

Starting a Holistic Health Practice in a Military Community

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CAP 501

Final Paper and Business Plan

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December 28, 2014

Abstract

Complementary and alternative medicine (CAM) therapies are becoming increasingly popular with the general population and within the military community. Currently, military members and their families have little to no access to CAM through their military treatment facilities or through their insurance (Tricare), but they are still using CAM as an out of pocket expense.

They would like greater access to CAM within the military healthcare system, and research is currently being conducted to establish whether it is justified. However, I feel that it is necessary for this group of people to have access to the CAM modalities that I can offer to them now. This paper will provide the reasoning for providing CAM services and a business plan for starting a holistic health business within this military community.

Starting a Holistic Health Practice in a Military Community

Introduction

As complementary and alternative (CAM) modalities become more widely known, accepted, and used amongst the general population ("What's in a Name?," 2014), military members and their families are also using CAM modalities to support their health issues and for prevention.

CAM is defined in several distinct definitions by the National Institutes of Health (NIH): "Complementary generally refers to using a non-mainstream approach together with conventional medicine" ("What's in a Name?," 2014, para. 2); "Alternative refers to using a non-mainstream approach in place of conventional medicine" ("What's in a Name?," 2014, para. 2); and integrative medicine generally refers to medical facilities incorporating non-mainstream approaches with contemporary treatment. For example, a cancer treatment center may offer acupuncture, meditation, or healing touch along with chemotherapy ("What's in a Name?," 2014, p. 4).

NIH categorizes CAM modalities into two subgroups – natural products and mind body practices. Included in the natural products are herbs, vitamins, minerals, and essential oils. The mind body practices include acupuncture, massage therapy, meditation, movement therapies, relaxation techniques, spinal manipulation, tai chi, yoga, healing touch, and hypnotherapy ("What's in a Name?," 2014, para. 6 and 7).

Currently, military members have access to the CAM modality of chiropractic in certain locations ("Military Bases Offering Chiropractic," n.d.), but only 54% of them live close enough to have access to a military chiropractic clinic (Goertz et al., 2013). The Veterans' Administration is only just beginning to provide chiropractic care in certain locations to veterans ("VA to Provide Chiropractic Care," n.d.).

Certain military installations also provide relaxation rooms in Health and Wellness Centers (HAWC) that provide soothing music, a massage chair, and aromatherapy for military members ("Relaxation Room," 2012). However, family members do not have access to chiropractic services or the relaxation rooms on the military installations.

The health insurance (Tricare) utilized by the military for their members and family members does not cover CAM modalities such as acupuncture, chiropractic, homeopathic remedies and herbal drugs, multivitamins, massage, or naturopathic care at this time ("Is it covered?," n.d.).

The purpose of this paper is to develop the reasons and justification for starting a holistic healthcare practice that specializes in aromatherapy, light therapy, and energy healing modalities in a military community. A holistic healthcare practice will offer an opportunity for military members, their families, and veterans to use these CAM modalities as they strive to find balance and support for their health issues. A business plan (Appendix) is included with this paper as a formal way to structure the business that will be started in a military community. A business plan is important in identifying goals and objectives, financial outlook, marketing strategies, competitors, and the unique abilities of the business owner when starting a new business to determine whether the business will be successful.

An important question that I asked when starting the business plan was - do military members want access to CAM modalities? In a cross sectional study published in 2013, researchers found that 45% of military member respondents had used at least one type of CAM in the last year, which is a greater percentage than the civilian population (Goertz et al., 2013). One recent master's level thesis polled a group of military members and their families about CAM use and found that many family members and military members want more access to CAM than is provided by the military healthcare system (Lawrence, 2014). In another recent study, the researchers found that 70% of active duty respondents and 76% of veteran respondents

would like to see more CAM services offered at medical treatment facilities (MTFs) or at VA hospitals (Reinhard et al., 2014).

Military members and veterans use CAM for health issues such as PTSD, depression, chronic pain, stress, health promotion, and disease prevention. The types of CAM that were reported most often use were massage, chiropractic, relaxation, spiritual healing, and herbal therapy (Reinhard et al., 2014).

My qualifications for starting a holistic health practice in a military community are as follows: 1. I am a veteran. I served in the US Air Force for 12 years and used CAM when allopathic medicine did not help me with pain that I developed during pilot training. I understand the frustration that comes with not receiving the relief that one expects after being advised by a conventional medical professional. I found relief in complementary modalities that weren't offered in the MTF. 2. I hold diplomas in holistic health practice, aromatherapy, and holistic nutrition from the American College of Healthcare Sciences (ACHS). I have been studying for over four years to learn and hone my skills as a holistic practitioner. 3. I am a certified Simply Healed Method practitioner and am almost complete with the qualifications to be a certified Quantum Light Energy Coach through the Board of Advanced Natural Health Sciences (BANHS). 4. I have completed over 200 hours of mentoring training through classes with the 3 Key Elements company. This unique set of modalities is concurrent with some of the modalities that military members are reporting as having used and enables me to empower military members, their families, and veterans with tools that they could use to support themselves in their healing journeys.

Methods

The methods used for researching this paper included Internet searches, book research, watching webinars, and personal experience. Many search terms were used to find the information needed for this paper and the business plan and included: 'aromatherapy and

military’, ‘essential oils and military’, ‘light therapy and military’, energy healing and military’, ‘military population of Okinawa’, ‘aromatherapy and Okinawa’, ‘holistic businesses and Okinawa’, ‘money spent and CAM and military’, ‘PTSD and CAM’, Stress coping and military’, ‘CAM and veterans’.

Webinars from the American College of Healthcare Sciences’ (ACHS) graduates also helped to serve as rationale for this project.

The method used for writing the business plan came from LivePlan online software (LivePlan, 2014). A sample business plan from Sohnen-Moe Associates, Inc. was consulted as well ("Business Plan Toolkit," 2014).

The search engines, libraries, and websites used to research were Google, Google Scholar, PubMed, ClinicalTrials.gov, AromaticScience.com, and the ACHS library.

Results

The search engines and libraries were a good starting place in finding research studies to substantiate the need for this type of business. A lot of sorting was required. For example, the search terms of ‘aromatherapy and military’ led to 3,420 results in Google Scholar but only a few of the studies were applicable to the scope of this project. The same proved true for the other search engines and libraries. Often the research studies that were used referenced additional studies that were helpful as additional information.

In order to find the documentation needed for the business plan, I used the Internet to find competitors and numbers. Two competitors appeared in Google searches – one is on the military base and one is off the base. They are listed in the business plan. Since I am currently not located on the military base, I am not able to search for other competitors that aren’t found on the Internet until I arrive on the base.

