

## Frequently Asked Questions

### IMUNE

*Uniting the World of Natural Medicine*

*Free from Borders*



*Natural Education for the 21st century.*

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## Learning with IMUNE

### **Do I need to do training and get licensed?**

IMUNE is offering a structured and robust process. There is no compulsion. Factors that you may wish to consider include:

- There is a minimum qualification requirement for insurance. This varies between countries. Biofeedback qualification is generally the minimum.
- Regulation of energetic medicine is coming: the robustness and depth of documented training will be an important aspect of being grandfathered in. The qualification titling will help: licensing has been selected as conveying credibility.
- Health professionals generally have a desire to be able to give the best to clients and an obligation to be competent.
- There may be a particular practise focus: sports, nutrition etc. Flexible course modules facilitate this.
- Health is multifaceted and progressive learning in bite size chunks is a sound way to become a full spectrum Technician.
- Learning should be recognised: International Licenses reflect credible training and expertise.

*Good Practitioners empower clients with “education”. Whatever you do, do it from an informed position. Review IMUNE from this perspective and choose.*

### **Can I start now?**

You can get started on the process now. The initial steps are in place for the following:

- First Aid- a standard St. John’s, Red Cross training is acceptable.
- Anatomy- on line
- Physiology- on line
- Biofeedback- on line

IMUNE also offers:

- Technical Competence on line Examinations for Foundation, levels 1-2-3.
- Nelson Medicine and Electro-medicine
- Electro physiology
- Lifestyle 1
- Trainer Examination

### **Do I need to retake courses that I have qualifications from?**

The intention is to be sensible. We want to ensure that Quantum practitioners and trainers are well educated and qualified and to recognise time and effort expended to date. The intention is to accept existing documented training where ever possible. There is an application process to review existing qualifications that are needed to obtain certain qualifications.

- *Anatomy and Physiology*- Technicians with existing health qualifications (Chiropractors, acupuncturists, homeopaths, naturopaths etc. will have this training already) or if a separate course has been undertaken. You will need to state that the IMUNE syllabus has been covered.
- *Biofeedback*- there are many Technicians who have an existing Certification in Biofeedback. This often does not include “unconscious” biofeedback and needs a learning upgrade. A special upgrade package has been arranged to include the IMUNE Biofeedback Exam.
- *Other course modules*: it would be inappropriate to expect a homeopath that has been using the QXCI-SCIO-EPFX for some time to repeat study for the homeopathy module. Again a statement that the IMUNE syllabus has been covered will be needed to waive the study requirement. The examination and coursework submissions will still apply.
- *Other examinations*: it is unlikely that non IMUNE examinations will have the scope or depth required for IMUNE examinations. Where a significant course/ examination has been in operation IMUNE will review this with the possibility of a reduced requirement.

In case of doubt IMUNE may request that you take the IMUNE on line exam.

### **Can I study level 2 modules without having level 1 Qualification?**

Certain modules are stand alone: e.g. Nutrition - fatty acids and require only technical competence. The syllabus for this type of module indicates the screens that technical competence is needed in. Other modules are progressive e.g. Homeopathy 2 requires Homeopathy 1.

### **Can I take modules for CEU's?**

It is possible to take modules for CEU's: modules are constructed in layers to allow this. See also above. It is not possible to use a module for both CEU and License purposes.

### **Can I take the exam without doing the course?**

Exam registration requires that you have done the relevant training. If you have previous relevant training by documented study or in some cases by clinical experience then access will be available. There is a charge for the exam and the obligation is on the student to ensure that they have the knowledge to pass. There is a limit on the number of times an exam can be taken within a certain time frame.

### **What is required for Licensing?**

The components will vary with the qualification and will include some or all of the following:

- Proof of training or expertise
- On line examination
- Course work submissions- short written answers to questions.
- Clinical experience submissions- these may take the form of sessions recorded in a given format.

Details are included with each International License Qualification below.

### **What is the difference between IMUNE Biofeedback Exams and others?**

Most biofeedback training and exams are conscious biofeedback. The unconscious is far more vast and has far more role in our activities and health.

