, and presenting "experts" who support the claims made. Thus there are published studies and experts proclaiming that a Paleo Diet is best; and published studies and experts proclaiming that a plant-based diet is best. And there are published studies and experts recommending population screening for vitamin D deficiency, breast cancer, prostate cancer, and the MTHFR gene mutation; and published studies and experts claiming that these practices are more harmful than helpful.

Consumers read a book, attend a lecture, or take a course and think they can make a good decision based on what they know, only to be confronted with information that is the polar opposite of what they have learned. It can paralyze some people who have important decisions to make, such as which cancer treatments to select; and where diet is concerned the confusion can result in people continuing to eat a terrible diet since it seems like there is no dietary theory that everyone agrees is "right."

Essentially there is no clear conclusion to be reached on almost any issue when an individual's or an organization's point of view is the basis for making recommendations. The adoption of "science as a point of view" has resulted in significant degeneration of scientific discussion. The only way to resolve this is to establish some criteria for how information will be filtered that most reasonable people can agree on.

To address this very important issue, a few years ago, my colleagues and I established a set of criteria for evaluating information in order to reduce confusion for the people we help with health issues. When these criteria are used, confusion is eliminated for many issues, and we have even seen those who disagree with us refuse to engage in a rules-based discussion, which speaks volumes for the strength of their arguments. Following are some examples.

All experts are not considered equal. One of my pet peeves is the media's tendency to present both points of view, with an "expert" from "each side." While the presentation of different viewpoints can be a good idea, the various experts should be well-matched in terms of education and accomplishment. But this does not happen. Often two people who have widely divergent backgrounds and levels of expertise are presented as having equal standing. Thus a scientist who has published over 300 papers in top peer-reviewed journals, and spent

decades conducting carefully controlled research studies (Dr. T. Colin Campbell) presents evidence supporting a plant-based diet; while Gary Taubes, a journalist with the *New York Times*, and who has no specialized knowledge about diet, health and medicine, presents evidence for eating an animal foods-based diet. It is easy for the reader to perceive both of these individuals to be experts and to have equal standing which is simply not true.

Any proposed intervention must result in improved long-term outcomes, not just changes in surrogate markers. This rule applies to dietary supplements, diets, drugs, and procedures. Both statin drugs and high-dose niacin lower cholesterol, but they have very little impact on the risk of heart attack, stroke, or death. For statins, the risk reduction for members of the general population is less than 2%. On the other hand, Dr. Caldwell Esselstyn has followed his patients for over 30 years now, and has shown that a low-fat plant-based diet keeps even patients with terminal coronary artery disease alive for decades. Dr. Esselstyn's longitudinal study carries significantly more weight due to his ability to show real improvement in health and significantly better long-term outcomes.

Storytelling is not considered evidence. I always assume positive intent and honesty until shown evidence to the contrary, so when people tell me stories I believe they are true. Examples include "My uncle ate bacon, eggs and cheese three times per day, lived to be 94 years old and died in his sleep," and "I had a flu shot last year and did not get the flu." But stories carry no weight in our world in terms of decision-making. What has happened to one person is not an indication of what will happen to other people who engage in the same behavior. For example, I know people who regularly drink too much alcohol and drive, have never been pulled over and convicted of DUI, and have never had an accident. I think we can all agree that reporting that it is safe to drink and drive using stories of people who "get away with it" would be ludicrous.

But this is done all of the time, even by doctors who should know better. Loren Cordain's *The Paleo Diet* is largely supported with stories of people who gave up pizza and cupcakes and started eating wild elk and deer and lost weight. Others engage in conjecture about what people ate 6 million years ago while wandering the earth looking for food. The stories and conjecture are meaningless and I do not understand why we are debating what people ate 6 million years ago when we have accurate data about what people eat right now and their health status.

Wellness Forum Health uses several other criteria as a filter for evaluating information. The three examples cited above are examples of how these filters are applied. This helps consumers to make sense of the massive amount of information they are bombarded with regularly, and to feel more confident about the choices they make.