I did have to use Wikipedia in order to find the numbers of military members, family members, and American civilians that live on the island of Okinawa ("Okinawa Prefecture,"

2014). I was not able to find specific numbers for how much money military members spend on CAM, so I used the numbers that the NIH reported in 2009 from a study done in 2007 ("Out-of-Pocket on CAM," 2009). This translates to \$150/American/year ("Americans spend \$33.9 billion," 2009).

The financial numbers in the business plan come from the numbers of sessions that I am willing to do each day multiplied by the number of days per month multiplied by the rates that I charge for those sessions. The income numbers from doTERRA commissions are not hypothetical but are already established.

Discussion

Brandie Lawrence (2014), an ACHS graduate, was able to interview and poll several military members and their family members in a 21-item questionnaire about their CAM use. Her research found that of the people polled, 83% responded that they used CAM - after learning the definition of CAM. The top three modalities used amongst this group of adults were prayer, massage, and a tie between chiropractic/herbs/nutrition. The top three modalities used by adults with their children were essential oils, essential oils, and a tie between chiropractic/herbs/nutrition. The percentage of adults that used these modalities daily was 75%, and the percentage of children using them daily was 63% with 93% of these participants rating these modalities 'extremely helpful' or 'helpful'. 80% of participants also expressed a greater desire to have access to CAM on military bases (Lawrence, 2014). This was a small group study done mainly in one locale, but I believe that it represents attitudes at large in the military community.

My personal experience with CAM began early in my military career. I had unexplained headaches after beginning pilot training. After seeing a number of different doctors with no diagnosis, I was very frustrated. Luckily for me, an osteopathic doctor decided to ask my primary care physician if he could help. He was given permission and started adjusting and

massaging my neck and having me do daily neck strengthening exercises. After three weeks the pain was gone. I continued to do the exercises, receive massages, and stretch my neck. I realized that I didn't have to use pharmaceutical medication in order to heal my body's imbalances. This led me to other modalities such as essential oils, herbs, and energy healing (T. S. Olsen, personal recollection, 22 December, 2014).

After my military career, I decided that I wanted to pursue work with CAM and the military. In the four years that I have studied with ACHS, I have learned much about using CAM for my family and myself and want to help those in the military who also want to learn how to use these modalities for themselves and their families. I was not part of Lawrence's study (2014) but I would have been another positive data point in her research.

As chronic health problems increase for veterans and military members, they are turning to CAM when conventional care doesn't address all of their health issues. According to another recent study, 27% of veterans seen by VA facilities had used CAM within the last year (Reinhard et al., 2014). The figure was higher amongst active duty military personnel – (37-41%), and they used CAM for 'chronic pain conditions, stress, depression, health promotion, and disease prevention' (Reinhard et al., 2014). A study by McPherson and Schwenka (2004) found that CAM use among active duty military members was increasing and due to the increased out of pocket expense, 70% of them desired CAM to be offered at their MTF. Interestingly enough, ten years after this study, MTFs are still not offering CAM to their clients with the exception of chiropractic at certain installations.

According to a survey done by the American Legion, 59% of veterans are dealing with traumatic brain injuries (TBI) and 30% are dealing with PTSD. Of the 3,100 respondents, "59% reported either feeling no improvement or worse after undergoing conventional TBI and PTSD treatment. And 30% said they had terminated their treatment plan before completion." (Brooks, 2014, para. 2). Almost half of the participants had discussed CAM options with their providers,

and reported that they had used CAM treatments on their own including meditation, relaxation techniques, and stress reduction techniques (Brooks, 2014). VA officials discussed using CAM in treatment plans after the survey results were published since 60% of veterans who have used traditional treatments still meet the criteria for PTSD.

Lt. Col. Dennis McGurk, deputy director of the Army Medical Research and Materiel Command, said that if those suffering from TBI or PTSD can get more sleep then “the patient is more likely to return for additional treatments” (Brooks, 2014, para. 12). CAM often helps people sleep better and could be used as an integrative option.

This survey also brought to light the support that the caregivers of these military members and veterans need. They often suffer from a great deal of stress and sleeplessness as they care for their veterans and need tools to help themselves cope as well.

Currently there are thirteen studies being conducted by NIH and the Department of Veteran’s Affairs with a budget of \$21.7 million that are addressing pain management, PTSD, drug abuse, and sleep issues amongst veterans and military members (“NIH and VA address pain and related conditions in US military personnel, veterans, and their families,” 2014). The director of NCCAM, Josephine P. Briggs has said that, “Pain is the most common reason Americans turn to complementary and integrative health practices. The need for nondrug treatment options is a significant and urgent public health imperative. We believe this research will provide much needed information that will help our military and their family members, and ultimately anyone suffering from chronic pain and related conditions” (“NIH and VA address pain and related conditions in US military personnel, veterans, and their families,” 2014, para. 3). While this research is being completed though, military members and their families will still be looking for these modalities and paying out of pocket for them which is the reason for starting my holistic health practice in this military community.

Aromatherapy

The modality of aromatherapy can help military members, their family members, and veterans due to the direct link to the limbic system of the brain. Aromatherapy is the therapeutic use of aromatic plant extracts either topically, aromatically, or internally to affect a desired outcome in the body. Essential oils are made up of many chemical constituents that have a wide range of therapeutic value. Essential oil molecules travel from the nasal passages through the olfactory nerve and bulb where they have access to the limbic system. The limbic system is “a group of related structures in the brain that are responsible for processing emotion, memory, and smell” (*Modern Essentials*, 2013, p. 8). The amygdala, a part of the limbic system, has been found to play a part in storing and releasing emotional trauma. This gland can be stimulated by fragrance which is why using essential oils can be helpful when working with emotional trauma (*Modern Essentials*, 2013).

It is important to ensure that when using essential oils, the aromatherapist is aware of any other drugs being used because of drug interactions. However, essential oils could be very effective in helping to manage anxiety, insomnia, and depression associated with PTSD (Houk, n.d.).

According to a literature review by Perry & Perry (2006), the benefits of aromatherapy have been studied and documented for “agitation, insomnia, wandering, difficult behavior, and social withdrawal.” Even though they were discussing the behaviors related to dementia, they still seem to apply to other brain disorders such as PTSD and TBI. The most common essential oils used according this review were lavender *Lavandula angustifolia* and Melissa *Melissa officinalis* (Perry & Perry, 2006).