The IMUNE syllabus covers both conscious and unconscious.

**Is the IMUNE Course for Biofeedback special ?**

Yes. It is available from several educators on line and in class.

**Do I need to do two biofeedback courses?**

No. The IMUNE listed educators are also NBCB certified.

**Can I upgrade the “Conscious” Biofeedback?**

Yes.

If you have done a combined course then apply to IMUNE for the exam.

If you have only done a “conscious” course then an upgrade option is available.

## Courses

### **I have a good course: how can I see if it will qualify for IMUNE credits or CEU's?**

IMUNE is very open to this: there is an application process available on request. As of March 2006 three modules have been approved suitable for IMUNE examinations and two seminars have been granted CEU's. See also below.

### **What other courses are reviewed for the IMUNE International License exams?**

Any educator is free to submit their course for IMUNE review.

Taking a course alone does not confer any credits: it will generally provide access (after registration and additional payment to IMUNE) to the examination and any other evaluation requirements (e.g. coursework, clinical submissions etc.)

There are two types of IMUNE course modules and two possibilities within each.

#### The module types

1. *Core Modules* that have a set structure and existing IMUNE examination. These are mandatory modules to be passed as part of the IL.
2. *Supplement modules*: there is a listing that the student selects from. Each module has a number of credits allocated. The student must take enough modules to exceed a target number of credits.

#### The possibilities

- a. *Type 1*: have an established structure and existing IMUNE examination. Course operators must submit course details to conform to this and prepare relevant course materials.
- b. *Type 2*: are not IMUNE listed. The applicant must submit full details of the proposed course to demonstrate compliance with IMUNE course structure details.

In both cases there will be a provisional course approval this becoming firm after the first course has been reviewed.

### **Principles of course construction**

1. The course is constructed so that students can progress through key aspects.
2. The focus is not on disease treatment: thus the integrated treatment of specific diseases is left to level 3 and only the principle diseases are addressed in the present structure.
3. The focus is on:
  - a. Lifestyle changes being fundamental to the success of energetic medicine therapy.
  - b. Biological Terrain (healthy organism- minimal toxicity) being the primary focus for providing an essential platform for health.
4. At most levels there are several core or mandatory modules that are either fundamental to real world living (digestion, nutrition, blood sugar regulation etc.) or essential areas to

address using Technician skills. There is a selection of supplementary modules to match differing Technician foci.

5. International Licensing in Biofeedback and Level 1 Quantum Biofeedback Technician fulfil the basic requirements for competency in biofeedback practice. Levels 2, 3 and 4 offer skills development.
6. It is also recognised that device owners need to be able to start earning as soon as possible: for this reason specialist modules are included in level 1 for Allergy, Cosmetology etc.
7. Each module will be constructed as 3 aspects:
  - a. Fundamental principles
  - b. Device facilities
  - c. Integration into practical application

This enables the student unfamiliar with a subject to have a ground upwards training.

### **Course and Seminar Operators**

The intention is to make all course modules as accessible as possible to all interested students. There is common to all level 1-4 modules a requirement to have appropriate navigation skills. On line courses are more flexible in this respect as they enable the student to review aspects that will help assimilate the module at their own pace. Access to Level 2 will require prior Level 1 or demonstration of equivalent.

## About IMUNE

### What Is The Primary IMUNE Focus?

1. To provide a framework for education.
2. To provide assessment methods to ensure robustness and uniformity of course offerings.
3. To operate an examination process leading to a visibly valid and credible qualification.

### Is IMUNE a Course Offerer?

The primary intent of IMUNE is to facilitate education: it is not its primary intent to be a course operator. It is its preference that operators of good and relevant courses approach IMUNE for review of their course so that it may fit the IMUNE framework and be suitable for the IMUNE examination and qualification process.

### Will IMUNE Operate Courses?

Yes, but not as a primary focus and only in the following areas:

1. Where it is the most practical way of providing specialist education and information.
2. Where an individual or organisation does not have the technical resources to provide an online course. This will be more of a hosting service where IMUNE assists in the logistics.

