

Connectives... *November/December 2002*

Published for Members and Friends of *Mind-Body-Spirit Connected*, Cleveland, Ohio

Mind-Body-Spirit Connected (MBSC) is a nonprofit association dedicated to the education and advancement of non-traditional healing practitioners and holistic methodologies. While there are many organizations that focus on various aspects of holistic practice, *MBSC* strives to bring together all disciplines and to bridge the gap between the holistic and traditional healing communities. *MBSC* encourages an understanding of both eastern and western philosophies.

Inside This Issue:

Tips on Making Referrals and Client Record Keeping (pg. 2)

Website Follow-up, Chat Room (pg. 3)

Client Confidentiality, Dr. Joan Fox to address *MBSC* (insert)



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If you are not an *MBSC* member and wish to continue receiving this newsletter (bi-monthly), you may subscribe for \$12. This is to help defray printing and postage expense. Beginning in January, the newsletter will only be mailed automatically to *MBSC* members and paid subscribers.

Membership Directory

MBSC's 2002-03 directory will be distributed in December, perhaps even made available at the December 10th holiday social. Members will receive one copy free of charge. Additional directories may be purchased for \$5 by calling 216-321-9181. Basic member information is already available online at www.MBSCOnline.org. The printed directory will have additional details (such as education and experience) as part of the membership profiles.

Two Easy Ways to Join MBSC in 2003

If you joined *MBSC* in 2002, we hope you will renew your membership for the coming year. The cost of annual membership for practitioners remains \$195, associates \$175 and full-time students or full-time faculty \$95. You can either pay the full amount now, or you may take advantage of deferred billing for an additional cost of \$20:

Practitioners pay \$195 in January or *Associates* pay \$175 in January or
Pay \$115 now and \$100 in June. Pay \$100 now and \$95 in June.

Full-time Students can take advantage of deferred billing at no extra charge. Pay \$50 now and \$45 in June.

Membership renewal invoices will be going out mid-December. If your family wants a unique Christmas gift idea for you (Hanukkah will already be past), maybe you could suggest they give you a year's membership in *MBSC*? This would make a great gift that will keep on giving all year long!

Upcoming *MBSC* Events

If you haven't yet made your reservation for the holiday social, please do so today. You'll enjoy lovely harp music, as member Carol Spears shares her talents with us; and you'll also have a chance to purchase raffle tickets for some lovely holiday gift items. Special guest, Dr. Joan Fox, Director of the Cleveland Clinic's Center of Integrative Medicine, will share a few of her thoughts regarding ways to bridge the gap between the mainstream medical community and complementary medicine.

December 10, 2002 6-8:00 pm *Holiday Networking Social* at Lockkeepers Restaurant (not the Inn) at 8001 Rockside Road, Valley View (est. 1-1/2 miles east of I-480 and I-77, east of 21, just west of Canal Road, north side of Rockside). Cost is \$20 for members; \$25 for spouses and/or non-members.

January 30, 2003 5:30 pm *Prosperity Paradigms: Making Peace With Money* (Speakers: Hank Roth and Ginny Csider)

March 12, 2003 Evening *Networking Bonanza*

Tip on Making Referrals

When you recommend that a client consult with a colleague or health care professional, it would be a good idea to provide a list of recommendations, rather than just one person. It is, of course, beneficial for you to know the referral's credentials, training, skills and area of specialization ahead of time, (*MBSC's* membership directory provides this information), but it is wise for you to avoid making any exaggerated claims. Allow the client to determine suitability of the referral for his or her own purposes.

Providing more than one name helps you maintain objectivity and may protect your reputation if, for some reason, the referral connection is unsuccessful for any reason. When *MBSC* receives a request for referral, our policy is to review resource files and provide at least three names whenever possible. This includes members and non-members, so that we remain impartial and objective and so that the prospective client has choices. The inquirer is then encouraged to conduct his/her own "interview" in order to determine who can be most helpful.

Year-End Purge

This is a great time of year to review your office files, toss out whatever is no longer needed, and get organized for the coming year.

If you want to make it fun, have a "Purge Day" company-wide and enjoy a potluck lunch. If you're a sole practitioner, invite a trusted colleague to help you clear the clutter and then vice versa.