Essential oils can also be used to mitigate pain. Military members often suffer from chronic pain, and many of the studies used to research this paper mentioned the high pain levels of veterans. Along with pain often comes prescription drug use. Many veterans polled don't like

the side effects associated with painkillers or opioids. Essential oils are not addictive and therefore, could be a safer alternative to painkillers.

Light Therapy

Low level light therapy (LLLT) using light emitting diodes (LEDs) that function at certain wavelengths, frequencies, and colors also help to reduce pain and stress in the body. Kim & Calderhead (2011) reported that “LED phototherapy has now been well-proven to work, and is reported to be effective in a large variety of clinical indications such as pain attenuation, wound healing, skin rejuvenation, some viral diseases, allergic rhinitis, other related allergy-related conditions and so on” (Kim & Calderhead, 2011, p. 209). They go on to explain that visible light can induce adenosine triphosphate (ATP) synthesis, and infrared light can start cell membrane transport mechanisms like the sodium and potassium pumps. ATP is important for energy at a cellular level.

The LED lights also increase nitric oxide (NO) production within the cells which is helpful for wound healing at a cellular level (Adamskaya et al., 2011).

Different than lasers that can irradiate and are concentrated only in a small area, LED light systems can disperse the light over a larger area of the body in a safe, noninvasive manner. The system that I use can be programmed to different frequencies, but the wavelengths of red (640nm), blue (440nm), and infrared (880nm) are constant.

Two case studies were reported in 2011 dealing with LED therapy and TBIs. It was discovered that LED lights applied to the head “may improve cognition, reduce costs of TBI treatment, and be applied at home” (Naeser, Saltmarche, Kregel, Hamblin, & Knight, 2011, p. 351). The first participant reported better concentration and sleep after using the LED system even though her TBI happened seven years previously to using the system. The second participant was a retired military member who after several brain injuries in the military experienced another TBI after retiring. She wasn’t able to work at her consulting job until she

used an LED system for four months. She was then able to return to work full-time and discontinue her medical disability (Naeser et al., 2011). The authors feel that the reasons for these results have been documented in other studies and include an increase in cellular respiration, an increase in ATP production, and an increase in nerve cell growth.

Energy Healing

The definition of energy healing is “a form of complementary and alternative medicine based on the belief that a vital energy flows through the human body. The goal of energy healing is to balance the energy flow in the patient. It is used to reduce stress and anxiety and promote well-being. Energy healing is being studied in patients receiving cancer therapy, to find out if it can improve quality of life, boost the immune system, or reduce side effects. Also called energy therapy” (“Energy Healing,” 2013, screen).

In the study by Goertz et al. (2013), they found that “significantly more military personnel reported use of energy healing, guided imagery therapy, massage therapy, hypnosis and relaxation techniques than civilians in both NHIS surveys...” (Goertz et al., 2013, p. 511).

Currently there are no studies being done with the military using the form of energy healing that I use (the Simply Healed Method), but there are studies that have mentioned military members using energy healing modalities such as Reiki.

Conclusions

After studying the surveys and polls about CAM use within the military that have been conducted over the last ten years, I feel that there is more than enough evidence to move forward with starting a holistic health practice in a specific military community. There is a large military presence in this community (27,000 military members and 22,000 family members) that will provide clients for my small practice. I feel that I will be able to empower individuals and promote holistic tools that will provide options for this community as they look for support for their health concerns such as discomfort, stress, and imbalance. Using this experience of

studying the current data and writing a business plan along with my years of study at ACHS and my military experience has prepared me to begin my work as a holistic health practitioner in a military community.

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Appendix



CONFIDENTIAL

Light Essentials Wellness

Inspiring Greatness

Business Plan
Prepared December 2014

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Executive Summary

Mission Statement and Vision

Mission Statement - Light Essentials Wellness creates a safe, comfortable place to find peace from pain, discomfort, and stress. We use essential oils, light therapy, and energy healing to remove the hidden obstacles to feeling healthy and whole. We educate and empower our clients to be able to use the tools for themselves without relying on our services long term. We believe that everyone deserves to be able to help themselves find health and wholeness.

Vision - to empower and educate my clients in using the holistic tools of essential oils, light therapy, and Simply Healed energy healing to help them find joy, peace, and health.

Who We Are

Light Essentials Wellness is a business that has been in the dreaming stage for a couple of years. Finally, I am moving forward with an office site and a website. The goal of Light Essentials Wellness is to provide hope and healing to veterans, active duty military members, and their families as they look for holistic support to balance the difficult things they've experienced during their careers. As a 12 year Air Force veteran, I want to help people find peace and be able to move forward in their lives by empowering them with holistic tools such as light therapy, aromatherapy, and mentoring just as I used when I was frustrated with allopathic medicine while in pilot training. I am grateful for the people who shared their knowledge with me, and I want to do the same for other military members.

What We Sell

We sell

- doTERRA Essential Wellness Products
- Elan LED Light Therapy Sessions
- Carolyn Cooper Simply Healed Method® Sessions
- Mentoring

Who We Sell To

My target market is made up of active duty military members, their family members, and veterans within a military community. I will also reach out to others who support the military in the community and who are ready to begin the healing process physically or emotionally.

Financial Summary

Because of my position in doTERRA, I currently earn approximately \$7000/month in commissions. Simply Healed, Light therapy, and mentoring sessions will bring in about \$3000/month. I have calculated this by the number of sessions that I will conduct per week (12-16) multiplied by the session price (\$50) multiplied by 4 weeks.

Due to starting the business out of my home on the Air Force base with appropriate licenses, I will not pay rent for the business initially. Expenses will come in the form of legal fees to ensure compliance, licenses, supplies, inventory, liability insurance, and salary.

Goals and Priorities

I bring knowledge, joy, and wellness to myself and my clients in a safe and comfortable environment.

Goals:

I provide a professional and competent holistic health practice by being fully present while working with clients, educating clients about holistic modalities, reviewing clients' files before a session, keeping excellent records, and keeping my equipment clean and in good condition.

I meet with 4 clients per day from 10:00am until 2:00pm on Tuesday, Wednesday, and Thursday. This allows for me to prepare each day before I meet with clients and allows for me to spend time with my children when they return home from school after 2:00pm.

I continue to increase my knowledge and skills by taking online classes, reading at least 3 books in my profession every 6 months, attending at least 2 workshops each year, and maintaining my certifications before they come due.

I earn at least \$50,000/ year after expenses. I make and keep a budget. I utilize an accountant to ensure that taxes and accounts are paid and on time. I invest 10% towards my retirement.

I abide by a code of ethics and clearly post my business policies. I maintain confidentiality for my clients.

