

# Health Coach<sup>®</sup>

**Education and Effective Support  
Are the Foundation of Your Healthcare**

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# Core Values and Guiding Principles

## **Client Focused**

We focus on the needs of our clients, respecting the uniqueness and autonomy of each individual. We strive to continually improve what we do and how we do it.

## **Integrity and Accountability**

We are open, honest and ethical at all times. We are fiscally and professionally accountable to our clients and communities.

## **Teamwork and Partnerships**

We educate and involve our clients, their families and support networks to the fullest extent possible, in the planning and provision of our health services.

## **Research, Development and Innovation**

We constantly seek to expand our knowledge and skills and our ability to share them more effectively with our clients and communities. We innovate continuously and remain leaders in integrated healthcare.

## **Authenticity**

Any medical advice utilized within our programs or referred to in our system will be given by properly qualified Doctors or staff members. All healthcare education will be thoroughly reviewed, researched and properly tested.

## **Quality Assurance**

Our medical and healthcare industry experts have set, and continue to develop, suitably high standards that manufacturers who participate in our system must demonstrate and maintain. Certificates of analysis from independent third party experts are required on all products being referred to.

## **Confidentiality**

Confidentiality of data relating to participants in our learning systems and visitors to our clinic is as important to us as the authenticity of the information we provide. We honor and/or exceed the requirements of medical/health information privacy in the province or state where our clients reside.

## **Synergy**

Our information and learning systems are designed to complement and support, not replace, the relationships that exist between individuals, and their team of physicians and primary care providers.

## **Simplicity and Utility**

Our contributing authors, editors and program designers will strive to provide information and support in the clearest, most practical, step-by-step fashion to ensure its utility to our clients.

## **Best Value**

We seek to ensure that all products and services referred represent high value and the lowest possible price to our clients.

## **Universality**

We believe access to sound healthcare information and associated medical support is a fundamental right of all human beings. We strive to create strategic alliances with the charitable organizations and vendors of the products and services that enable this outcome.

## **Expediency**

We honor the precious nature of our clients and visitors time. We strive to expedite the delivery of information, products and related services.

## **Clarity of Direction and Commitment to Principled-Centered Actions and Results**

We recognize the frustration and waste of time and resources that result from unnecessary ambiguity, ambivalence, or poor organization. We strive to discern and clearly address the concise principle centered action steps, which are safe, reasonable and will consistently support the health, healing and happiness of all human beings.

## **Natural Laws and Our Inherent Healing Potential**

Natural laws exist which constantly impact the health, happiness and healing of every human being. When better understood and honored in the choices we make, moment to moment, day to day, we gain insight into and more access to our natural healing resources. Our primary healthcare initiative is to awaken human beings to the fact that the creative intelligence that creates our miraculous body, mind and spirit is what heals and rejuvenates us. Our thoughts, emotions, and lifestyle either provide the fundamental prerequisites for this power to heal, or they interfere with it. No matter what challenges an individual faces, understanding the natural laws and how to align his/her thoughts, emotions and lifestyle to assist healing will be of considerable and irreplaceable benefit.

# **Education and effective support are the foundation of your healthcare**

We are pleased to introduce you to our Health Coach<sup>®</sup> health enhancement systems. These systems are for everyone who wants the finest professional therapies available today, as well as instruction and support in the part or role they can play to reduce their own suffering and help themselves get well. They have also been designed to meet the needs and concerns of those who have no current signs and symptoms yet desire more energy, vitality and extended longevity.

To-date effective health education remains relatively ignored in our North American healthcare system. **Education, not medicine, is the very foundation of healthcare.** When education is inadequate people become increasingly reliant upon medical intervention, asking of it miracles that it cannot and was never meant to perform.

It has been our experience that by including more effective health education in our work with our clients, their health improves much more rapidly and completely than without it. We know this, not just from observing and surveying signs and symptoms, but from objectively monitoring both physiological and psychological indicators of health and aging status. People actually get healthier and younger when they engage in our systems of: education, dedicated support, progressive monitoring of tangible results, and individual tailoring of programs as indicated.