In our world, rules are employed to govern everything, ranging from sports to how corporations are run and laws are passed. In the absence of rules, chaos results. Enterprising charlatans take advantage of chaos to sell their ideas about diet and health, and this can be stopped by applying objective rules in evaluating them.

Rules for Evaluating Evidence

We evaluate information using these filters to arrive at conclusions which are reported in our libraries:

- Conflicts of interest
- Study design, including selection bias
- Length of follow-up
- Actual improvement in health, not just improvement in surrogate markers
- Establishment of cause and effect relationships, not just correlation
- Identification of a plausible mechanism of action
- Serious limitations associated with self-reported data
- Selection bias
- Extent to which research findings have been replicated by others
- Relying on the preponderance of evidence rather than a single study

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*.

Note: Only graduates of the Certified Health Educator Program and Nutrition Educator Program are eligible to become affiliates.

Membership Options

(see descriptions of benefits on the following pages)

	Basic	Professional	Concierge Health	Weight Loss	Prof Development	Annual Pass
First year dues	\$99	\$320 Save \$1027	\$498 Save \$1211	\$799 Save \$599	\$799 Save \$1015	\$995 Save \$1500+
InforMED™ Health 101, 201	✓	✓	✓	✓	✓	✓
Member Rewards	✓	✓	✓	✓	✓	✓
Basic Planning Session	✓	✓	✓	✓	✓	✓
Members-Only Website	✓	✓	✓	✓	✓	✓
Ask The Therapist	✓	✓	✓	✓	✓	✓
Office Hours w/Eileen PT	✓	✓	✓	✓	✓	✓
Preferred Pricing & Free Shipping over \$250 (Continental U.S. only, does not include water filters)	✓	✓	✓	✓	✓	✓
Health Briefs Articles Library	✓	✓	✓	✓	✓	✓
Concierge Platform (dozens of videos, new ones added monthly!)		✓	✓	✓		✓
Online Weight Loss course and twice monthly teleconference sessions				✓		
Advanced Study Live Classes & Videos		✓	✓	✓		✓
Monthly Live "Conversations with Pam" Sessions	6 sessions per year	✓ 22 sessions per year	✓ 22 sessions per year	✓ 22 sessions per year	✓ 22 sessions per year	✓ 22 sessions per year
Monthly Live "Things You Should Know" Sessions		✓	✓	✓	✓	✓
Online Educational Courses					Select 3 courses	Select 6 courses
Concierge Health: planning, coaching, support sessions, educational classes			✓	✓		✓

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 via live teleconference, and video platform online.

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

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.

Concierge Health Services

Improve Your Health With One of Our InforMED™ Consultants

Your annual package begins with a planning session, 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. Follow-up appointments and unlimited email support will help to keep you on track and making progress toward your goals.

Advanced Study Workshops – four hours of live programming each month based on important books about health. (retail price \$660 per year)

“Conversations With Pam” open Q&A sessions monthly. (retail cost \$450 per year)

Things You Should Know – a lecture, slide set and discussion each month that covers topics ranging from vitamin D to snoring (retail cost \$300 per year)

Concierge Platform – all Advanced Study and Things You Should Know workshops are filmed and placed on this platform monthly. Currently over 100 videos are available with accompanying powerpoint slide sets.

Live 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 in class!

