A Guide for Choosing a Program in the fields of Whole Health and Patient Centered Care
Post-Professional
Patient Health Education, Patient Advocacy
& Health Coach training

The 21st century has seen many positive and exciting changes in the practice and delivery of health care. Perhaps the biggest of these changes is the popularity and widespread utilization of what is collectively referred to as Self-Directed Care, Disease Prevention, and Patient Empowerment. Today, one out of every two Americans uses or has used holistic or alternative modalities to address their health concerns, and the numbers promise to keep climbing.

For those of us who have “labored in the field” for more than 40 years, moving this shift forward, it is very rewarding to see this unfolding. However, with this success come the requisite problems and cautions that accompany any burgeoning field of study or practice. Standards and accreditation are essential in establishing professional credentials.

For more than 4 decades our program has spoken with, and facilitated the education of, tens of thousands of individuals entering the fields of disease prevention, health and wellness education and patient advocacy. Many people contact us for information not only about our program offerings, but also for general information about this area of specialty that is now popular, but often confusing, because of its recent emergence.

Since the advent of health coaching and its appeal to facilitate other’s self-directed goals, more questions have arisen. With the countless online programs and wide variation or lack of pre-requisite requirements, many are uncertain about which training to pursue and what skills or credentials the training may or may not provide.

To help prospective learners navigate and discern which type of training is right for them, we have produced this free guidebook. Those who have received this information have been very grateful for the overview it offers. This information is designed to assist you to understand more about the field of health and wellness education and counseling and the roles which patient advocacy and health coaching play.

As the oldest and only nationally and professionally accredited program in this field of Whole Health, we hope that by sharing our expertise of this specialty it will result in a win-win situation: for you, as a consumer of post professional training; for the program or school you attend, enrolling a well informed and committed student; and for the industry as a whole, which will be populated by dedicated, well trained professionals who offer new health care related options and choices to millions of people across the country!
**Times Are Changing – An Overview**

The past 50 years have brought amazing changes to our world, including the internet, cell phones and online learning. It takes time to integrate and understand their impact to have a discernable understanding of a new technology, medical breakthroughs or a new cultural consciousness that can result from these changes.

The healthcare field is a perfect example of how decades of changes have been made in the area of human health and well-being. Not too long ago the use of “natural” or “integrated” healing and restorative approaches to chronic illness or disease was not at all in the realm of being accepted by mainstream medicine.

Yet today yoga, meditation, Reiki, body alignment, aromatherapy, and homeopathics can readily be found in medical practices and teaching hospitals, and natural remedies are available as over-the-counter products at local drug stores.

In 2000, the only listing on Google.com for Whole Health was an online vitamin distributor and the National Institute of Whole Health (NIWH), which was founded in January 1977.

Today there over 2 billion listings for the term whole health on Google.com, many for integrative health facilities and health care options; including a VA program which embraced the NIWH model of Whole Health that is now being offered to VA patients.

In 2010, interest in online coaching programs surged. Patient health advocacy services are being sought after and offered through hospital patient care departments to assist patients and their families in providing services for their loved ones. Medical care has changed because consumers want to have control and input over their care and the treatment options that are best for them.
We’ve come a long way from old TV medical practices - both in good and not so good ways - but these changes appear to be here to stay. Now we have to be able to understand and discern what health care approach we wish to utilize for ourselves and our families. Those of us interested in providing healthcare services need to think about the kind of training we want to engage in and the type of services we wish to provide.

This guide will discuss the Health and Wellness field and how a learner/consumer can identify what to look for in a program. Is online learning for you? Is the program you are looking at nationally accredited by an oversite agency? Can you qualify for and purchase liability insurance? Is your service insurance billable by either a physician’s office or by you as an independent healthcare provider?

These are some of the questions we will be exploring in this guide. We hope this overview and discussion is helpful to you finding the right program and the “right work” for you that is fulfilling and deeply rewarding!