### What Are IMUNE Assessment Methods?

These are a combination of:-

- Online exams – for knowledge aspects;
- Short submissions to a series of questions, a short essay or dissertation for demonstrating the understanding for certain principles;
- Pre-formatted submissions for demonstration of clinical competence;
- Case studies;
- Observed consultations;

These are applied according to the particular qualification level.

### Does IMUNE Authorise Courses?

No. IMUNE will review courses for conformity with IMUNE syllabus- since this syllabus forms the basis for IMUNE examinations. It will state that a course has been “assessed”. IMUNE will then operate a continuous validation procedure for courses that have been reviewed as in principle suitable for the IMUNE examinations. The steps will include:

- An initial submission of course syllabus, details, presentation methods, teacher qualifications and experience. Following review a provisional course “Conformity Approval” will be given.
- The IMUNE examination is one of the prime criteria for giving feedback on the success of courses. This will be continually monitored.
- Each course session operation must have a feedback form from each student. (this may be a requirement of being able to enter for the examination) as well as a summary from the teacher.

**Will IMUNE Sponsor Seminars?**

It is not the intention of IMUNE to become a seminar operator. However IMUNE is considering being an education partner in an annual European and an annual Caribbean/Mexican seminar each year.

IMUNE's primary objective is to liaise with seminar organisers so that they are able to offer teaching modules within seminars that can either attract IMUNE continuing education credits or be an IMUNE approved course module suitable for IMUNE examinations- thus contributing to the IMUNE international licence qualification.

**Will IMUNE Accredite Seminars?**

IMUNE will not accredit a seminar in totality. It will examine applications for specific modules within the seminars and, on approval in principle; such modules can carry certain IMUNE approved wording of their approval.

## **IMUNE Course Structure**

### **Why does IMUNE have Core and Supplementary Modules?**

IMUNE is striving to achieve a balance between what is seen as essential education and flexibility. IMUNE acknowledges that students have particular aptitudes and interest areas. It is rather like a mathematics degree where all students need a common foundation but may then decide to specialise in statistics, pure mathematics, applied mathematics, etc.

### **Is the IMUNE Syllabus Rigidly Set?**

IMUNE wants to set good educational standards but recognise that it exists service the need of students. The syllabus development has involved review by a substantive senior academic board members with feedback also invited from trainers and from the public. This process will optimise our initial offerings. It is not inflexible and input is always both welcomed and assessed.

### **What are the Principles of the IMUNE Structure?**

IMUNE wants to provide a minimum level qualification so that a device user can obtain insurance and then progress through levels of education and qualification. The biofeedback technician is really just to enable a safe start in clinical practice. This is more pragmatic than an educationally driven.. The minimum qualification that IMUNE would see any person that wants to use a device for therapeutic is the topics in the biofeedback therapist curriculum.

### **Why Is Anatomy And Physiology Important?**

Anatomy and physiology as normally taught is not necessarily the best nor the most accurate representation of operation of the human organisms. However it is a universal reference point and one which your clients will expect you to be familiar with. The inclusion of electrical physiology and electro-medicine will balance this perspective.

### **What is the relevance of Electrophysiology?**

Decades of research supports that chemical, biochemical and physical process are energetically driven. The body electric underpins the denser manifestations.

### **Why is Lifestyle Included?**

The most common reason why illness occurs is the initiator of poor lifestyles. This is a working module that will require development of information handouts for your client education.

### **Why is First Aid and CPR Required for Foundation Qualifications?**

It is a requirement of virtually every natural health qualification that you have and maintain a first aid qualification. People who visit therapists are more likely to be unwell than well and thus more likely to present an issue that may require first aid.

### **Why is The Exam Fee not included in the Course Fee?**

If IMUNE was operating courses this would be easy to administer. However the intent of IMUNE is to work with external educators. Some students may wish purely to take the course for the learning or for CEU's. Separate pricing is more flexible and offers administrative benefits. It will be reviewed if inclusion is better. Education providers may include the exam cost in the course and issue vouchers for this.