Favorably impacting how our clients think and choose to live is a considerable challenge. We have learned that it takes a well integrated combination of multi-media educational tools and wherever possible, health assessment technologies which allow for the progressive monitoring of individual results. This in turn allows for more personalized tailoring of each individual's health enhancement program.

In order to monitor or track the results you are achieving we have co-developed uniquely innovative and integrative health assessments and delivery systems. Based on the very latest scientific research and technologies we are able to actually track the direction of your health and the general status of your aging process. We can actually track a variety of physiological parameters that reflect whether you are getting younger or older. Up until initiating your care with us, you may well have been aging at a typical rate, you will soon understand how to halt and even significantly reduce many aspects of your aging process! In doing so, you will also be reducing your risk of developing the chronic degenerative diseases that have become so common today.

This writing is to inform you about the more specific nature of the health enhancement programs which we offer at our health center. It will discuss philosophy, testing, costs, your role, our role, and the results you can expect.

### **There really isn't any viable alternative.**

Just pause for a moment and consider: What is the alternative to your learning and more consistently practicing the activities of nutritious eating (matched to your unique needs), proper rest, targeted exercise, sufficient recreation, constructive self-reflection, caring and truly supportive relationships, creative expression and fulfilling vocation? Each of these disciplines is intimately related to health. There is no alternative to them. No pill or therapy can ever remove the ill effects of: overly processed, synthetic, chemically altered foods; insufficient exercise; insufficient rest and recreation; negative self-talk; worry and fear; low self-esteem, resentment and conflict in your relationships and unsatisfying or even distressing work.

This type of health education, along with proper support, enhances the effectiveness of virtually all medical therapies. By learning to optimize your own health you assist any and all health professionals in their efforts to help you. You need not choose between educating yourself and any other approach to healing. As you implement what we will teach you to do for yourself, you will markedly improve the effectiveness of any other treatments you choose to participate in, whether they be Conventional Medicine, Chiropractic, Acupuncture, Homeopathy, Naturopathy, Osteopathy, Clinical Nutrition, Psychotherapy, Physiotherapy, Dentistry, Massage etc...

We recommend our health enhancement programs to every one of our clients because they improve the results each can achieve.

By gaining greater understanding of: a change suggested in your lifestyle, an assessment procedure, a surgical intervention, a drug therapy, a physical therapy, a herbal, homeopathic or nutritional therapy etc., with its attendant risks, benefits, and cost; you, the healthcare consumer, can make more informed choices about your healthcare. Feeling better about the choices you make will improve both your adherence to the steps you choose and the results you are likely to achieve.

### **Health Education is 100% Safe!**

The foremost rule in the Health Coach<sup>®</sup> system and in our office is "first, do no harm." The one intent behind everything we teach you is to benefit your health without harming you in any way. Our programs are completely safe. Reasonably applied there is virtually no risk whatsoever. When you factor in their effectiveness, along with their high level of safety, it is easy to see how the effectiveness of your medical care could be improved by your participation.

### **What Does Health Education Cost?**

Health education is many, many times more cost effective than a medical- or therapy- only approach. Health education is the most prudent investment you can make. Learning which actions you are doing that compromise and eventually injure you and learning to do what is essential to regain and maintain your health, means long-term savings in time and money. You will be investing in no-fail principles of health "care" rather than on repeated attempts at disease "cure." Such "cures" are seldom possible, after the fact, and when they are, they usually involve learning the steps that could have prevented the condition in the first place.

Health education doesn't cost. It pays! Recall the saying "Health is the basis of all wealth." Health education is not only less expensive than medical care, it is actually a profitable investment. The rewards of fewer illnesses, less pain, greater energy, clearer thought, improved concentration, better moods and enhanced tissue regeneration will, without fail, improve the quality and quantity of your life and work. Better quality work eventually translates into a greater sense of career fulfillment and more dollars in your pocket.

In some cases, depending on the degree of compromise of your health, your initial investment in health education and testing can be greater than some medical treatments. Based on short-term observation some people might mistakenly assume that health education and monitoring is more expensive. However, a little foresight will reveal that every lesson you learn and practice will continue to improve your strength

and vitality day in and day out for the rest of your life. With this in mind, we relate that in a very short time your initial investment in your health begins to pay you back with precious dividends.