I provide education to my clients by holding monthly classes and sending a monthly newsletter.

I do thorough intakes with each client and only work within the scope of my knowledge and abilities. I conduct client feedback surveys each year.

I take care of myself by eating healthy foods, exercising and meditating regularly, scheduling regular massages, and taking time to renew my own energy.

I maintain my massage table and 2 antigravity chairs. I also maintain the 2 Elan light systems that I own along with the light wands and portable unit. I carefully inspect my equipment each month to ensure that it is functioning properly. My essential oils and products are properly stored away from sunlight and moisture.

Company

Company Overview

Light Essentials Wellness is a new business that has been in the dreaming stage for a couple of years. Finally, I am moving forward with an actual office site and a website. The goal of Light Essential Wellness is to provide hope and healing to veterans, active duty military members, and their families as they heal from the hard things they've experienced during their careers. As a 12 year Air Force veteran, my goal is to help people to find peace and be able to move forward in their lives.

The services that we will offer:

- Essential oil education and essential oils using doTERRA essential oils
- Energy healing using the Carolyn Cooper Simply Healed Energy Method ®
- Elán Light Therapy sessions
- Mentoring

Management Team

Tammy Shick Olsen - Owner

- 12 year Air Force veteran and pilot
- Certified Simply Healed® Energy Practitioner with 5 years experience
- Certified Instructor in the doTERRA Aromatouch essential oil application method
- Certified Light Therapy Technician
- Hold diplomas in Holistic Health Practice and as a Master Aromatherapist
- Have a B.S. in Electrical Engineering and a Master's of Human Relations
- Almost finished with a Master's of Complementary and Alternative Medicine

I will be responsible for the daily running of the business as well as working with the clients. I will hire a team of people to help me with keeping records and finances, legal issues, and marketing and website design. I plan to hire outside contractors instead of hiring employees at first.

Client Interaction Policies

Each session is allotted 60 minutes. This includes time for the assessment, therapy, and feedback.

The session begins and ends of time regardless of the arrival of the client.

Cancellations require 24 hour notice or the client will be billed for the session. The owner will evaluate emergency situations for cancellation.

Clients will communicate in an open, honest manner and disclose all current and past allopathic treatments, medications, and mental health therapies. It is at the discretion of the owner to decide whether working with a client may be beyond the skills and capabilities of the owner and refer them to a different professional.

Personal and professional boundaries will be respected at all times. Sexual harassment will not be tolerated. If the owner feels that her safety is being compromised, the session will end immediately.

The client is responsible for their own health and can choose to follow the recommendations of the owner or not.

Payment is due at the end of the session unless other arrangement have previously been made.

The owner will provide individualized sessions for each client that will depend on the intake assessment.

The owner will keep accurate records and review records before each session.

Clients will be properly clothed or draped at all times.

Privacy and confidentiality will be maintained at all times.

Clients will be treated with respect and dignity without regard to age, gender, race, national origin, sexual orientation, religion, or political affiliation.

Scheduling

My practice will operate from 10:00am to 2:00pm on Tuesday, Wednesday, and Thursday with appointments outside of those hours by special arrangement. This allows me to prepare for each client and maintain privacy while utilizing a home office. I will hold classes in the evenings.

Products and Services

Products and Services

Products:

I offer doTERRA essential oils and wellness products. These essential oils are sourced from the places around the world where they originated and are Certified Pure Therapeutic Grade essential oils that can be used topically, aromatically, and in many cases internally. These oils are tested by two independent laboratories to ensure the high quality that doTERRA expects from the oils they sell.

Services:

I offer Carolyn Cooper's Simply Healed Method energy sessions in 50 minute sessions Simply Healed is an easy way to clear negative energy or blocks from our bodies in a non-invasive way. It helps with many issues and can clear generational issues as well.

I offer LED light therapy sessions using an Elan LED light system that relaxes the body, reduces stress and discomfort, and increases ATP and nitric oxide at the cellular level.

I offer Mentoring sessions and packages for people who want to move past their limiting beliefs and mental blocks.

Competitors

There are many places in Okinawa that offer essential oils. They can be purchased anywhere from the natural food stores to the dollar store. The quality of those oils is very suspect due to the lack of regulation of essential oils. There are a few doTERRA consultants in Okinawa at this time, but I will be the only one on the Air Force base that is a master aromatherapist using this brand of oils.

There is another certified aromatherapist who uses a different brand of essential oils. Her name is Amber Duncan and has a website called www.holistichealthelper.com. She teaches classes on the science and uses of essential oils. She also practices Reiki.

I did find a spa/aromatherapy store called Petaluna that maintains their website in English and Japanese - www.petaluna.com/english. It is located near Kadena AB. They offer essential oils and products made with essential oils such as soap and bodycare products as well as offering massages using essential oils.

I am the only Simply Healed practitioner on Okinawa. The closest Simply Healed practitioners live in Australia. There are many other Reiki and other energy practitioners in Okinawa though. Many of them are Japanese, so I haven't been able to find their information. I know that they are there from living in Okinawa 8 years ago.

Technology and Equipment

This practice will use the following equipment:

- (2) Elan Variable 6 port LED light systems valued at \$6000/system
- (4) Elan LED light wands - blue, red, red with infrared, and violet valued at \$400/wand
- (1) Elan portable LED light system valued at \$2500
- (1) Heart Rate Variable System (biofeedback) valued at \$8900
- (1) Zyto Compass biofeedback system valued at \$400

Various doTERRA essential oils with stock currently valued at \$10,000

- (1) massage table valued at \$200
- (2) anti gravity chairs valued at \$75/chair
- (2) aromatherapy diffusers valued at \$90/diffuser

Target Market

Market Overview

Although I can work with anyone, I am choosing to work with veterans, active duty military members, and their families as my target market. There is a lot of tragedy associated with PTSD, readjusting to life back at home, and being a member of a family. My goal is to help veterans feel comfortable back in society by helping them clear the issues that are keeping them from feeling like they felt before their hard experiences. This will be a complementary approach since many of them will be working with mental health professionals as well.

Energy healing is a growing trend. People are looking for alternative ways to help their bodies heal. Essential oils also play a role in physical and emotional healing and are becoming more popular.

Market Needs

I help those associated with the military to learn tools such as using essential oils, light therapy, and mentoring to overcome the challenges they face as well as empowering them with education and hope. I provide a suggested individualized program for each client. However, I will not diagnose any medical condition nor prescribe any treatment. I will work to support their needs around their current medical care and advise them to consult with their primary care physician. I know how to talk in military vernacular, so my clients can feel comfortable in knowing that I understand what they want and need.