“The Good, the Bad, and the Ugly”

It’s easy to get excited, enthusiastic and even euphoric about finding a career training or career enhancement program that sounds exactly like what you’ve been searching for. It is kind of like falling in love or starting a new relationship.

After that first flush of excitement settles down, you sometimes realize there were things you missed, questions you didn’t ask before becoming emotionally involved with someone who is, in reality, a relative stranger.

Guidebook for Choosing the Right Post-Professional Health Program
Enrolling in or committing to an educational program can be very much the same. It is important to know who you are about to become “involved with” and who you will be entrusting your financial resources to.

Before committing your time, energy, expectations and financial resources, it is always a good idea to take a step back and check out some basic information about the program or training you are considering. What your eyes or ears might initially “fall in love with”, after careful consideration, may prove NOT to be the best choice you may have first thought or been led to believe it was.

A helpful starting point is to begin by separating marketing hype and hoopla from the substantive and realistic facts about the program or the particular field of study itself.

“Shopping for the right Health and Wellness training program can be a consumer’s nightmare. On one hand, most programs are not centrally regulated, which can allow for health career training without pre-requisite educational requirements.

And, on the other hand, there are few oversight organizations responsible for ‘minding the store’. You’re on your own when it comes to sorting out which programs are credible and which are not.”

The internet, like any other resource, can be a double-edged sword. While it has given us access to an unprecedented amount of information, much of this information can be confusing or unreliable as you attempt to discern which of the many offerings will provide you with authentic credentials and skills you need to be successful.
There are many well marketed programs being offered, packaged to attract students who are looking to change careers or follow their desire to work in a health related field. But, like with making any significant life decision, you need to have a process for discernment and decision making based on more than just a program’s “curb appeal.”

“As with all consumer protection advice, when it comes to career training or health education programs, the well-worn adage Buyer Beware certainly applies.”

Many programs being offered in the Health and Wellness fields are credible, valuable trainings, while others, which can sound very appealing at first glance, may not be.

These types of programs may promise you unrealistic outcomes or earnings or not require prior education or work experience in the field of study they are offering. Some programs do not even require a high school diploma – and do not test or qualify their students before granting them a certificate from their program. When being trained to give health related advice, guidance or treatment, it is important to have an education or training that meets standard requirements and that will provide you the skills, information and credentials you need to be successful.

You may also want to obtain clear definitions of the terms Integrative Health Practitioner, Health Coach, Holistic Health Counselor, and Holistic Nutrition Counselor, and what their respective scope of practice is. Many schools offer programs with such titles. The question is, how much value do these credentials hold in the health care job market, and are they a means to make a living in a private practice or business.

And MOST importantly: “Providing” any form of health care, guidance or treatment comes with legal, ethical and even professional responsibilities. It is important for you to feel confident and secure in the quality of your education and training, so that you can provide the very best information or care to your clients.
Taking the Plunge

If you have made the decision to move ahead with a career in the Health and Wellness field, you need to have a plan to identify the program or training that is best for you. One of the key approaches in starting your search is to flesh out what specifically you want to focus your training on. The more specific your interest, the easier it will be to find the right program to fit your needs and goals.

For instance, if you are looking to train as an aromatherapist, do you want a program in traditional, constitutional or general aromatherapy care? You also want to discern what kind of education or training will best suit your lifestyle, time commitments, family obligations, current budget or job schedule.

Do you want only a college degree program, a focused certification program, or a skills training? Do you want strictly in-person classes, or a distance learning program that is flexible and allows you to work at your own pace? Or maybe you would prefer a program that offers a combination of these ways of learning.

The more specific you are about how you want to apply your training upon graduation or completion, the clearer you will be about which program will suit your needs and goals. If you are a nurse who wants to enter the Health and Wellness field to enhance your clinical patient-care or to start your own practice, which program will give you the foundation you need for (1) clinical practice (such as becoming a Nurse Practitioner or APRN specialist) or (2) a private non-clinical practice?