### **Why Are There So Many Exams?**

There are two perspectives on exams:

1. One is as a test of knowledge and
2. The other is as an educational experience.

It is the intention of IMUNE to achieve a balance between both. Fine detail of exam operation is being developed with the consensus being that the majority of IMUNE students are mature and responsible people. We are likely to request that they do on line exams for technical knowledge without reference to books: as though it was a closed book examination and submit it. To optimise its use as a learning experience we are looking at advising areas where they are deficient (not necessarily specific questions that are wrong) and in case of poor results giving them the opportunity to retake the examination after a time period. We are considering multiple choice online examinations that have a random question selection, together with the opportunity for more rigorous questions that do not contribute to the score.

We appreciate some of the downsides of online examinations but on balance we want to provide accessible learning with the incentive of a qualification. For this reason there will be an examination for each module so that it becomes more easily manageable for the student and the learning is in bite-size chunks. It becomes progressive and almost like continuous assessment. In order to achieve a final licence, just like passing ten units to achieve a degree qualification, there will be a requirement for various dissertations, case studies and supervised clinic operations.

### **What will IMUNE do to test Clinical Expertise?**

There will be various methods depending on the level. These will include:

- Case study submissions
- Live case reviews
- Clinical practise observation

### **Why Is There Just Not One Big Licence Exam?**

Please refer to the final licence qualification will require the passing of a number of exam modules together with additional work as outlined above.

### **Does experience count?**

It most definitely does. There is a route for this to be recognised in place of taking a course. If the exam score is too far below the pass then the student will need to restudy.

### **I Have Studied a Lot of this Material Already, so Do I Need To Redo The Courses?**

This is not the intention of IMUNE. One reason for setting and making available the syllabus is so that people with a history of learning experience and practical experience can submit this information and apply for the examinations. The structure is presented more for new entrants: however this in no way is meant to preclude application from experienced and competent practitioners.

### **What is a CEU?**

The award of Continuing Education Credits reflects ongoing professional development.

### **Why Do Qualifications Have Time Limits?**

It is a requirement of most reputable natural medicine qualifications and also of allopathic medicine and other professional qualifications that practitioners update themselves in advances in their fields and continue development of their skill base. The requirement to do this is recognised via the award of CEU's is the incentive.

### **Can Only IMUNE CEU's Be Used For Qualification Renewals?**

No. Applications can be made with submissions of other information.

### **Can IMUNE CEU's Be Used For Other Bodies' CEU Requirements?**

In principle IMUNE has no objection. However the application must be made by the student and IMUNE does not have the resource to deal with several thousand requests for different bodies. Generally submission of the information of the syllabus of the course is sufficient for most bodies CEU approval process.

### **Can I Do A Level 2 Module Without Doing Level 1?**

There are certain stand alone modules in Level 2 and 3 that may be taken as CEUs. They may also be taken if the equivalent. However there are also certain Level 2 modules that are the second in a series: thus homeopathy 1 must be taken and passed before homeopathy 2 examination can be taken. You do not take university second year maths unit without having done one.

## Trainers

### **I have been training users: how can I certify as a trainer?**

IMUNE will set guidelines for trainers and issue a statement of competence conformity. This will assist trainers in marketing their education. There will be various levels for both technical and topic areas. For experienced trainers a review process to facilitate grandfathering will be available. Certification may initially be provisional and require feedback forms from students to validate. Student exam success will also serve a trainer competence barometer. Trainers will need to apply and demonstrate subject expertise (which may require in some cases taking IMUNE exams and passing with distinction) as well as organisational and presentation skills. It is anticipated that a Level 1 trainer will be qualified at Level 2, with distinction passes. There will be a requirement to submit information from each course as part of continual trainer monitoring. Aspiring trainers will be encouraged to co-train to develop skills.

For training using the QXCI-SCIO-EPFX there will be on line exams and other basic requirements., depending on the level of teaching.

Trainers in device operation will require:

- Manufacturer's examination (operated by IMUNE under contract from the manufacturer.)
- Technical Competence Examination
- Ethics conformity

For clinical application teachers higher skills will be required. Essentially the trainer will need to be qualified beyond the level they teach and have clinical expertise. Core requirements will include:

- Anatomy, Physiology, Electrophysiology, Unconscious Biofeedback.
- Electro and Nelson Medicine
- Knowledge and experience in the subject to be taught.