Wear your grubby clothes. Clean the fingerprints off your keyboard, vacuum paper particles out of your desk drawers, make the office smell fresh. Then notice the immediate improvement in your productivity and attitude!

Tips on Client Record Keeping

As a professional holistic practitioner, you are probably already in the practice of maintaining records on clients who come to see you. The keeping of basic professional records is regarded by the law as an obligation of practice and, of course, it's just good business and a reflection of your genuine care and concern for your clients.

Your licensure or certification may already suggest a particular format for record-keeping, but in many cases, you are allowed to do what feels best for you. In case you are not familiar with SOAP notes, we'd like to share this easy format with you since it can effectively describe your client contacts. This may also facilitate your work with the mainstream medical community since SOAP notes are common in most health care environments.

Start out by noting the client's contact information and date of your meeting at the top of the record.

- S** SUBJECTIVE information This section includes pretty much everything the client tells you.
- O** OBJECTIVE information This section includes what you did for the client, i.e., any care you rendered or recommendations you made (read a book, try an exercise, do or refrain from doing something)
- A** ASSESSMENT This section includes your Assessment of the client's situation. Include your thoughts regarding deeper meaning that might lie behind what the client actually said.
- P** PLAN This section includes your Plan for a next appointment or follow-up you consider appropriate. This "reflection" demonstrates your professional approach to the care of the client and can serve as a reminder in the future.

A Look at Others' Ethics

Since many areas of holistic practice are not under licensure or even guided by uniform certification standards, the public is often at the mercy of the individual practitioner. In addition to establishing its own Code of Ethics, *MBSC* encourages holistic practitioners to adopt a system of self-voluntary regulation. In other words, establish your own high level of integrity and professionalism. Becoming familiar with other ethical standards will help you determine standards that are appropriate and reasonable. If you're curious about what other professional associations have to say about practitioner ethics, you may wish to visit these organizations and websites.

National Association for Holistic Aromatherapy

www.naha.org/Ethics.htm

Reiki Blessings Academy

www.reikiblessings.homestead.com/business~ns4.html

International Organization Development Code of Ethics

<http://members.aol.com/odinst/ethics.htm>

Association of Fundraising Professionals

<http://www.afpnet.org>

American Holistic Nurses Association

<http://ahna.org/about/standards.html>

Establishing a Client Bill of Rights will also help your clients gain a clear understanding of your ethics and what they can expect when working with you. (See insert.)

Take Time to Chat

At the suggestion of a member in the audience at MBSC's kick-off program in July, we launched our own version of a chat room. Simply click on "Online Discussion" to post an inquiry or respond to someone else's message.

Maybe it's time for you to take a break and chat. Visit our website at:

www.MBSCOnline.org

Attitude

The longer I live, the more I realize the impact of attitude on life. Attitude, to me, is more important than facts. It's more important than the past, than education, than money, than circumstances, than failures, than successes, than what other people think or say or do.

It's more important than appearance, giftedness, or skill. It will make or break a company...a church...a home. The remarkable thing is we have a choice every day regarding the attitude we will embrace for that day.

We cannot change the past...we cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do it play on the one string we have, and that is our attitude.

I am convinced that life is 10% what happens to me and 90% how I react to it. And so it is with you...we are in charge of our attitudes.

Charles Swindoll

October Program & Talking Circle on Website Development

MBSC helped "demystify" the Internet and basic Website Development in its October breakfast program on 10/18 and the informal exchange of information in the Talking Circle on 10/21. If you missed these two events and are still interested in information regarding start-up procedures and costs of developing and/or maintaining a website, please visit Rodney Dawson's helpful website at www.rodswebdesign.com

Here are three basic steps necessary for starting a website, according to Rodney:

1) **Register a domain name.** This will look like www.yourwebsite.com. You can expect this to cost \$50 for a two-year registration.

Most registrars (places where you can register a domain) have a search function that allows you to check for available names. Ones Rodney suggests are:

www.register.com and www.verisign.com

You will be asked to enter some specific information including your name and address (along with some information you may not understand at this time). The cost to do it on your own is approximately \$70 for two years.

2) **Set up hosting services.** Email addresses should be included and look like this: yourname@yourwebsite.com. Estimated cost \$20/month.