Are you a mental health professional who is interested in offering aromatherapy to your clients to enhance their emotional well-being? If you know exactly what you are looking for, the right training is easier to find!
“Doing Your Due Diligence”

In order to assist you in the process of exploring and choosing the right program, outlined below are 4 basic criteria questions for evaluating the quality of the many programs you will find offered around the country. They may be distance learning, in-person classes, correspondence, online or a combination of these options. You may be looking for a degree, certification or continuing education. With any of these options you will need to have a checklist to help with your search.

A practical and commonsense approach invites you to ask and answer a series of pertinent questions relating to the educational experience you are considering before you commit yourself.

“Rule of Thumb - Be aware!”

We strongly urge all potential education consumers to be aware that many states do not require educational programs, other than degree-granting schools, to be licensed by their state Department of Education or regulated by a professional oversight organization. In many states such training schools are classified as businesses or vocational programs.

By the same token, many “degree granting” schools also offer programs without being accredited or licensed. However, there are integrative, distance-learning colleges whose degrees ARE licensed, properly accredited and well thought of. It is worth the effort to search them out! An unlicensed school or program, which is not approved by a national oversight organization, can mean that the school or program may not be meeting the educational standards in their training programs. It can also mean that:

> You may not be able to receive a refund if you withdraw.
> You can lose your money should they close or fail.
> The training you have received may have little value in the job market.
“Four Important Questions”

The following questions identify important areas to examine or investigate when you consider purchasing a training or educational program. The DYI advice to “measure twice, cut once” into a material applies to your educational search. Before you plunk down your money...measure twice (or maybe three times)!

1. Are they licensed by their State Department of Education or registered with the State Attorney General’s Office as a business entity? Or are they accredited by a national organization recognized as an expert in the field of study they offer? Is their license or accreditation available for your review?

A non-accredited training program can deflect from the fact that they are not licensed or well credentialed by purchasing an “accreditation” from a fee-for-membership organization. These organizations have no credibility other than the assumed credibility they attempt to imply. Organizations that would offer such a “credential” should be looked at carefully.

2. Is the curriculum they are advertising credible?

To ensure that you are investing in a credible training or education that has met basic requirements for your field of study, ask if the curriculums being offered have been reviewed and approved by a national organization that specializes in an area of training which recognizes the education as legitimate. For example: the National Endurance Sports Trainers Association (NESTA), the American Holistic Nurses Association (AHNA), or the National Association of Social Workers (NASW).

Licensed or credentialed training or educational programs must have their advertising claims approved by an oversight organization. This prevents fraudulent, misleading or exaggerated claims about training, job placement or earning potential.

Remember: If it sounds too good to be true, it could be! Ask yourself: “Would I seek and purchase advice, health care, or treatment from an individual whose training or education is limited to the program I am considering?”

PLEASE NOTE: Below is an ACTUAL ad from the Web, and it is a wonderful example of the type of advertising you want to be skeptical of. Read this and ask yourself – Does this seem at all reasonable or believable? Sometimes good marketing can appeal to our ego: our desire to do something important or to do something we think is exciting or even glamorous. However, if you stop and think about what you are hearing and reading, and not just react to it emotionally, you can sort out the hype from the truth!
Can someone really become a certified yoga teacher online without in person training?

“Discover how you can earn up to $85 an hour as a Professional Yoga Instructor... and be certified in 90 days (or LESS!) - from HOME!”

You can also check to see if there have been any complaints to the state Attorney General’s office about with the program in question and as well as with the Better Business Bureau. If they are a member of the BBB, all-the-better! Remember the “measure twice, cut once” rule!

3. **What is the organization’s Refund Policy?**

A critical question for all legitimate educational or training organizations is – what are the specifics of their refund policy? Is it clearly stated on their printed materials, registration forms and contracts, or website? Unless you have a guaranteed statement of their refund policy, and have been given either a contract or written guarantee that you could use to facilitate the return of your funds, you could find you have no recourse in getting your tuition payments refunded should you leave the program.