Things You Should Know Video Platform

Topics include:

Acid/alkaline Balance	Folic Acid	Natural Sleeping Aids
Acne	Gluten	Pancreatic Enzymes
Acupuncture	<i>H Pylori</i>	Potatoes Instead of Paleo
B12	Hair Health	Protein
Boost Your Metabolism	Headaches	Root Canals
Candida	Healing Power of Pets	Seasonal Affective Disorder
Cholesterol	Immune Function	Soy
Cleanses	Inflammation	Sunlight Benefits
Cold Sores	Intestinal Gas	Triglycerides
Dental X-rays	Iodine	Urinary Tract Infections
Detox Programs	Iron Levels	Warts
Eczema	Leaky Gut	Water Fastinng
Fatigue	Macrobiotic Diets	
Fermented Foods	Natural Pain Relief	

Advanced Study Video Platform

Alternative Medicine: Health and Medical Issues Today by Christine Larson, Ph.D.
Another Person's Poison A History of Food Allergy by Matthew Smith
The Body Electric: Electromagnetism and the Foundation of Life Robert O. Becker, M.D. & Gary Selden
The Body Keeps the Score by Bessel van der Kolk MD
A Cancer Therapy Results of Fifty Cases and the Cure of Advanced Cancer by Diet Therapy
by Max Gerson, M.D.
Chasing the Sun: How the Science of Sunlight Shapes Our Bodies and Our Minds by Linda Geddes
Choices in Healing: Integrating the Best of Conventional and Complementary Approaches to Cancer
by Michael Lerner
Cognitive Behavioural Therapy (CBT): Teach Yourself by Christine Wilding
A Disease Called Childhood by Marilyn Wedge, Ph.D.
Dreamland by Sam Quinones
The Emperor of All Maladies: A Biography of Cancer by Siddhartha Mukherjee
The End of Food by Paul Roberts
Evidence of Harm: Mercury in Vaccines and the Autism Epidemic by David Kirby
The Fear Cure: Cultivating Courage as Medicine for the Body, Mind and Soul by Lissa Rankin, M.D.
Feed Your Pet Right by Marion Nestle and Malden C. Nesheim
First Bite: How We Learn to Eat by Bee Wilson
The Forgotten Therapy: The Past and Future of Phage Therapy by Anna Kuchment
The Gene: An Intimate History by Siddhartha Mukherjee
Guilt, Shame, and Anxiety: Understanding and Overcoming Negative Emotions by Peter Breggin, M.D.
Gulp by Mary Roach
Healing Back Pain: the Mind-Body Connection by John Sarno, M.D.
Health and Optimism: New research on the relationship between positive thinking and physical well-being by Christopher Peterson
The

Health Effects of Cannabis and Cannabinoids: The Current State of Evidence and Recommendations for Research

How to Starve Cancer ...without starving yourself: The Discovery of a Metabolic Cocktail That Could Transform the Lives of Millions by Jane McClelland

The HPV Vaccine On Trial: Seeking Justice For A Generation Betrayed
by Mary Holland, Kim Mack Rosenberg, Eileen Iorio

Less Medicine, More Health: 7 Assumptions That Drive Too Much Medical Care H. Gilbert Welch, M.D.

The Longevity Diet: Discover the New Science Behind Stem Cell Activation and Regeneration to Slow Aging, Fight Disease, and Optimize Weight by Valter Luongo Ph.D.

The Medical Medium by Anthony William

Mind-Body Interactions and Disease Proceedings of a Conference on Stress, Immunity and Health

Missing Microbes: How the Overuse of Antibiotics is Fueling Our Modern Plagues
by Martin J. Blaser, M.D.

The Mind and Brain: Neuroplasticity and the Power of Mental Force
by Jeffrey M. Schwartz M.D. and Sharon Begley

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.

No More Sleepless Nights by Peter Hauri, Ph.D., and Shirley Linde

Paleo Diet by Loren Cordain, Ph.D.

PaleoFantasy by Marlene Zuk

The Power of Habit: Why We Do What We Do In Life and in Business by Charles Duhigg

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.

Psychiatry Under The Influence: Institutional Corruption, Social Injury, and Prescriptions for Reform
by Robert Whitaker and Lisa Cosgrove.

Real Food, Fake Food by Larry Olmstead

Rewire: Change your Brain to Break Bad Habits, Overcome Addictions, Conquer Self-Destructive Behavior by Richard O'Connor, Ph.D.