Strategy and Implementation

Marketing Plan

Overview

I will have a grand opening by 27 February 2015. I will be focusing on doTERRA essential oils, Simply Healed energy sessions, light therapy sessions, and mentoring . I will distribute flyers and will send Facebook announcements. I will make food that is made with essential oils as well as have door prizes, free essential oil samples, and free bio-feedback scans.

After the grand opening we will schedule classes to help the public know about our products and services.

Word of mouth works very well in this area. I will also look into other advertising as we go.

I am also listed on the Carolyn Cooper Simply Healed Practitioner website as a certified Simply Healed practitioner.

Positioning

I am Light Essentials Wellness. I help people who are ready to be empowered and take control of their health - especially veterans, active duty military members, and their families. I am happy when my clients feel better physically and emotionally.

Pricing

I don't need to create my products or services. I buy my doTERRA products wholesale prices and sell them at retail prices. The Simply Healed sessions don't have any products associated with them, so time is the most precious commodity in that service.

I plan on offering free classes to teach people about essential oils and nutrition. I will also offer 20 minute free Simply Healed sessions for first time clients.

I offer 50 minute Simply Healed session for \$50/session to people associated with the military. I will offer military packages of 5 sessions for \$195. The Simply Healed sessions that are scheduled from the website will be \$90/50 minute session. This price is slightly less than other Simply Healed practitioners charge currently (around \$100/session).

Light therapy sessions will also be priced at \$50/50 minute session. These sessions can be combined with Aromatouch therapy or a single essential oil. A military package of 5 sessions for \$195 will be available.

My mentoring packages are priced at \$50/hour or 5 sessions for \$195.

Promotion

I will also advertise in the base magazine and newspaper. That gets widest distribution among the military members on Okinawa.

I am listed as a certified Simply Healed practitioner on the Carolyn Cooper Simply Healed webpage.

I will carry my business cards and wear promotional clothing while I am out in the community.

I will use my website to promote my products and services. The website will be updated by the grand opening after I know the location of the office.

Distribution

I will sell doTERRA products directly to my customers from my inventory as well as having them available online for purchase. The online purchases are sent from the doTERRA company.

I will have an online calendar on my website that clients can schedule appointments for a Simply Healed session, a light therapy session, or a mentoring session.

Milestones

Find and set up office space - 24 January 2015

Base Legal approval and licensure - 6 February 2015

First essential oil class taught - 13 February 2015

Grand Opening - 27 February 2015

Website functional and up to date - 27 February 2015

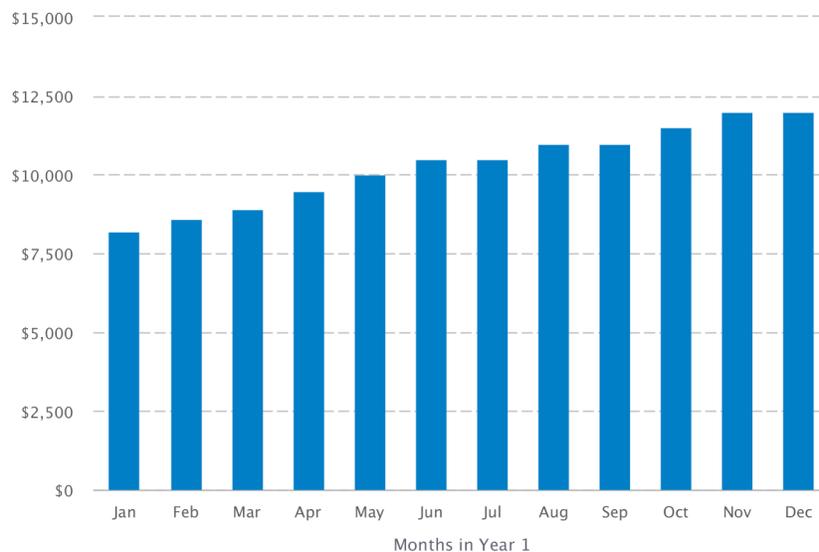
Financial Plan

Revenue Forecast

Revenue Forecast Table

	FY2015	FY2016	FY2017
Revenue			
Simply Healed Sessions	\$5,300	\$6,000	\$10,000
doTERRA Commissions	\$95,000	\$120,000	\$150,000
Elan LED Light Therapy Sessions	\$6,000	\$6,000	\$6,000
Mentoring Sessions	\$17,400	\$20,000	\$30,000
Total Revenue	\$123,700	\$152,000	\$196,000
Direct Cost			
Simply Healed Sessions	\$1,000	\$1,000	\$1,000
doTERRA Commissions	\$18,000	\$18,000	\$18,000
Elan LED Light Therapy Sessions	\$1,200	\$1,200	\$1,200
Mentoring Sessions	\$1,000	\$1,000	\$1,000
Total Direct Cost	\$21,200	\$21,200	\$21,200
Gross Margin	\$102,500	\$130,800	\$174,800
Gross Margin %	83%	86%	89%

Revenue by Month



About the Revenue Forecast

I already earn a commission from doTERRA of \$7000/month. Retail sales will be different from the commissions.

I charge \$50/session for Simply Healed sessions for those associated with the military. I charge \$90 for a regular session.

I also charge \$50/session for light therapy and mentoring with the military discount.

Personnel Plan

Personnel Table

	FY2015	FY2016	FY2017
Owner - Tammy Shick Olsen	\$24,000	\$24,000	\$24,000
Total	\$24,000	\$24,000	\$24,000

About the Personnel Plan

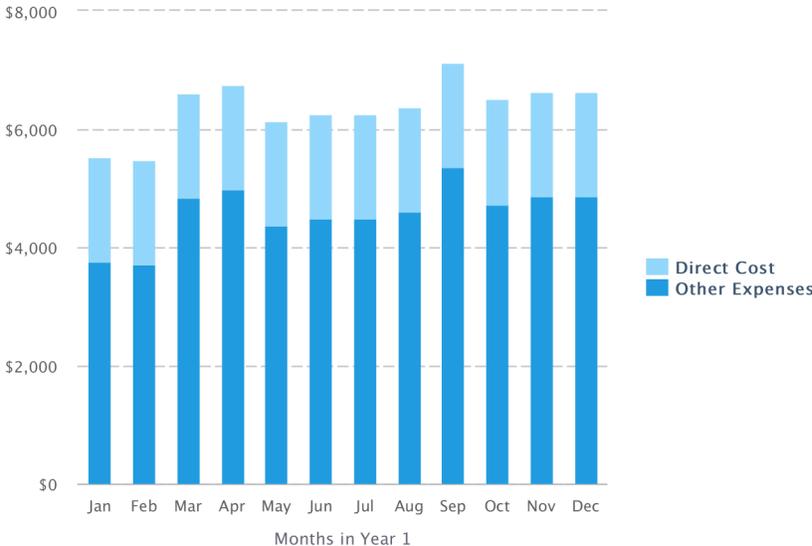
Eventually I'd like to hire people to do my financial record keeping as well as a service to answer phones and schedule appointments. I will hire independent contractors instead of hiring employees at first.