4. **What organizations or agencies have endorsed or have a professional relationship with the program you are considering? What is the validity of their stated accreditation?**

What other health care, educational, or even government institutions endorse or have a professional relationship with the program you are considering? Does the program you are considering have a national accreditation or been involved in hospital research or internship programs?
Let’s Look Specifically at Health Coaching

The International Coaching Federation (ICF) definition of Coaching is:
“A coach partners with individuals in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.”

A health coach is an individual who provides coaching services for health related concerns or conditions. The strength of health coaching training is the ability to communicate to the client so they can become clearer as to what they want to change in their life to result in greater health and well-being. Health coaching is a service that can be helpful to the client/patient and fulfilling for the coach.

The practice of health coaching has become popular in today’s training culture of patient/client centered care and self-healing facilitation. However, there is a wide range of definitions of what health coaches are, what they can or cannot do and what training and pre-requisites are required.

For example, because of the lack of a national accreditation or oversight agency and lack of credible prerequisites, health coaches do not qualify for professional liability insurance; whereas International Coaching Federation (ICF) trained Life Coaches do qualify for professional malpractice insurance.

The communication and goal setting skills of health coaching can be incorporated as a valuable addition to several professional scopes of practice such as mental health, nursing, social work, and rehabilitation. However, health coaching in and of itself cannot be billed for or reimbursed. This means that working privately does not provide any means for insurance coverage or reimbursement.
Often, it is only AFTER a learner completes their training and attempts to go out and find a job or start their own business that they realize the limitations of the course of study they pursued. If you are a licensed or credentialed health, medical, education or nutrition professional, below is a comparison chart for you to consider when shopping for a program in Health and Wellness.

This chart identifies the various differences between Health Coaching and Patient Health Education, the next topic we will be exploring.

**Comparison Chart**

<table>
<thead>
<tr>
<th></th>
<th>Patient Health Education</th>
<th>Health Coach Training</th>
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<tbody>
<tr>
<td><strong>Definition</strong></td>
<td>Society for Public Health Education says: A Health Educator “promotes, maintains and improves individual and/or community health by assisting individuals and communities [through evidence-based health information] to adopt healthy behaviors.”</td>
<td>International Coaching Federation says: A coach “partners with individuals in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.”</td>
</tr>
<tr>
<td><strong>Pre-requisites</strong></td>
<td>NIWH applicants must have a verified professional license or education credentials that meet national standards.</td>
<td>Anyone can call themselves a Health Coach without any training or credentials.</td>
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<tr>
<td><strong>Comprehensive Learning</strong></td>
<td>400 hours which includes evidence-based, whole person focused Patient Health Education, Patient Health Advocacy and Whole Health Coaching skills &amp; training.</td>
<td>Typically 30-60 hours of Coaching skills training, which does not include: evidence-based patient health education or advocacy training.</td>
</tr>
<tr>
<td><strong>The Five Aspects of Health &amp; Disease</strong></td>
<td>Whole Health Education programs provide the Five Aspects of Whole Health™ which delivers demystified patient health information and self-directed disease prevention.</td>
<td>Health Coaching programs do not provide health education course content to address patient health recovery or disease prevention.</td>
</tr>
<tr>
<td><strong>Professional Liability Insurance</strong></td>
<td>Whole Health Education graduates qualify for professional liability insurance as a patient health educator.</td>
<td>Professional liability insurance is not available for health coaches due to the lack of prerequisite requirements.</td>
</tr>
<tr>
<td>Health Insurance Billing</td>
<td>Whole Health Education graduates can receive an NPI number as a patient health educator for insurance billing and coding. Medical providers can bill for patient educator’s services.</td>
<td>A health coach training does not qualify an individual for an NPI number or to bill for health coaching services. Medical providers cannot bill for coaching services as these services are not paid for by insurance companies.</td>
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<tr>
<td>Chronic Care Professional Certification</td>
<td>NIWH graduates can test-out for the national Chronic Care Professional Certification, a nationally recognized and endorsed Disease Prevention &amp; Population Health credential offered by the Health Sciences Institute.</td>
<td>A health coach certificate alone does not qualify to test out for the national Chronic Care Professional certification.</td>
</tr>
<tr>
<td>Health Care Provider</td>
<td>Credentialed patient health educators are recognized health care providers.</td>
<td>Health coaches are not health care providers.</td>
</tr>
<tr>
<td>Use of Billing and Coding Manual</td>
<td>Credentialed Whole Health Educators receive an expert prepared Billing and Coding Manual to provide services and coded receipts for their patients.</td>
<td>Health coaching is not an insurance billable service. Mental health counseling or patient education may be called health coaching by some insurance networks.</td>
</tr>
<tr>
<td>Healthcare Specialty</td>
<td>Patient health education is a long-standing regulated and recognized health care specialty. NIWH’s Whole Health Training is an accredited patient health education program.</td>
<td>Health Coaching is not a professionally accredited specialty. The various health coaching certification program are not regulated or accredited by a national organization. Only Life, Leadership and Executive Coaching are regulated by the ICF.</td>
</tr>
<tr>
<td>Answers to Patient Questions</td>
<td>Whole Health Education® answers the four most important questions all patients want answers to.</td>
<td>Health Coaching answers only one or two of the important questions all patients want answers to.</td>
</tr>
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</table>