The specific costs of your health enhancement program will be discussed with you following the completion of our initial assessment of your more specific needs.

One final consideration here is that the health education and assessment you receive in this process is something you will be able to share freely with all who you love and care for. i.e.: many of the health benefits are actually transferable to family and friends.

### **What Testing is Involved?**

We do not need to determine a specific diagnosis in order to begin lifestyle changes that are safe and entirely beneficial to you. You can begin to improve your diet, exercise, rest, thinking, and relationships whether you have something as benign as allergies and sinus problems or as life threatening as cancer and heart disease.

Medical testing and health risk assessments are a valued option, not an essential prerequisite to participation in our health enhancement programs. For example, you do not need to know your cholesterol level in order to improve your diet and exercise and thereby lower your risk to heart disease. However, as you improve your lifestyle, your cholesterol level usually improves as well. Many people like to have medical and other tests as a source of feedback on their progress and, quite frankly, so do we. Such feedback can play an important role in motivating you to either stick with a program because it is producing the desired effects, or to further modify it because it is not.

If we haven't already, we will soon be discussing with you the tests we recommend for you and why. In many cases more extensive testing will allow us to better adapt your health education and restoration program to your unique, individual needs.

Our information gathering begins with your completion of our new client questionnaire. It helps us to be thorough in our gathering and correlation of your medical history, lifestyle habits and symptom log. The next step is personal consultation and typically proceeds to include at least several simple office tests such as body composition analysis, blood, saliva and urine screens for insight into your unique metabolic needs, and key vitamin and mineral levels. We also may teach you home tests you can perform on yourself, such as your morning temperature, pulse rate, urine pH, and in some cases simple strength and endurance tests. Our preference is certainly to monitor a more comprehensive set of physiological parameters to gain further insight into your more specific needs. This may well include a subset of functional tests done at world class laboratories whenever it is in your best interest and within your means. Generally we will repeat certain questionnaires, in-office tests, functional lab tests and home self tests as necessary to measure your improvement and response.

### **What Results Can You Expect?**

What results can you expect from your health enhancement programs with us?

The short answer is "You can expect results in direct proportion to what you put into each program." Could you reasonably ask for anything more? That is substantially more than you get from many therapies which have promised much more.

*The longer answer goes like this:*

The disciplines you will be learning always improve health and well-being. Always! You can (and do) bet your health and life on it. Reducing sugar and coffee, eating more wholesome foods specifically matched to your metabolism, identifying hidden food intolerances, getting more effective rest, regular exercise, respecting rather than shaming yourself and improving your communication with others are not medicines. They don't sometimes work, they always work; they are as consistent as gravity. These actions are and have been the common basis of every cultural approach to health and happiness throughout history.

Every meal you eat, thought you think, and movement you perform, rewards you or punishes you (albeit subtly in most cases). When you are living a lifestyle that doesn't meet your real needs there is no escaping the consequences. When you are living a principled-centered, individually tailored lifestyle, you are constantly receiving the fruits of your own properly supportive actions.

When we say that these disciplines always work we are not implying they work like medicines or therapies. There is a key difference here that is important to grasp. The conventional medical approach and even many so called "holistic approaches" to health are largely symptomatic approaches. Meaning they focus on treating specific symptoms with specific therapies...i.e. "This for that".

### **Health Education and Symptomatic Treatment are Complementary.**

Health education is distinctly different from and complementary to symptomatic therapy; like men and women, and night and day. When we educate you we are not prescribing therapy for a specific disease. Whether you have arthritis, digestive problems or cancer makes little difference to the foundation of your care with us. Our primary educational focus remains fundamentally the same, namely to teach you to eat, move, think and act in ways that are more beneficial for you and thereby enhance your body's ability to heal.

Not surprisingly, what is best for you and your health is also the foundation in caring for any disease you may have, or be predisposed to. It is complementary to any other therapies, which your team of health professionals prescribes, or they/we will let you know of any potential contraindications.