Risky Medicine: Our Quest to Cure Fear and Uncertainty by Robert Aronowitz

The Salt Fix by Dr. James DiNicolantonio

Should I Get Tested for Cancer: Maybe Not and Here's Why by Gilbert Welch, M.D., M.P.H.

The Sober Truth by Lance Dodes, M.D. and Zachary Dodes

The Social Transformation of American Medicine by Paul Starr

The Undoing Project by Michael Lewis

The Unsavory Truth: How Food Companies Skew The Science of What We Eat by Marion Nestle

Vaccine Guide for Dogs and Cats: What Every Pet Lover Should Know by Catherine J.M. Diodati

Vitamina: How Vitamins Revolutionize the Way we Think About Food by Catherine Price

The Way We Eat Now: How the Food Revolution Has Transformed Our Lives, Our Bodies, and Our World by Bee Wilson

Wheat Belly by William Davis, M.D.

Whitewash: The Story of a Weed Killer, Cancer and the Corruption of Science by Carey Gilliam

Why We Sleep: Unlocking the Power of Sleep and Dreams by Matthew Walker

Winston Churchill's Afternoon Nap by Jeremy Campbell

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.

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

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

The Diet and Lifestyle Intervention Course

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.

Upon completion of the course, the healthcare provider will be able to:

- Critically evaluate published research in order to make better recommendations to patients about diet and health
- Better communicate with patients about the importance of diet and lifestyle when making treatment decisions, and engage the patient in more active decision-making

- Prescribe specific diet and lifestyle interventions for patients with chronic degenerative diseases, and assist those patients in reducing or eliminating medications where appropriate
- Develop relationships with providers who can assist in patient care outside of the provider's practice specialty or scope of practice
- Establish a profitable practice using diet and lifestyle as the primary intervention tools

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

The Nutrition Educator Diploma Program is for individuals seeking a career in a nutrition-related field and who want 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.

Program Objectives:

- Provide candidates with a rigorous science-based education in nutrition
- Teach students how to teach and incorporate dietary interventions for the prevention, treatment or reversal of common diseases
- Teach practical skills for making a living in the nutrition field
- Ensure that students understand public policy issues that affect nutrition and public health
- Insure that students understand how to work within their scope of practice, based on their state of residence

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. The course includes

guidelines for prescribers, therapists, patients and their families, 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.

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 for one year.

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 shermank@wellnessforum.com for an application and to schedule an interview.

Concierge Program For Cancer Patients

The decisions made by cancer patients are some of the most important they will ever make.

Survival can depend on choosing the right diagnostic tests, the right treatment protocols, and the right healthcare providers. Conventional treatments are often not as effective as represented, and getting accurate information from doctors can be challenging. Evaluating the seemingly unlimited array of alternative treatments can be just as daunting. Add to this some justifiable fear, along with pressure from well-meaning family and friends, and it's no wonder cancer patients feel overwhelmed.

We can help! Outcomes are better when decisions are well thought-out and based on data!

Our specialty – informed medical decision-making – involves evaluating the risks and benefits of diets, supplements, tests, drugs, and procedures. Once decisions are made, we assist with logistics which include dietary change, negotiating with doctors and institutions, communication with family members, and emotional support.

Our concierge program for cancer patients includes:

Concierge Membership

- Foundational courses (InforMED 101 and InforMED 201)
- Access to an online articles library (new ones added weekly!)
- Access to an online video library (over 200 videos)
- Monthly Q&A sessions with Pam Popper
- Monthly live classes on health-related topics and books
- One-on-one sessions with our Informed specialists
- One-on-one sessions with our dietitians

Cancer 101

Online course that covers history of cancer and cancer treatment, causes of cancer, characteristics of cancer, screening, diagnosis and treatment basics.

Cancer 201

Online in-depth exploration of alternative treatments and treatment centers including IV vitamin C therapy, dietary supplements, Rife Machines, Hoxey, green tea, medicinal mushrooms, hyperthermia, immunotherapy, energy healing and more!