Find a hosting company. Rodney recommends Earthlink, not just because he sells it, but for reliability, ease of use, and their detailed statistics. There are many, less expensive alternatives available. Expect to pay an additional one-time \$25-50 as a start-up fee. (Rodney waives these fees for MBSC members.) You must then add your host's information to the registered domain name. (The process is too detailed to explain here.)

3) **Design & publish your site.** Cost is \$30/hr (before Rodney's discount to MBSC members). Expect to pay about \$300 for a five-page site. Approximate cost \$600 first year, \$240 second year.

Many companies have special new site three- or five-page rates, usually costing \$400-\$600, possibly more. Any updating performed by these companies often costs \$100/hr or more. Most of these companies have ½-hour minimum charges, as does rodswebdesign.com

If you were to call Rodney for a consultation, here are some questions he would ask and topics he'd want to discuss with you for starters:

- Who is your targeted audience? What groups or individuals will be looking for your website?
- What specific information do you want to convey?
- What sort of navigational structure do you want, i.e. number of pages, menu type and position, fonts, etc.?
- What graphics and/or photography will be included?
- What is your business name? What domain names do you prefer?

Please refer to www.rodswebdesign.com website for more detail.

If you are an MBSC member interested in getting involved behind the scenes, please contact Donna Nowak at 216-321-9181. Committees help develop new programs and/or enhance existing ones.

Ethics/Legal
Grant Writing/Fundraising
Member Benefits
Member Recruitment

Marketing/Public Relations
Programming
Speakers Bureau
Talking Circles

Keep it Confidential

Excerpted from "State Laws and Legal Issues" published by the National Guild of Hypnotists

The National Guild of Hypnotists advocates a system of voluntary self-regulation for its members in order to protect a hypnotist's right to practice and to help hypnotherapy become recognized as a separate and distinct profession. Following this demonstration of leadership by NGH, MBSC likewise encourages all holistic practitioners to consider "self-regulation" to eliminate potential political and legal problems.

Although the following information was written for hypnotists, we believe that many holistic practitioners will benefit from a better understanding of the importance of confidentiality, as well as its limitations. So, wherever the word "hypnotist" was used in the original article, it has been changed to generically address holistic practitioners.

"Like many persons engaged in helping others, holistic practitioners typically assure clients that anything said in sessions will be regarded as confidential and will not be disclosed. However, there is a fundamental difference between the kind of confidentiality you can promise as a holistic practitioner and the sort promised by physicians, psychologists and certain other professions. We can promise confidentiality to a client, but we cannot often promise legal privilege, which is a more powerful sort of confidentiality.

'Basic Confidentiality' means that you do not intend to disclose information shared with you by a client. At most, this promise of confidentiality exists as a civil contract. If you break the confidentiality you have promised, you might be civilly sued for breaking an implied

Continued in next column

contract with your client. However, you would not be in violation of any law. In addition, if you are placed under oath at a legal proceeding, a judge has the right to order you to break your promise of confidentiality if the judge sees it.

'Legal Privilege' means that you practice a profession regulated by a law which explicitly says not only that you must keep client confidences, but also that you may not be required to disclose in a court information given to you by a client. If you break confidentiality that is privileged, not only can you be civilly sued, but also you have broken the law and can be punished by the court. Further, except under very narrow circumstances, a judge may not order you to break confidentiality that is legally privileged. The law clearly recognizes privilege regarding information disclosed by a client (or patient) for physicians, lawyers, clergy and psychologists. In some states, privilege also exists for social workers, professional counselors, and marriage and family therapists. Registration laws for certain holistic practitioners may create some form of privilege as well. Therefore, it is vital that you be familiar with the laws in your state.

In general, if requested by a lawyer or court to disclose any information about a client, you should consult your own lawyer and take the advice you are given."

"Imagine that you have been called to testify at a court proceeding. Imagine that the material does not fall under any privileged information law in Ohio. You have been placed under oath and a lawyer asked you to disclose information a client revealed to you believing that it would be confidential.

The promise of confidentiality you made to your client has no legal standing. The judge can order you to testify. However, if you testify without a fight, your client can civilly sue you for breach of contract. What should you do?