Budget

Budget Table

	FY2015	FY2016	FY2017
Operating Expenses			
Salary	\$24,000	\$24,000	\$24,000
Employee Related Expenses	\$4,800	\$4,800	\$4,800
Marketing & Promotion	\$1,400	\$2,000	\$2,000
Rent	\$0	\$0	\$0
Utilities	\$0	\$0	\$0
Office Supplies	\$600	\$600	\$600
Insurance	\$300	\$300	\$300
Travel	\$8,200	\$9,000	\$9,000
Total Operating Expenses	\$39,300	\$40,700	\$40,700

Expenses by Month



About the Budget

Currently, the budget does not include rent or utilities, but I will look into that as soon as I arrive. I need to know whether or not, the legal office will allow me to practice on the base.

I know that I will be traveling back to the US in March and September, so my travel costs will be higher for those months.

I need to find an insurance company that will work with me for liability insurance. I have some options.

Startup Costs

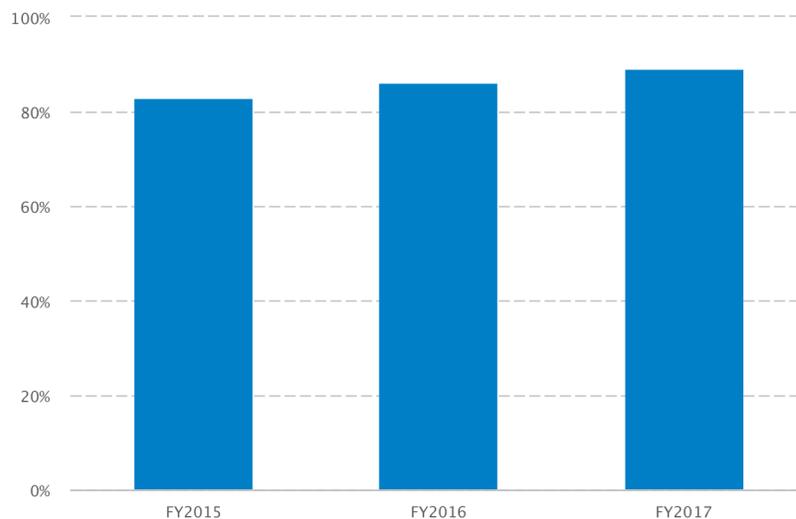
I have already incurred many of my start up costs for doTERRA and Simply Healed inventory. I will look into rent and utilities when I arrive in Okinawa. As of now, I need to look at what space I have and if I will be allowed to practice on the base.

Profit and Loss Statement

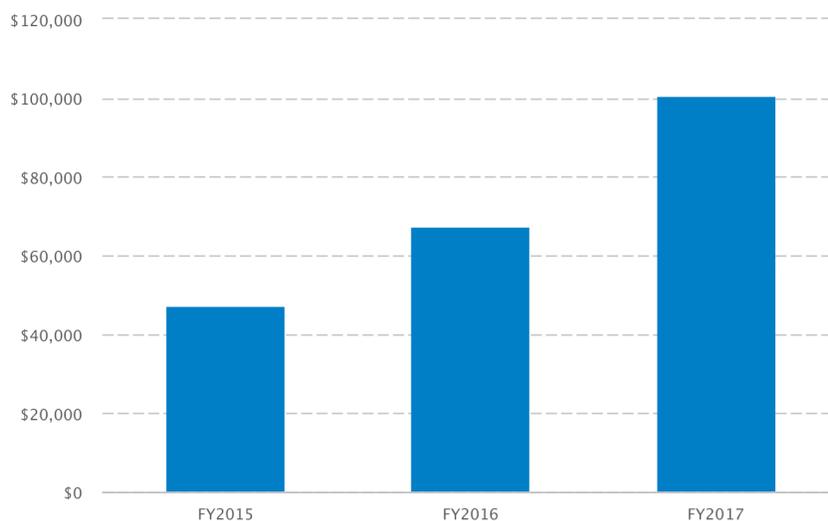
Profit and Loss Statement

	FY2015	FY2016	FY2017
Revenue	\$123,700	\$152,000	\$196,000
Direct Cost	\$21,200	\$21,200	\$21,200
Gross Margin	\$102,500	\$130,800	\$174,800
Gross Margin %	83%	86%	89%
Operating Expenses			
Salary	\$24,000	\$24,000	\$24,000
Employee Related Expenses	\$4,800	\$4,800	\$4,800
Marketing & Promotion	\$1,400	\$2,000	\$2,000
Rent	\$0	\$0	\$0
Utilities	\$0	\$0	\$0
Office Supplies	\$600	\$600	\$600
Insurance	\$300	\$300	\$300
Travel	\$8,200	\$9,000	\$9,000
Total Operating Expenses	\$39,300	\$40,700	\$40,700
Operating Income	\$63,200	\$90,100	\$134,100
Income Taxes	\$15,800	\$22,525	\$33,525
Total Expenses	\$76,300	\$84,425	\$95,425
Net Profit	\$47,400	\$67,575	\$100,575
Net Profit / Sales	38%	44%	51%

Gross Margin by Year



Net Profit (or Loss) by Year



About the Profit and Loss Statement

It will take me a few months to get set up and find clients since I will be new to the area. Luckily, I have my doTERRA commissions to help out with the first few months.

Appendix

Base Legal Forms

Starting a Home Business?

WHAT to do and WHERE to go

Welcome to Okinawa! The following valuable information will help you understand what is required by you when starting a home business¹, whether living on base in base housing, or off base in the local community. This is applicable to ALL SOFA status individuals.

LIVING ON BASE IN BASE HOUSING:

1. You MUST start the process at the Housing Office on Kadena Air Base, Okinawa, Japan.
2. Fill out AF Form 3902, all applicable portions, being as detailed as possible.
3. If your home business is based on something you are licensed to do in the United States, such as cosmetology, manicurist, aesthetician, etc., then you will be required to provide your state license number, and may be required to have adequate insurance.