There is no guarantee that by identifying and addressing specific nutrient needs, becoming more flexible, getting the rest you require, or worrying less you will improve any specific symptom or illness. However, these actions will always improve your general health and well-being.

Sometimes the results, particularly of dietary improvements, can appear to be "this for that". For example, sensitivity to a particular food can provoke certain symptoms such as rashes, headaches, joint pain, etc. and eliminating this food can "heal" these symptoms. However, this type of prompt specific symptomatic relief is more the exception than the rule.

Typically, you will find your entire system improving in more general, non-specific ways. You feel stronger and more energetic, you sleep more soundly, your menstrual periods are less troublesome, your joints less stiff and sore, you digest better, you can concentrate and remember better, you find yourself in better moods, less irritable and feeling generally happier. As you improve in these general ways you will find that many of your specific symptoms will lessen in frequency and severity. You can actually expect the benefits to continue and grow as long as you practice the principles taught in the programs.

Our primary interest is first and foremost the promotion of your general and systemic health. This does not preclude our assessment and support of individual organ systems which prove to be weak or functioning sub-optimally. Fortunately, there are effective low to no risk strategies which target and support these "stressed" organ systems, which sometimes replace more costly and potentially dangerous interventions. At the very best they can support your full recovery and at the very least they can support and accelerate your healing in those areas where more invasive interventions are genuinely necessary.

Please be aware that our advocating that you educate yourself in practical self care does not mean that we will lessen in any way our endeavors to provide you with the best principle-centered medical and complementary therapies. They enhance one another. We are committed to providing you the finest healthcare we are able. That includes the safest and most effective: symptomatic relief, therapeutic interventions, and education, to address the underlying causes of any symptoms you may be experiencing. We will also work together with your existing health professionals and/or refer you to suitably qualified health professionals for further education or therapy whenever we see it to be in your best interest.

In summary, if you want to learn how to take better care of your health, if it makes sense that your health and happiness are intimately linked to your own actions, and if you are willing to give yourself what you most need, visiting our Wellness Center and engaging in our health enhancement programs will delight you.

Our commitment is to meet you wherever you presently are in your process of health and healing. We recognize that what you need are practical, doable action steps, not lofty ideals. You will receive clear, reasonable bite size steps that you can incorporate into your current lifestyle. We will inspire and support you, not overwhelm you.

**We look forward to being your partner in the achievement of your health goals!**

## healthcare services overview

Our centers takes a multidisciplinary approach to enhancing your health and healing. Our intention is to:

*Enhance your health and enrich your life through love,  
education and the very best of natural therapies.*

In order to accomplish this, your health professional/Health Coach<sup>®</sup>, after a thorough assessment of your healthcare needs, will draw upon one or more of the following therapeutic modalities in order to maximize your healing response:

**Health Education** - It is now well understood that the choices you make day in and day out have a significant impact on the quality of your health and on your body's ability to heal. Our center has an exceptional commitment to share the most important, up-to-date health information with our clients. To this end we have created a leading edge health education program for your use. It is currently being taught internationally as the "Health Coach<sup>®</sup> System," and is widely accepted as the most comprehensive and effective health education program available today. It consists of more than one hundred concise articles on specific health topics, four central publications, dozens of audio cassette programs and thirteen core video education programs. These resources have been organized into 4 core Health Enhancement Programs to maximize their effectiveness.

**Lifestyle Education Assistance** - Whoever coined the phrase "knowledge is power" apparently misunderstood human behavior. Just pause for a moment and reflect on one 'should' with respect to your health. Most people already have a considerable list of 'shoulds' when they begin their care with us. Adding to that list is not our goal. Our goal is to support you in making healthy, lasting changes.

This is quite a task and usually requires close contact and effective communication between you, the health professional, and our lifestyle education assistants. We have a team of specially trained support staff who can assist your understanding and implementation of the changes which your health professional recommends. Our Lifestyle Education Assistants (L.E.A.'s) bring our education materials to life and help to adapt them to your specific needs.

*Our L.E.A. program is an integral link between  
You're knowing what to do and you actually doing it consistently.*