

Imagine Wellness

PATTY ANN FORD

Client Services Policies and Contract

(EIN: 46-0682260; NPI:1659636892)

Welcome! This document serves as an agreement between us which contains important information about my professional services and business policies. Please read through carefully and note any questions or concerns which can be discussed at the earliest convenience.

Coaching Philosophy

Your food, eating, body, and weight habits of thinking drive your current feelings, emotions, behavior, actions, and ultimately the results you are creating in your health and dietary life. This coaching program aims to put you firmly on the path to becoming the master of your dietary habits. During this process, your coach will work with you in identifying what you want for your health, within your life (maybe in your food dreams), and the kinds of thoughts and actions (goals) required to “turn your dreams into reality.”

We will identify health habits that are supporting your efforts and show you how to maximize these strengths. We will also identify health habits that are currently sabotaging your efforts and arm you with the principles, tools, and techniques needed to overcome these challenges. We will also identify unique habits of thinking that are much like fully charged firehouses that require careful and methodical management and will provide the practices for doing so.

This coaching engagement will help you—

- Clearly understand the relationship between YOU, food, your body, weight and eating, and your habits of thinking and how to become more aware of how these habits may have been running your health.
- Discover that YOU can choose to maximize, replace, and/or manage these habits of thinking and provide you with the principles, practices and processes for doing so.
- Assist you in recognizing emotions and foods throughout your day when YOU can choose to be in control of your habits of thinking versus letting your emotional habits control your life, and in time create new thinking habits.

Medical Nutritional Therapy

As a Doctor of Public Health, specifically preventative care, and as a Certified Eating Disorder Registered Dietitian, I am a nutrition professional who can provide medical nutrition therapy (MNT) which includes an initial nutrition and lifestyle assessment, one-on-one nutritional counseling, and follow-up visits to review compliance, progress, and barriers to manage your dietary behaviors and concerns. *Please see the Insurance section of this document on how to submit for reimbursement.*

Habit Finder Assessments

The Habit Finder Assessment measures Habits and Patterns of thinking. The Habit Finder Assessment has been coined the "un-personality test". The Habit Finder does not reveal who you are or what you think. Instead, it sheds light on your unconscious tendencies and HOW you think. Your thought processes impact every area of your lives, our emotional state, the decisions we make, the actions we take, and ultimately the results that we create, and we always take them with us wherever we go.

Unlike countless personality assessments on the market, your Habit Finder profile accurately reveals your unique patterns of thinking and how they influence the habits you have developed throughout your lifetime. Your assessment will present you with a series of statements to respond to, with each response representing a mathematical value. Mathematics ensure your responses do not get measured by normative values such as how things "should" or "ought to be," which things are good or bad, or which answers are right or wrong. The assessment is purely mathematical, even though the results feel magical. As Einstein once said, "your imagination is your preview of life's coming attractions." -Albert Einstein. With over Six Quadrillion objective variations – no two results are the same. With this volume of insight and data, you will experience a whole new level of awareness.

Nutrition Assessments

During appointments, information will be gathered regarding medical, dietary, and weight histories. Food journals/diaries and pertinent weight histories or growth charts (for those under 18) will also be required paperwork. Coordination with your primary care physician as well as a therapist may also be necessary. Reasons and motivation for treatment as well as nutritional goals for your journey of recovery will be identified and discussed during assessments. A medical nutrition therapy treatment plan will be formed and discussed. A meal plan based upon your specific biological and genetic factors will also be formed and discussed depending upon the MNT goals. Follow-up appointments will include an assessment of compliance to the treatment plan as well as modifications if needed to the meal plan.

Nutrition Education

Nutrition education may focus upon various topics including but not limited to various spheres of nutrition (biological, social, psychological, and spiritual), intuitive and mindful eating skills, practice outings to various restaurants, challenge snacks, grocery store or retail store visits, carbohydrate counting, food label reading, various concepts of nutrition basics, various concepts of nutrition basics for athletes, methods of weight gain/weight loss for athletes, macronutrient counting, meal planning, food preparation, sport nutrition basics, and/or supplement education.