LIVING OFF BASE IN THE LOCAL COMMUNITY:

1. You MUST start the process at the Kadena Law Center, Kadena Air Base, Okinawa, Japan.
2. Fill out Form 3902, all applicable portions, being as detailed as possible.
3. If your off base home business is based on something you are licensed to do in the United States, such as cosmetology, manicurist, aesthetician, etc., then you will be required to provide your state license number, and may be required to have adequate insurance.

IMPORTANT INFORMATION APPLICABLE TO BOTH ON AND/OR OFF BASE BUSINESSES OPERATED BY SOFA STATUS INDIVIDUALS:

1. Your home business cannot compete with the Army and Air Force Exchange Services (AAFES) or 18 Services Squadron.
2. You may not resell AAFES or commissary items.
3. If your home business deals with FOOD PREPARATION, you must get additional approval by Public Health, 18 MDG/SGPM.
4. You cannot provide services that involve invasive procedures.
5. Your customers must be other SOFA status individuals.
6. You cannot solicit door to door; cannot operate in a federal workplace; cannot operate or sell products in a common area on base.

USE OF THE MILITARY POSTAL SERVICE:

Use of the military postal service for home businesses is limited by Department of Defense and Air Force Instructions. You cannot use your Postal Service Center (PSC) Box for mass delivery of commercial items. However, each of your customers may have products directly delivered to their own PSC Box. If you want to receive mass deliveries of items, you must use the Japanese Postal Service, and may be subject to Japanese taxes.

QUESTIONS REGARDING HOME BUSINESS ON OR OFF BASE? The Judge Advocates and Paralegals at the Kadena Law Center are here to help you. Stop by the Law Center (Building 15), or call 634-3300 or 634-3309.

- Notaries, Powers of Attorney: Monday through Friday: 1000-1500.
- Walk-In Legal Assistance: Monday, Wednesday and Thursday: 0900-1000; Tuesday 1300-1400.

¹Limited to "traditional" home businesses; does not address those individuals that want to start a home business related to any medical or psychological services which have additional requirements as well as those requirements listed above.

Base Legal Forms

AF IMT 3902, 1986251 - CONTINUATION SHEET

ITEM 32 Continued:

ALL HOME BUSINESSES ARE SUBJECT TO:

RULE #1. MUST COMPLY WITH ALL MILITARY POSTAL SERVICE RULES AND REGULATIONS. FOR EXAMPLE, YOU CANNOT USE THE MILITARY POSTAL SERVICE TO RECEIVE ITEMS FOR RESALE FOR HOME BUSINESSES OR LIKE COMMERCIAL PURPOSES. YOU MAY PLACE ORDERS WITH A PARENT COMPANY AS LONG THE CUSTOMERS RECEIVE THEIR ORDERED MERCHANDISE DIRECTLY TO THEIR OWN PSC BOX. IF YOU DESIRE, YOU MAY OBTAIN A MAILBOX OFF-BASE TO HAVE ALL HOME BUSINESS ITEMS MAILED DIRECTLY TO YOU VIA THE JAPANESE POSTAL SYSTEM, THOUGH ITEMS MAY BE SUBJECT TO JAPANESE CUSTOMS AND IMPORT DUTIES. REFERENCE: DoD 4525.6-M, Postal Manual, C3.2.1.1.6.1 and AFI 3.22, AFI 3.22.5.

RULE #2. MUST NOT VIOLATE AAFES OR COMMISSARY RESTRICTIONS ON THE PURCHASE OF GOODS TO SUPPORT YOUR PRIVATE BUSINESS. PERSONNEL ARE PROHIBITED FROM USING COMMISSARY OR BASE EXCHANGE MERCHANDISE IN SUPPORT OF THEIR PRIVATE BUSINESS ACTIVITY.

RULE #3. PROMINENTLY POST IN YOUR PLACE OF BUSINESS THE FOLLOWING: "Permission by Kadena Air Base Authorities for (Home Business name) to provide (type of service or products sold) on Kadena Air Base or its housing facilities does not constitute endorsement of such services by Kadena Air Base, the United States Air Force, or the United States. The Air Force will not be responsible for the quality or inadequacy of any services or products provided. Individuals using these services or products do so at their own risk."

RULE #4. SOLICITATION (door-to-door, distributing flyers, posting signs, etc.) WITHIN MILITARY FAMILY HOUSING AREAS OR ANYWHERE ON BASE WITHOUT PROPER APPROVAL IS STRICTLY PROHIBITED.

RULE #5: MUST COMPLY WITH THE CHECKED ITEMS BELOW:

FOR CERTAIN PROCEDURES OR POTENTIAL HEALTH RISKS, WRITTEN APPROVAL BY PUBLIC HEALTH FLIGHT, 18 AMDS/GPM, IS REQUIRED PRIOR TO FURTHER PROCESSING OF YOUR REQUEST.

MUST MAINTAIN A CURRENT LICENSE.

TAKE THE FORM TO YOUR COMMANDER FOR APPROVAL.

TAKE THE FORM TO YOUR SPONSOR'S COMMANDER FOR APPROVAL.

TAKE THE FORM TO THE USMC STAFF JUDGE ADVOCATE'S OFFICE FOR COORDINATION/APPROVAL.

TAKE THE FORM TO THE NAVY STAFF JUDGE ADVOCATE'S OFFICE FOR COORDINATION/APPROVAL.

TAKE THE FORM TO THE ARMY STAFF JUDGE ADVOCATE'S OFFICE FOR COORDINATION/APPROVAL.

FOR OFF-BASE RESIDENTS CONDUCTING BUSINESS ON KADENA AIR BASE, CHIBANA and O'DONNELL GARDENS HOUSING AREAS, A LETTER REQUESTING APPROVAL FROM THE 18TH MISSION SUPPORT GROUP COMMANDER IS ALSO REQUIRED. AFTER THE ABOVE COORDINATION/APPROVAL HAS OCCURRED, JAPANESE LICENSING AND INSPECTION REQUIREMENTS MAY ALSO APPLY TO YOU.

I ACKNOWLEDGE RECEIPT AND UNDERSTANDING OF THE ABOVE.