Coaching skills are valuable tools for anyone to use in both their professional and personal lives. Coach training can aid in transforming poor communication into excellent communication.
From 1980 - 1990, NIWH developed and researched the first health coaching communication model, Behavioral Engagement with Pure Presence (BEPP) at Boston’s Lemuel Shattuck hospital.

This model has been the subject of numerous hospital and physician studies across the country. BEPP has demonstrated a 28.5-33% increase in Patient Satisfaction Surveys when used in medical practices. It has also shown similar physician satisfaction outcomes.

For more information about NIWH research visit us at https://www.wholehealtheducation.com/accreditation/whole-health-education-pilotstudies/

Let’s Look Specifically at Patient Health Education

For an individual to be able to change their lifestyle or self-care health habits they must find, identify, be given or experience information that changes their beliefs, values or world-view. Our behavior originates from these three critical imbedded components of our personality, or our “self.”

Behavioral change has long been an area of medical research and study to understand why we behave as we do and what can be done to assist individuals in improving their habits or behaviors to create greater health or reduce chronic disease.

“We cannot change old behavior without new information”* identifies that information about the why and how of health and disease is essential for an individual to successfully sustain self-directed care and disease prevention.
A recent 2019 article in xTelligent Health Care News was titled “45 Minutes of Patient Education boosts Chronic Care Management.” The article discusses a study in a leading medical school where 47 chronic disease patients participated in three visits.

The patients simply completed the Health Education Impact Questionnaire after each session. Researchers found that the patients who received the health education showed significant improvements in constructive attitudes and approaches and health services navigation.

At the 3-month follow-up visit, patients also showed improved self-monitoring and insight, positive and active engagement in life, and emotional well-being.

Without understanding the how or why of our conditions, lifestyle habits and how they impact our health and wellness, it is difficult to have impact on our beliefs which fundamentally drive our behaviors, which in turn impact our health and well-being.

**Patient education has become so important to prevent Disease that Value Care, the current standard for health care services reimbursement, considers educating patients a critical component to chronic disease prevention and decreasing health care costs.**

Many licensed health care specialties have built into their scope of practice, patient health education as part of the service to the individual seeking their services and support.

Patient health education is a billable, reimbursable health care specialty service that a professional can have additional professional liability for. There is an ever growing list of patient health education codes for insurance billing.

Licensed medical professionals can take additional training and create a private practice in Patient Health Education or accept a position as a Patient Health Educator in a medical practice. An accredited training in Patient Health Education can earn them a secondary Provider NPI number as a Health Educator or private practice billing and coding.