### **How can I become a trainer?**

The requirements are as above: it is recommended that you develop teaching skills by co-teaching to start with. The aspiring trainer makes personal arrangements with an experienced teacher for initial support. Feedback forms are used to monitor skill development,

### **Is there a code of ethics for trainers?**

Yes

### **Is there a complaints process for training?**

Yes

## The Qualification Title: Certification and Licensing

### **What is the difference between Certification and Licensing**

In many countries Diplomas, Certificates, Licenses there are not defined differences, there is no defined ranking and are issued both self regulating bodies and state legalised organisations (e.g. Universities).

All qualifications originally had two main aims:

1. To define a level of competence
2. Thus to provide a level of public protection against in competency.

These objectives have unfortunately been lost in many cases and the bodies have become vehicles solely for the benefit of professions.

In the USA State Licenses are awarded by legally constituted boards whereas Certification is by self regulating boards. There is a federally sponsored body to oversee Certification Boards (NCCA). Some Certification Boards have assessment documentation from NCCA.

### **Does Certification have Legal Standing?**

Only qualifications issued by a body that acts under the law of a country has any legal standing. Certification boards are generally professional organisations, are incorporated and operate as non profit organisations but are self established and have no legal authority.

### **Does Licensing have Legal Standing?**

In certain states and countries there are regulatory authorities, e.g. government authorised agencies or state boards that issue licences. Only in these cases is the use of the word licence without any other qualification legal. A licence in its own right is not necessarily a legal entity but it becomes one when issued by a statutory instrument.

### **If I Call Myself a Licensed Biofeedback Technician, am I being Illegal?**

This depends on the particular laws in your place of work. In the UK there is no statutory definition or restriction on the issue of licences in many fields. Thus, historically acupuncturists have had the designation Lic.Ac.: licensure in acupuncture.

However in certain places and in particular in states of the USA licensing has a particular legal association with State Boards. There is a public interpretation of the word licensing independent of any specific legal association that effectively means representing yourself as a Licensed Biofeedback therapist could imply that you are State Board licensed. This could attract attention from board licensed practitioners (e.g. Doctors) and create difficulties for yourself.

### **Is Certification Legal or Illegal in Respect of Biofeedback?**

It is not legal, nor is it illegal. It is not legal because there is no statutory instrument or regulation to give it legality. It is not illegal because there is no statutory instrument to give it illegality, i.e. it is deregulated. Since it is deregulated it is not illegal.

### **Is Licensure Legal or Illegal in Respect of Biofeedback?**

Licensing may be illegal in certain states/countries where licensing has been employed as a statutory or regulatory instrument under a legal government framework. This is specifically the case in the USA (5% of the world population). Misrepresenting or inferring that you are state licensed is illegal unless you are state board licensed. Court cases brought have generally resulted in a misdemeanour charge for the first offence. Second offences, for the very un-astute, have resulted in significant penalties. Where state licensing exists, only if you have been issued the appropriate statutory paperwork from the appropriate statutory body can you call yourself state licensed. This in particular applies to medical doctors but also in certain areas to naturopaths, massage therapists, etc. It does not apply to International Licenses unless you misrepresent this as a state license.

### **Is it in Principle Better to be Certified or Licensed?**

This again depends on the country. Within the UK certain high level courses are certified whereas certain low level courses carry diplomas. However there are an equal number of situations where the high level qualification is called a diploma and a lower one a certificate. The word licence is also used. There is no defined pecking order. However in other countries different terms historically carry different weight. In the USA in court an International License is likely to have more weight than a Certificate: it implies a higher educational standard. The public in the USA also perceives the word License as higher than Certificate.