(Requester's Printed Name and Signature)

(Date)

(This form is effective 27 Jun 08; all previous editions are obsolete)

Intake Form

Intake Form

**Light Essentials Wellness
Client Intake Form**

Date: _____
Name: _____ Sex: Male Female
Address: _____
City: _____ State: _____ Zip: _____
Daytime Phone #: _____ Evening Phone #: _____
Date of Birth: _____ Occupation: _____
Employer: _____
Employer's Address: _____
Marital status: Single Married
Children's Names and Ages: _____
Name of Spouse/Significant Other: _____
Preferred Appointment Day and Time: _____
Preferred method of contact: phone _____ text _____ email _____
Primary Health Care Provider: _____
Provider's Address: _____
City: _____ State: _____ Zip: _____
Telephone #: _____ Extension: _____
Permission to Consult with Primary Provider? No Yes _____ (please initial if yes)

In Case of Emergency, Please Notify:
Name: _____ Telephone #: _____
Relationship: _____

What is the main reason for your visit today? _____
Have you seen your Primary Care Provider about this? _____ when? _____
What was the diagnosis? _____
Describe any treatment received and the results _____

**Light Essentials Wellness
Informed Consent Agreement**

* I, _____ understand that the educational services I am receiving or that my child is receiving include holistic health protocols, and that these services are not to be construed as a medical diagnosis or prescription.

* I give consent to the practitioner, Tammy Shick Olsen, to evaluate and consult with me as to a suggested holistic health plan.

* I confirm that I am seeking the consultation voluntarily, and I am not bound to follow the suggested holistic health plan unless I so choose. The general benefits, methods of use, and possible contraindications of the holistic health plan have been explained to me.

* I understand that the recommended holistic therapy(s) is/are not a substitute for medical treatment or medications, and that the practitioner recommends that I concurrently work with my Primary Caregiver for any condition I (or my child) may have.

* I have informed the consulting practitioner of all known physical and medical conditions and medications, and I will keep the practitioner updated on any changes.

* I have received a copy of the practitioner's policies and I understand them. I give consent for the practitioner to consult with me about my (or my child's) condition and to devise a holistic health plan for me (or my child).

* I give consent for the practitioner to consult with any other health care provider or practitioner that I am seeing or have seen. I give permission for those health care providers to share information that may assist the practitioner with my holistic health plan.

* I agree not to hold the practitioner responsible for any negative outcomes as a result of her providing this service.

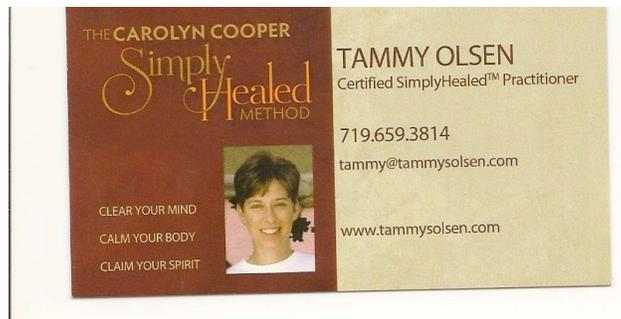
Client's Name _____

Responsible Parties Signature: (parent if child under 18) _____

Date: _____

Business Cards

Business Cards



Testimonials

Testimonials

Simply Healed Testimonials for Tammy Olsen

1. Tammy introduced me to the Simply Healed method a couple of years ago. It has been a wonderfully positive experience for me and has helped me in a number of ways. She has helped my husband and me in several aspects of our business, clearing out false beliefs about money and raising the vibration of energy at work and between our employees. She has helped me to strengthen my relationships with my family. In my personal life, I have benefitted in my self-esteem and confidence as well as experiencing better physical health.

Recently, I was worried about my college- aged child moving home. Through a session with Tammy I was able to look forward to his coming and have peace. We even raised the energy vibration in my home in preparation for his return. The thing I like the most is that Tammy can find what needs to be changed for me and my loved ones, even if I am not aware of that specific need. Life feels great after every session!

C.G. Colorado Springs, CO

2. Tammy has helped me do some emotional clearing several times- for business and personal issues.

It is amazing to me how she can ask the right questions, and help me pull those emotions to the surface, and then just clear them away.

She has helped me overcome some mental blocks that were preventing me from accomplishing my goals and moving forward.

Working with Tammy is always an enlightening and thought-provoking experience that leaves me feeling more at peace.

Tammy has a loving, empathetic heart and a real gift for healing.

M.F. Springfield, VA

3. I can not say enough about Simply Healed. Our 2 yr old has been struggling with her speech and has been displaying some behaviors that are typical of autism. After just one Simply Healed session she has added several words to her vocabulary and has also stopped banging her head. I feel like I'm actually communicating with her now. Thank you for giving parents a way to help their children with out using harmful drugs.

M.L. Payson, UT

4. I am so grateful for Simply Healed! I love the feeling I get when something has been cleared for me. It is so wonderful to know that there are reasons for the way I feel and once I know what they are, I can get rid of them forever! I'm excited for the day when I can become certified to do Simply Healed! It has changed my life and I want to help others change their lives! Thank you Tammy and Carolyn for your gifts and sharing them with the rest of us!

H.B. Indianapolis, IN

5. I want to say how much I appreciate the clearing of energies I have received from Tammy Olsen, it has been life changing for me. The first thing is I want to say is that Tammy provides me with such a safe environment. I feel comfortable with her going to those areas she needs to access. I don't fully understand what she does but it works. Second I would like to talk about a very recent session I had with Tammy a few days ago. It was one of the biggest energy moving sessions I have ever had. I actually slept for 36 hours off and on so my body could process and take care of the energy change. When I was I done, some exciting things started to occur. I started attracting the people I needed for my business and the money flow is getting stronger. I know I have more work to do, but I feel blessed I have Tammy Olsen and her skills as a powerful tool to facilitate the changes when needed.

S.S Denver, CO

Insurance Options

Insurance Options

I have several options for obtaining liability insurance. Many of them cover some of the modalities that I practice, but so far I have not been able to find one insurance that covers them all. I will need to research each of them further before I decide.

These are my current options:

Board of Advanced Natural Health Sciences - this organization provides insurance to light energy practitioners. <http://banhs.org/insurance-65370.html?id=58>

International Institute of Complementary Therapists - this organization covers a wide variety of modalities including aromatherapy, and Simply Healed. <http://www.iictinsurance.com>

International Coach Federation - this organization covers coaching, mentoring, and aromatherapy. <http://insurance-icf.com>

Holistic Chamber of Commerce - this organization covers energy modalities. I will have to check to see if they cover Simply Healed. <http://www.holisticchamberofcommerce.com/benefits/3-hcc/articles/internal/122-professional-liability-insurance>

National Association of Complementary and Alternative Medicines - this organization covers light energy therapy and aromatherapy. I will have to contact them to see if I can be a member without being a massage therapist. <http://www.nacams.org/rates>