Monthly Support Conference Calls

These calls offer an opportunity for discussion, information sharing, and community for patients as they go through the process of regaining their health.

Tuition: \$1495 (one year).

Conference Videos: The Next Best Thing to Being There!
2019 Members \$359.00 Non-Members \$399.00

Conference videos include:

Pam Popper's President's Address and Company Updates
The Sunday afternoon Panel Discussion on Vaccines

Presentations delivered by:

Dr. Saray Stancik	Discussion of <i>Code Blue</i> , her personal MS story, and why doctors need to know more about nutrition
Dr. Thomas Seyfried	How Cancer Can be a Chronic Disease Managed by Nutrition
Dr. Gracie Yuen	Water Fasting for Health
Beth Prior	Health Education for Children
Eileen Kopsaftis, PT	Why Treating Chronic Pain Often Fails
Mary Marshall	Accidental Weight Loss: How Focusing on Health Instead of Weight Can Help
Michelle Cotterman, RN	Vaccine Mandates and Why They Are a Bad Idea

2020 Conference Videos: Wellness Forum Health's 25th Anniversary!
Members \$359 Non-Members \$399

Conference videos include:

Pam Popper's President's Address and Company Updates
The Sunday afternoon Panel Discussion involving almost all speakers

Presentations delivered by:

Dr. Hans Diehl: Cause and Cure of Modern Killer Diseases
Dr. Young Hee Ko and Dr. David Fishkin: 3BP Treatment for Cancer
Eileen Kopsaftis P.T.: Misconceptions About Pain; Why It Won't Go Away.
Dr. Peter Breggin: The Psychosocial Effect of Depriving People of Liberty
Mary Marshall, BSN, RN, Wellcoach: Connection: Our Most Powerful Medicine
Shane Prier and Pam Popper: COVID Operation: What Happened, Why It Happened and What's Next (general discussion, Q&A)
an Evening with Dr. David Katz
Kylea Rorabaugh: Letting Go of the Past During the COVID Era
Tom Renz: Set Our People Free: Ohio's Landmark Lawsuit

**Note: conference videos can be included in packages,
and memberships that include course selection**

Educational Courses

(can be included in packages, and memberships that include course selections)

What makes these courses different?

Our courses offer in-depth information that is not included in other similar programs. Each course represents hundreds of hours of research, organized into understandable, useable, and well-referenced slide sets and lectures. Students are not just given online multiple choice quizzes, but rather challenging assignments that are graded manually by qualified staff, with feedback for improvement offered when needed. ***These are not typical health education programs!!***

New courses for 2021

Note: these courses will be taught live via teleconference and then filmed and posted on the online course platform

Attention Deficit Hyperactivity disorder (ADHD)

\$395

The Centers for Disease Control reports that almost 10% of American children have ADHD. This course will look at causes, issues associated with diagnosis and misdiagnosis, and how interventions ranging from dietary change and family dynamics to school and work environments can help both children and adults to live drug-free productive lives.

Atrial Fibrillation

\$295

It's the most common cardiac arrhythmia, and the incidence is increasing rapidly. About three million Americans have it, and the National Health Service in the UK reports that it's a major contributor to healthcare expenditures. Why is this happening? You'll learn both risk factors, complications and treatment options for this now common condition.

Communication and Problem Solving

\$395

Poor communication and problem-solving skills lead to stress and conflict in families, businesses, and social settings, and situations generally get worse instead of better over time. Anyone can learn the skills needed to resolve past conflicts and reduce the risk and impact of future ones!

Epilepsy and other Seizure Disorders

\$395

Seizures are more common than many people believe. Episodes can be so mild that the person may not even notice or so severe that they are medical emergencies and life-threatening. This course will cover the many types and causes, and how to treat seizure disorders.

Headaches and Migraines

\$395

Almost everyone has had a headache and most of the time inexpensive over-the-counter pain relievers resolve them or they go away on their own. But frequent and recurring headaches are concerning. Pain relievers can mask the discomfort but do not address the cause, which sometimes can be serious. This course will describe the various types of headaches, what causes them, and how best to address them.