### **Why doesn't IMUNE just Issue Certificates?**

As explained above different qualification words carry different weights in different countries. IMUNE has the intention of providing education and qualification access in Natural Medicine as "border free" i.e. worldwide. As such it has needed to adopt a universal, education reflective and credible description of the qualification. The options were International Licence or International Diploma. It was felt that International Licence was acceptable in the majority of the world, carried more credibility and intrinsically creates a challenge to ensure that this is reflected in the educational content of the qualification.

### **Is the Terminology "International Licence" In Biofeedback Legal?**

This again depends on the particular country. In terms of the UK and many European countries our research indicates that we could just use the word licence. However the USA has particular requirements prompting the adoption of the terminology "International Licence". Whatever terminology we adopt has to be thoroughly reviewed in relation to the country and this will be part of the IMUNE process. This process has been undertaken in terms of the USA where expert

legal opinion has been sought, obtained and published. This supports that the use of the word “International Licence” as a qualification title is not illegal provided that it is no way portrayed as equivalent to a licence issued by a statutory body (or in the case of the USA a State Board).

### **Is it Legal to Call Myself a Certified Biofeedback Practitioner?**

It is neither legal nor illegal. Biofeedback is deregulated – there are no regulations. However any qualification should have a demonstrable pedigree and be traceable to a robust educational process leading to its award.

### **Is It Legal To Call Myself A Licensed Biofeedback Practitioner?**

In the USA, no: it carries the inference of State (legal sanctioned) board Licensing.

### **Is it Legal to Call Myself an International Licensed Biofeedback Practitioner/Therapist?**

According to expert legal opinion sought, obtained and published – yes. It is certainly not illegal.

### **If I Have an International Licence Can I Claim to be State Licensed?**

No.

### **Can I have both an International IMUNE License and Certification?**

You can and if you feel most comfortable this way you may wish to. IMUNE is an offering.

### **Certification exists. Why should I get an IMUNE International Licence?**

There are different bodies offering different certifications to different standards. There are areas of partly medical practice that are not Board licensed. There are certification bodies, (e.g. BCIA in the USA) that have a qualification process and a robustness that appears better than many License. Many Certification bodies are robust and solid establishments with a good pedigree. They are not state recognised and have been set up by interested parties to create standards in the education and qualification process. Their main aim is to create and promote a standard that provides public confidence and protection. They are autonomous, self-regulating instruments. There is absolutely nothing wrong with this. This has been the situation for homeopaths, acupuncturists, reflexologists, chiropractics and, until very recently, osteopaths in the UK. No-one would question the credentials of an acupuncturist who belonged to the self regulating British Acupuncture Council.

Within the UK and many other countries, due to the success and consequent popularity of natural medicine approaches, regulation is happening. In some cases, e.g. osteopaths in the UK, they have gone the way of the modern medical fraternity in having statutory regulation. This in the opinion of many has been to the detriment of the profession in that it considerably narrows the scope of what they can do and becomes far more linear. The USA has in particular experienced this even within modern allopathic medicine. The upshot is that in many cases State regulation has not been to the public benefit. By operating from an international base IMUNE is able to

offer pedigree education without the potential watering down and restrictions of government regulation.

Consequently many professional natural therapy bodies are looking towards self regulation but with demonstrable quality. Thus in assessing the acceptability of practitioners for the new councils, association, etc. the pedigree of their education as well as their clinical experience is being validated for entry.

It is the pedigree of the education and clinical ability that is the crucial aspect: the qualification title is less important than the education. The process leading to the qualification needs to be very clear and solid. The process of achieving a qualification needs to be recorded and auditable. A degree from a university in Outer Mongolia has the same title as from Oxford but may or may not be educationally equivalent – only a review of the course content and of the examining process will validate this.

### **Is Certification Better than an International Licence?**

It depends purely on the educational content of the qualification.

### **Is an International Licence Better than Certification?**

It depends on the quality of the education. There is however a perception in certain parts of the world that a licence is a better qualification.

### **Why Should I not just Get Certified?**

If that is adequate for what you are going to do, fine. If it provides the learning that you need to be confident in your chosen field that is also fine. The key point is when regulation comes in will the education be good enough to be accepted for both what you now do or aspire to do in the future.