Nutrition Counseling and Behaviors

Nutrition counseling will focus on how behaviors can be changed to meet your goals. Behavior change requires education, motivation, and knowledge that these behaviors will benefit your health for optimal outcomes. Psychotherapy is vastly different than nutrition counseling and is not part of your treatment. Coordination of care can be addressed with a qualified therapist and may be recommended if needed.

Cancellation Policy

Once an appointment is scheduled, you are responsible for payment. If the need for cancelation occurs, please provide me no less than 24-hour advance notice. If you are unable to provide notice, you will be charged your full fee. Emergencies and extreme circumstances beyond your control will be taken into consideration.

Descriptions of Offerings

Personal Coaching: 6-month agreement with 12 individual coaching sessions including...

-Twelve 90 minute one on one calls/live zoom sessions.

-Breakthrough mental exercise workbooks and texts including Habit Finder Practicum, Og Journal, The Greatest Salesman in the World, Today I Begin a New Life, The Observers Chair, The Og Mandino Leadership Institute's, Equanimity, Conquering Mt.Entrepreneur.

-Positive Nutrition (copyright pending) 10-week course curriculum focusing on repairing and shifting one's relationship with food, body, eating, and weight towards optimal health outcomes.

-Email and phone/text support.

Group Coaching: (10 people per group) 6-month agreement with 12 group coaching sessions including...

-Twelve 90 minute private group calls/live zoom sessions.

-A private fb group for references and support.

-Breakthrough mental exercise workbooks and texts including Habit Finder Practicum, Og Journal, The Greatest Salesman in the World, Today I Begin a New Life, The Observers Chair, The Og Mandino Leadership Institute's, Equanimity, Conquering Mt.Entrepreneur.

-Positive Nutrition (copyright pending) 10-week course curriculum focusing on repairing and shifting one's relationship with food, body, eating, and weight towards optimal health outcomes. Dependent upon groups needs.

Personal Coaching/SHIFT: 6-month agreement with 6 individual coaching sessions.

-Six (monthly) 90 minute one on one calls/live zoom sessions.

-Lifetime access to online breakthrough mental exercises, materials, and video sessions of Habit Finder Practicum, and video recordings of The Greatest Salesman in the World.

-Positive Nutrition (copyright pending) 10-week course curriculum focusing on repairing and shifting one's relationship with food, body, eating, and weight towards optimal health outcomes.

-Email support only.

Freedom with food: Individual 50 min sessions are scheduled on an as-needed basis. Typically require 4-6 sessions weekly for best retention and support of information. For long-term behavior change, recommend 1-2 years of support.

-Medical nutrition therapy focuses on freedom, balance, and wellness concepts while focusing on specific health-oriented goals.

Accepts select insurance carriers

Insurance

I'm currently accepting payment through Cigna, United Health, Aetna, Blue Shield of California, Optum (Redlands) Insurance carriers. However, if you have other PPO insurance and would like to receive reimbursement from your insurance plan, a superbill and invoice that will have the necessary information for self-submission to your insurance company can be provided upon your request.

Communication and Contact

I can best be reached by telephone, text, and/or email for personal coaching clients at the highest level of engagement. Phone, text and email communication is provided for support. For all other clients please allow 24-48 hours for a return phone call if you have reached my voicemail or no response via email. I will do my best to return your call within a 24-hour time frame. If I will be unavailable for an extended period of time, I will notify you if you are an established client. I am typically not available on weekends nor holidays.

Medical Records For Medical Nutrition Therapy

It is professional conduct that I keep a written record of each assessment. Please refer to the Notice of Privacy Statements to address concerns you may have regarding your personal health information.

Minors

Any clients under the age of 18, I require the permission of their parents/guardians to be assessed and treated. I would request permission from the parents to allow confidentially between myself and the minor unless there is a risk of danger to themselves or others. In this scenario, I will notify parents/guardians of my concerns. I will attempt to discuss these matters with the minor prior so that the matter and concerns can be addressed.

Signature re: Client Services Policies and Contract

Date

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Effective June 17th, 2016