Hepatitis**\$395**

There are five types of hepatitis. Viral infections can cause it, but there are many other causes too. Some drugs are said to cure it; vaccines are reported to prevent it. This course will examine these issues as well as the role diet, supplements and lifestyle choices play in both prevention and recovery.

HIV/AIDS**\$695**

Does HIV cause AIDS? According to many experts, the theory never made sense and was never proven. This resulted in gross misallocation of research resources and unnecessary deaths. The person at the center of the controversy has become a household name recently – Anthony Fauci. This course covers the decades-long controversy, along with the real risk factors and best treatment options for affected individuals.

Pregnancy**\$395**

“I’m not sick, I’m pregnant!” Humans have been reproducing for a very long time, most of it without medical intervention. But today’s mom-to-be is presented with an increasing number of tests, supplements, drugs, vaccines, and more. Expectant moms will learn the risks and benefits of these, along with recommendations for optimal diet and lifestyle to promote healthy fetal development.

Online Courses**Allergies/Asthma.****\$195.00**

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.

ALS**\$299.00**

Over 6000 new cases are diagnosed each year in the U.S., and at this time there is no cure. The course will examine potential causes, symptoms diagnostic criteria, progression of the disease, and strategies that are currently being explored that may make it possible for patients to live longer.

Autism, Biological Causes and Effective Treatment Options.**\$495.00**

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.

Autoimmune diseases**\$495.00**

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.

Cancer 101.**\$695.00**

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.

Business Training For Health Professionals.**\$149.00**

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.

Cancer 201 (evaluating alternative treatments)**\$995.00**

In-depth exploration of alternative treatments and treatment centers for cancer including IV vitamin C therapy, dietary supplements, Rife Machines, Hoxey, green tea, medicinal mushrooms, hyperthermia, immunotherapy, energy healing

Note: this course is ongoing, and new lectures are delivered and added to the online platform every month

Cannabis: Health Benefits and Risks**\$695.00**

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.

Cardiovascular Disease**\$395.00**

A thorough review of topics such as structure and function of the cardiovascular system, circulatory system, and heart; atherosclerosis, heart attack, stroke, heart failure, hypertension, arrhythmias, modifiable risk factors for cardiovascular disease such as diet, exercise, smoking, and stress.

Children's Health.**\$395.00**

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.

Chronic Fatigue**\$495.00**

It's a complicated and long-term condition that is characterized by extreme fatigue that cannot be explained by an underlying medical condition. Patients don't get better with rest, and often are unable to participate in regular activities for years at a time. This course will explore various theories about cause, and treatments that have been shown to help.

Cognitive Health and Alzheimer's**\$395.00**

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.

Contraceptive Options for Women**\$199.00**

Increasing concerns about hormonal contraception has increased interest in alternative methods. This course will examine the safety and efficacy of non-hormonal options for contraception.

Diet, Exercise and Mental Health**\$395.00**

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

Diet, Lifestyle and Diabetes**\$395.00**

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.

Dietary supplements**\$395.00**

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

Fibromyalgia**\$495.00**

A disorder characterized by musculoskeletal pain, fatigue, disrupted sleep, impaired memory and many other symptoms. Women are more likely to develop it than men, and the medical profession claims that the causes are unknown and that there is little hope for recovery. This course will review risk factors, theories about cause, and treatments that have been shown to help patients to get better.

Food Allergies**\$299.00**

Includes information about different types of abnormal responses to food, history of food allergy, risk factors for food allergy, how food allergies and intolerances can affect systems of the body, evaluation of methods for diagnosing food allergies, options for reducing symptoms of food allergies.

Food Over Medicine Certified Instructor Course.

\$199.00

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 Pam's website, and authorized to teach the Food Over Medicine Course to consumers (and charge for the program!). Slides for community presentations and course materials are provided.