### **Why Get An International Licence?**

IMUNE is about these important areas:

- Setting quality education standards for Natural Medicine.
- Providing education access for now and the future
- Supporting practitioner access to future regulatory requirements

The IMUNE international licence is set out to be a process whereby the student can:-

1. Just choose to get basic qualifications to operate in a basic way, perhaps only achieving the minimum qualification necessary for safe and insurable practising.
2. Undertake additional modules to achieve higher level qualifications that will provide better evidence of competence when statutory regulation occurs.
3. Study certain modules in isolation and not use these for a qualification but just for the knowledge element.
4. Study modules as part of the requirement of continuing education credits/continuing professional development.

## Practise Related

### **Can an IMUNE Qualification get me Professional Indemnity Insurance in the USA**

Yes. The Biofeedback technician certificate will facilitate this.

### **If I Have to go to Court for any Reason is Certification or International Licensing Likely to Stand me in Better Stead?**

Intrinsically licensing will carry the implication of higher credibility in places where the word licensing has a higher profile. In either case the robustness of the education process behind the qualification carries the main weight when this is presented.

### **Can I Practice without Certification or International Licensing?**

This question is really can I practise without any qualification.

This depends on local regulations. If you practise without infringing the regulations of the country and in particular if you do not make a charge or claims it appears that you may. People may buy devices for home, family or friends uses. Even then there is always a danger that inappropriate use of the device may create a reaction (this may not be harmful but may be perceived so by the recipient) and result in confrontation and/or legal action.

There are a number of factors that come into play when you start charging for your services. There are mundane elements that apply to any trade such as Trade Descriptions Acts, Fair Portrayal of Services, Misleading Information and the very important one of Insurance. Practitioner or Professional Indemnity insurance requires submission of certain abilities to operate. In some countries this may be as simple as certificate of training that states the user has had training and has been assessed in terms of their safe and appropriate use of the device or modality. In other countries there may be no requirements, different requirements or more stringent requirements.

### **What Terminology Can I Use?**

This again varies from country to country and is becoming increasingly more restricted as part of the strategy from modern medicine to try and restrict natural medicine. It is better to review this locally as any statement made herein may not apply to certain countries. However the words that should be considered are diagnosis, assessment, evaluation, treating, curing, practitioner, therapist, etc. These are not always illegal, especially when associated with specific approaches (e.g. Cancer Biofeedback Clinic was used as a title by a USA practitioner for 20 years without an issue- indeed medical doctors and insurance companies referred to her). They may however, like all words, create a misleading impression. Words are powerful and an astute practitioner uses open, non confrontational or mis-interpretable words.

The simplest principle to apply is to be a reflecting board on the client: person/client centred counselling approaches as expounded by Dr Carl Rogers will give you a very good framework for understanding this mechanism. Beyond providing a degree of safety it is also an extremely respectful and effective concept to use when dialoguing with clients.

### **Can I Recommend Supplements?**

This again varies from country to country. Possibly a safe way is to make clients aware of the existence and if the information is in the public domain provide it to them. However you must do this without making specific claims or recommendations. If you reference your personal experience or the experiences of others then you must make clear that everyone is an individual and their response is different.

### **Can I Educate The Client?**

Education is effectively making offerings of information to people. This is a common part of life although may again find there are restrictions and to be appropriate in wording is both respectful to the client and protective.

### **Can I Sell Supplements etc. to Clients?**

You need to look at the regulations within your own country. You also need to look at the ethics involved in that there may be a perception, particularly when multi level marketing is involved, that you are using a very basic qualification level to sell clients supplements. The key is not to be misleading.

### **What Are Some Methods I Can Adopt To Ensure I Have Good Protection?**

1. Consider the words you use in your marketing and in your interaction with clients carefully.
2. Do not make any unsupported claims.
3. Use a combined information/waiver form.
4. Regulatory authorities in some countries pretend to be clients, there for their personal health. Practitioners have been caught out in some cases. A good protection is to include in your waiver that they declare “they are not working or present on behalf of any regulatory or investigatory agency and are purely and solely present for their own health considerations”.
5. Consider recording the session: however you must advise the client of this.