Physician’s practices benefit greatly from having a credentialed patient health educator in their practice. Studies have shown that a 2,000 patient practice, utilizing and billing for patient health education, can earn up to $500,000 more per year for just those services alone. The credentials for providing this service in a physician practice, given the Value-Care standards for current medical services reimbursements, is an additional credential that is highly sought after in today’s medical practices!
Let’s look Specifically at Patient Advocacy

Utilization of both private client and hospital or institutional patient advocacy continues to grow in popularity with the many patients. For individuals dealing with multiple health concerns, interfacing with multiple providers, advocacy is invaluable.

Patient Advocates can offer a wide range of services and can specialize in many areas of interest and in specialty niches. The following definition is from the Patient Advocacy Certification Board:

“A patient advocate is a professional who provides services to patients and those supporting them who are navigating the complex healthcare continuum. Advocates work directly with clients (or with their legal representatives) to ensure they have a voice in their care and information to promote informed decision making.

Advocates may work independently or in medical or other organizational settings. They serve individuals, communities, disease-specific populations, and family caregivers. Synonyms may include health advocate, healthcare advocate, healthcare advocacy consultant, healthcare consumer advocate, and other phrases that imply this role.”
Professional patient health advocates are trained in many aspects of facilitation for your health and wellness. Advocates also specialize in various skills and services, which can include the following:

- help you learn more about your medical condition and treatment options
- help you make difficult medical decisions
- help you maintain a healthy pregnancy and raise healthy babies by working with a midwife, doula or lactation specialist
- teach you pain management techniques
- accompany you to medical appointments or stay by your bedside in the hospital
- help you navigate the insurance maze
- help you file health insurance claims, dispute denials, and manage or reduce your hospital and medical bills
- help your family come to agreement on decisions that need to be made for a loved one who needs health-related assistance
- find legal assistance after a medical error
- track paperwork and records
- help you file for social security disability or other assistance

or help with many additional services, too.

Patient Advocacy and Navigation Services » Medical / Navigational Assistance and Case Management

- Diagnosis and treatment – review of recommendations and options, assistance with decision-making
- Background research: diagnosis and/or treatment options
- Records review and discussion
- Preparation for appointments and accompaniment to appointments
- Hospital bedside monitoring
- Pain Management and Palliative Care Consulting
- Healthcare proxy and advance directive assistance
- Caregiver support
- Guardianship or Conservatorship Services

Medical Billing / Health Insurance / Medicare / Payer Assistance

- Medical bill reviews and reconciliation
- Helping you choose the right health insurance plan or payer for you
- Filing and tracking medical bill paperwork and payments
- Negotiations: disputes, denials of claims, and appeals, for various medical billing
- Medicare or Medicaid recommendations and decision-making
Home Health and Eldercare Services

- In-home nursing care
- Home therapy and rehabilitation
- Daily living assistance
- Assisted living and nursing home recommendations
- Pain Management
- Hospice services
- End of life planning including advance directives

End of Life Planning Services

- In-home nursing care
- Home therapy and rehabilitation
- Daily living assistance
- Assisted living and nursing home recommendations
- Hospice and palliative care services

Shared Decision Making » Pain Management and Palliative Care Consulting » Mental Health / Substance Abuse Services » Dental Advocacy all also areas where Patient Health Advocates serve their clients to have more control over their health, choices and decision making.

The Patient Certification Advocacy Board (PACB) provides an opportunity to become nationally board certified as a Patient Advocate. Board Certification is Board Certification is an extra step a professional can take to assure their clients of their specialty training.

Professional Patient Advocates can sit for a national exam at a testing center in their geographical area and utilize the credential for employment within a hospital or in private practice. There are many areas of specialty open to Patient Advocates.
Just for Nurses

While nurses are unquestionably the hands and hearts of healthcare, they are not, as stated by Medicare, a recognized provider class. Only specific APRNs can direct bill insurance carriers. This means that nurses cannot direct bill insurance except for “incident to” services (incident to the medical care provided by the physician) and those services are billed directly by a physician.