Forming and Maintaining Optimal Habits.

\$395.00

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.

GI Disorders.

\$395.00

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.

Inflammatory Bowel Disease: A Concentrated Look

\$495.00

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.

Irritable Bowel Syndrome

\$495.00

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.

Kidney Disease

\$395.00

A thorough discussion of risk factors for kidney disease, stages of kidney disease, therapy options, the role of diet and lifestyle in kidney disease, pediatric kidney disease, transplant patients and challenges, and dialysis.

Men's Health.

\$395.00

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

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:

\$499.00 for Wellness Forum Health Members

\$650.00 for non-members

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!

Parkinson's Disease

\$ 299.00

Includes risk factors, definitions, diagnosis, strategies for prevention, co-morbidities, challenges in daily living, treatment options, and the role of diet and lifestyle change in slowing the progression of the disease.

PCOS

\$ 59.00

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

Research and Writing: Igniting the Curiosity Gene **\$795.00**

This course consists of classes and 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.

Sports Nutrition **\$495.00**

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.

Thyroid Disease **\$ 99.00**

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

Time Management **\$195.00**

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!

Understanding Psychological Disorders **\$695.00**

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

Weight Loss **\$395.00**

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.

Women's Health **\$395.00**

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.

Your Amazing Microbiome

\$495.00

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.

Vaccines: A Science-Based Approach

\$695.00

The vaccination issue is now one of the most contentious, and the most important topics in healthcare today. Politicians, in partnership with Big Pharma, seem intent on taking away the right of parents concerning their children, and soon will begin demanding that adults adhere to a vaccine schedule too. This extensive course will feature only the best and most irrefutable science concerning vaccines, researched, prepared, and taught by Wellness Forum Founder and researcher extraordinaire Pam Popper. Topics will include:

- immunology basics
- detailed information about each vaccine
- adjuvants in vaccines
- vaccines and pregnancy
- National Vaccine Injury Compensation Program
- How to constructively oppose vaccine mandates and work on legislative change
- the history of vaccines
- diseases for which vaccines are given
- side effects of vaccines. who is at risk
- understanding herd immunity

Religious exemptions are being taken away and citizens will need to be armed with factual information about vaccines in order to be effective with elected officials and other politicians. In addition to the valuable information provided in this course, prepared materials will be provided for distribution to family members, school officials, elected officials and others. Students in this class who want to network with others will be introduced to one another.

Mental and Emotional Health With Peter Breggin

Psychiatric Drug Withdrawal: Consumer Course

\$370.00

This course is offered via online self-study

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 course is taught via online video platform. Students will have access to the platform for one year from the date of enrollment. Participants must have access to a computer in order to access the videos.

Curriculum Outline:

Introduction: Dispelling Psychiatric Drug Myths

Understanding Major Psychological Disorders

PTSD

Psychosis

Depression and Despair

Bipolar

Anxiety and Panic Disorders ADHD and Behavior Disorders in Children

Impact of Psychiatric Drugs on the Body and Brain

Medication Spellbinding

Chronic Brain Impairment

Antipsychotic (Neuroleptic) Drugs

Antidepressant Drugs

Stimulant Drugs

Benzodiazepines and Other Sedatives

Lithium and Mood Stabilizers

Preparing the Body of Psychiatric Drug Withdrawal

Diet, Exercise and Mental Health

Orchestrating Your Withdrawal Process

Understanding the Withdrawal Process

Preparation for Psychiatric Drug Withdrawal

Techniques for Beginning Medication Withdrawal

Developing a team

Beginning and Sustaining Your Drug-Free Life

This program includes Peter Breggin’s Empathic Therapy Training film, membership to Wellness Forum Health and additional instruction concerning diet and lifestyle change via live teleconference and online video platform.

The Heart of Being Helpful

This course is offered via online self-study.

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.

