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# Put Your Values to Work Careers in Health and Wellness Coaching

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Whether you are looking to make a career change or advance your current career, the Master of Arts in Health and Wellness Coaching and the Post-Baccalaureate Certificate in Health and Wellness Coaching will uniquely prepare you to fill the growing demand for health and wellness professionals in the United States.

It is no secret that our current health care model is not working, as observed in the astronomical cost of health care and the fact that Americans are getting unhealthier each year. Despite the abundance of information about health, people are often confused about how to begin to make changes, and frequently abandon their plans before seeing positive results.

There is a documented need for innovative and sustainable new models of health care, including the need for health and wellness coaches. The national Patient Protection and Affordable Healthcare Act (HR 3590 Sec. 4001) recommends health and wellness coaches as an integral part of a new health care team approach.

If you are called to live a healthier lifestyle and want to help others do the same, now is the time to put your values to work. Health and wellness coaching provides meaningful work, along with the freedom of flexible work environments and schedules. Some health and wellness coaches also enjoy the added benefit of working in integrative health care practices, where they can collaborate with like-minded professionals dedicated to improving the well-being of others.

## **Career Opportunities**

- Estimated salaries: \$50,000-\$100,000
- Private practice (can start while still in school)
- Group practice (can start while still in school)
- Teaching workshops on wellness
- Practicing with chiropractors, nutritionists, progressive physicians, personal trainers, and acupuncturists
- Practicing at fitness centers
- Coaching in corporate wellness programs
- Coordinating or administrating corporate wellness programs
- Practicing as part of life coaching
- Practicing as part of business coaching (for those with business backgrounds)
- Teaching at community colleges or in health professional degree programs, including pharmacy and nursing
- Writing articles, books, blogs, and newsletters
- Being a media expert
- Conducting research
- Obtaining a doctorate in a related subject area
- Listing yourself on the Maryland University of Integrative Health (MUIH) coach referral list
- Listing yourself on the International Coaches Federation (ICF) coach referral list after receiving your ICF certification



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## Growth of Health and Wellness Coaching

- According to the Bureau of Labor Statistics, 2010-11, the predicted ongoing emphasis on preventative health care will continue to create new career opportunities in health care and industries related to health and wellness.

The Bureau also foresees a growing need for health and wellness workers in workplaces and estimates that more than half of all workers will have access to a wellness program at their worksites.

<http://www.bls.gov/oco/cg/cgs035.htm>

- Dr. Andrew Weil, a leading authority on health and wellness, states in his Self-Healing Newsletter that "health coaches are increasingly being hired by corporations to help employees stay healthy...the coach picks up where the physician left off, helping to implement wellness strategies suggested after a check-up or diagnosis."
- U.S. News and World Report names health and wellness coaching as a cutting edge career.

<http://money.usnews.com/money/careers/articles/2007/12/19/ahead-of-the-curve-careers>

- National Consortium of Health and Wellness Coaching is a group of major thought leaders who are establishing professional standards and a national certification. MUIH is working on these initiatives with representatives from Harvard University, the Mayo Clinic, Duke University, and the University of Minnesota.

<http://ncchwc.org>

## What Makes MUIH Unique?

- For more than four decades, Maryland University of Integrative Health has been teaching health practitioners the art of being a healing presence and using the cycles of nature as a blueprint for health and wellness
- The only Master of Arts in Health and Wellness Coaching in the country, offering an opportunity to build extraordinary coaching skills within an area of specialization
- Areas of possible specialization: Herbal Studies, Medical Herbalism, Nutrition and Integrative Health, and Integrative Health Practices
- Faculty are academic experts, who are also professional and successful coaches
- Certain introductory classes are offered independently, allowing you to experience the program before you commit

## Supportive Learning Community

- Launch your coaching practice while still in school with the support of experienced coaches
- You are given tools to start your business, including tuition-free attendance to a world-class Building Your Practice seminar
- You will belong to, and be affiliated with, a highly collaborative integrative health community and receive the support of a committed student service department that provides ongoing guidance