Over the past 10 years, nurse entrepreneurs have exploded onto the private practice scene like never before. Nurses, trained in health coaching communication, have jumped into the Health and Wellness field, excited to do the kind of helping work that called them to the field of nursing in the first place.

While their passion for delivering patient centered care is second to none, today’s nurse coaches are woefully uninformed about the legal, ethical, and professional guidelines and consequences of private nurse practice and the credentials that are necessary for a nurse to conduct a private practice that provides services that can be billed for.

Many nurses are unfortunately getting into legal and often financial difficulties because of the improper use of their nursing NPI credential, which is specifically for billing by medical facilities and not for nurses in private practice to submit for their services. Only four (4) Advanced Practice Nurse Specialties can direct bill insurance companies. Clinical Nurse Specialists, Certified Nurse Mid-Wives, Certified Nurse Anesthetists, and Nurse Practitioners (who comprise 2/3rds of all APRNs with NPI numbers) can all direct bill the insurance carriers.

There is considerable frustration within the ever growing community of independent practice nurses as there is no avenue for these professionals to enhance their practice services to patients through appropriate, compliant insurance reimbursements.
To alleviate this frustration and lack of information, NIWH is partnering with leading holistic nurse organizations, including the American Holistic Nurses Association (AHNA), to provide information, as well as accredited training for licensed nurse coaches who wish to work in the field of whole person centered Health and Wellness.

Licensed nurses, whose scope of practice includes educating and advocating for patients, can now elect to take an accredited, continuing education and professional development curriculum of study in patient health education, which allows them to qualify for a special provider classification.

They can utilize their coaching communication skills to deliver demystified, well communicated disease prevention and patient health information, while providing the NIWH hospital tested patient engagement model which has demonstrated a 27.5-33% increase in patient satisfaction surveys in the 2016 Michigan State University, Department of Human Medicine study on the model.

_Nurse Fern Blizzard, Board Member of the American Holistic Nurses Credential Council, (AHNCC) which nationally board certifies nurse coaches, states - "The NIWH programs can help to relieve the frustrations that many nurses are experiencing. This program is robust, thoughtful, thorough, as well as ICE and ANCC accredited._

_The patient health education credential will allow nurses to be independent or salaried educator-advocates. Patient health education serves the client, supports medical practices, and helps insurance providers by reducing healthcare costs!"

Disease prevention and patient education are priorities for current Value-Care reimbursement. The focus today is on patient-centered, whole person care – an approach to patient care that NIWH as facilitated for more than 40 years.

For information on this ICE accredited program visit the NIWH website at: [www.wholehealtheducation.com](http://www.wholehealtheducation.com)

You may also wish to check out comments on about NIWH from many nurses at [www.allnurses.com](http://www.allnurses.com), on the Better Business Bureau site, or the Whole Health Professionals and Testimonial pages of our website.
We hope this information will assist you in finding the training or program that is right for you! We want you to be successful, and just as importantly, find joy and fulfillment working in the Whole Health field. We wish you the best on your journey and would like to leave you with these thoughts that were shared with us:

**Love Your Work**

You always have a choice, but can forget that you have it.

Do you remember the energy and enthusiasm you had on the first day of your first job? You consciously chose to do the work you had gladly accepted to do. But then you gradually fell asleep to the choice you made, and the day became “I have to” go to work, instead of “I want to” go to work.

You forgot to see all the opportunities which come with work – opportunities like learning, nourishing and being nourished by others, developing new relationships, expanding your personal capacity. Instead, you decided it was just something you had to do to “get the money.”

This is why most people are sleep-walking through their lives, and they don’t know it.

The solution is to choose your work every day, put the energy of love into your relationships every day, even if you don’t particularly like your job or the people around you. And you’ll be amazed at how your life transforms.

When you choose to put love into what you do, the universe will move heaven and earth to let you do what you love.

**Reclaim your passion – enjoy your life, enjoy your work!**

Peace and blessings to you,
The National Institute of Whole Health
[www.wholehealtheducation.com](http://www.wholehealtheducation.com)
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