Curriculum includes:

- Humans, Relationships and Love
- Reflecting on Your Childhood
- When You and Others Are Suffering
- Overcoming Negative Emotions
- Discover Your Purpose and Live Your Best Life
- Relationships and How to Heal Them
- Dealing With Impossible Relationships and Impossible People
- How to Have and Live the Life You Want

Tuition \$270.00

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 \$195 coming soon**

Not a Health Professional and Would Like To Be One?

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 one of our programs.

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

The Certified Health Educator Program

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

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
- Work with your own clients and operate your business with the assistance from staff – minimum 20 clients

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: \$499

Professional Mentoring and Development Curriculum Outline

Twelve 2-hour classes

Format: Virtual Classroom (interactive teleconference)

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 questions/issues, and patients/clients. Samples will also be provided by the instructor.

Topics/skills include:

- Developing intake forms
- How to organize your schedule
- Dealing with family and friends
- Intro to patient/client analysis
- How to make constructive and targeted recommendations
- Motivational interviewing – the most important questions to ask
- Mutual goal setting
- 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
- How to promote personal responsibility
- Facilitating informed discussions between patients/clients and their prescribers
- Informed decision making for cancer patients
- Addressing the non-compliant patient/client
- Addressing overweight/obesity
- The role of sleep, exercise, stress, and other lifestyle factors in health improvement and maintenance
- Constructive and responsible use of dietary and herbal supplements and other adjuvants
- Prebiotics and Probiotics
- Collaboration with other health professionals, assembling a team

Tuition: \$1500

Advanced Business Training 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
Developing a calendar of events	How to choose, plan host events
Developing activity plans, monitoring your progress	Incentivizing referrals
Developing printed materials, ebooks, CD's, websites, and promotional materials	
Low-cost and effective strategies for developing a practice/clientele	

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

Supervised Practice

Offered as part of the Certified Health Educator Program, you will operate your business with our assistance. Our staff will be available to answer questions, assist you in making strategic decisions about your business, and help with some of your more challenging clients.

Tuition: \$1200

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
- Women's Health online course
- Men's Health online course
- Children's Health online course
- Basic Membership to Wellness Forum Health (includes InforMED™ Health 101, 201)
- Live and interactive teleconference classes to teach you
 - Coaching skills
 - How to engage the community and promote community health programs
 - Business Training and Communication Skills
 - Meal planning, shopping, food prep
 - Presentation Skills
 - Designing and Teaching Successful Cooking Classes
 - How to Manage Doctors and Healthcare Providers

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! (see next page)**

Offered through combination of online and teleconference classes

Tuition: \$1495

**For more information
or to set up a time to talk by phone email pamopper@msn.com**

Food Over Medicine Chapters

Benefits of being a chapter leader:

- Be identified as associate of Wellness Forum Health and Dr. Pam Popper
- Participate in “free membership program” and other marketing programs offered by WFH
- Option to place your clients/members into our classes – we teach your people for you
- Represent WFH at health fairs and festivals
- Earn income from WFH membership sales, FOM and other courses offered by WFH, and WFH products
- Participate in programs offered through The Wellness Forum Foundation
- Ongoing training and support to help you build your business

Requirements for being a chapter leader:

- Remain a member in good standing at Wellness Forum Health
- Complete the Food Over Medicine Coaching Program
- Actively promote and hold at least 6 chapter meetings per year
- Actively promote WFH membership, programs, products – at least 2 events per year

Requirement for membership in a chapter:

- WFH member in good standing
- At least one of these activities every year:
 - Make a \$100 donation (or more) to the Wellness Forum Foundation
 - Bring 1 new member into the FOM chapter
 - Participate in offering at least one WFH activity (cooking class, film screening, workshop, InforMED™ 101 course) to economically disadvantaged group

Operating a Chapter is Profitable In addition to membership, program, and product sales, you can charge for cooking classes, pantry clean-outs, the Food Over Medicine Consumer Course, and special events. We recommend that you have member and non-member pricing for your paid events in order to incentivize people to commit to a longer-term relationship with you/us