Answer: You should refuse to testify at first, explaining that you have given your promise that the information would not be disclosed. Then, if the judge orders you to testify, politely agree to do so, but request the judge's order in writing for your records prior to testimony. When the written order is received (or if the judge, on the record, refuses your request for a written order), you may testify. Your client might still bring a civil suit against you, but such a suit would be unlikely to succeed because you clearly attempted to honor your promise to your client. Also, be aware that it is possible to request the judge to hear your testimony "in camera", which means off the record in the judge's chambers so that the judge can make a decision whether or not your testimony is relevant to the trial. If the judge rules that your testimony is not relevant, the judge may excuse you from testifying at all."

National Guild of Hypnotists 603-429-9438 www.NGH.net

Exciting News

MBSC received notification from the Internal Revenue Service that we have been approved as a 501(c)(3) educational organization, Section 509(a)(1). As such, we are exempt from federal taxation and eligible for charitable donations, which are tax-deductible for the contributors. This is important recognition of MBSC's commitment to educate holistic practitioners, the mainstream medical community, and the public at large.

Other exciting news is that Joan Fox, PhD, Director of the Cleveland Clinic's Center for Integrative Medicine, will briefly address MBSC members and guests at our holiday social on December 10. As she tries to bring medical professionals to a place of recognizing that practitioners can bring a new and added dimension, she is very interested in working strategically with MBSC. To quote Dr. Fox, "If medical professionals and practitioners are going to work together, they have to respect each other and speak each other's language. Both have to understand the balance between scientific rigor and intuitive, 'energy-related things' that we may never understand." Come and hear more from Dr. Fox on December 10 at Lockkeepers Restaurant.

MBSC Angels

Special thanks to the following MBSC members and friends who generously donated their time, talents, products, or services to benefit us all:

Stephanie Tursic-Burns of MSA Testing & Balancing, Munroe Falls, for donating numerous books she authored on "Selling Strengths" as door prizes for the annual meeting on 10/7.

Linda Droblich, Rachel Rizzi, Therese & Michael Stadul, and Robin & Ted Suzelis for stamping, labeling, and sorting the mailing for November's program. *Cheryl Dalton* and Fifth Third Bank for folding 1,500 program flyers.

Sherry Ascher of Journeys in Rocky River, for donating several wonderful gifts as door prizes for the program on 10/18.

Rodney Dawson of Rod's Web Design for being a bronze sponsor for the 10/18 program.

Michael Stadul for coordinating the 10/21 Talking Circle and *Bob Barrett, Bob Perkowski, and Ted Suzelis* for openly sharing their website wisdom (i.e., free consulting) with Talking Circle participants.

Please Note

If you have articles, ideas or corrections for *Connectives*, please email them to us at MBSCHelp@cs.com, or mail to: 23210 Chagrin Blvd. Suite 211, Beachwood 44122. (Please be sure to include the suite number.) Due to the divergence of views among its readers, the editors and publishers of *Connectives* disclaim responsibility for the opinions expressed by its contributors.

For added details on upcoming MBSC events or more news on the association, please refer to our website at www.MBSCOnline.org

Client Bill of Rights

Do your clients clearly understand what they can expect as a result of working with you? If not, you could be perceived as posing a danger to the public. If you do not already publish a "Client Bill of Rights", you may wish to consider developing one. This would be a printed document (perhaps also posted on your website) that makes it clear that you are not a primary health care professional (unless, of course, you are), and it would truthfully disclose to the client what you do and what you do not do. It would also honestly state your training.

The Client Bill of Rights might also include a description of your fee schedule and any cancellation policy, as well as a notation about what action the client can take if he/she has a complaint about your services or behavior that you cannot resolve for them personally. It might even be a good idea for your client to sign the document as part of your intake process.

Benefits for MBSC Members

Office Products

As an MBSC member, you are entitled to receive a 10% discount on all products sold by Viking. Viking's regular prices are already discounted up to 69% off list, and MBSC's 10% discount applies even to items on sale. Viking says we are welcome to enter orders for products for our family or their office, as well, so the savings can expand even beyond our immediate holistic practice. (Friendly, efficient customer service; free delivery on orders of \$25 or more.)

To take advantage of our preferred vendor discount with Viking, call MBSC's office at 216-321-9181 to get the two-letter code. Then call Viking anytime at 800-421-1222, mention your code and place your order. Or, you can visit www.vikingop.com and enter your code in the comments field at check out. Call that same number if you'd like to request a catalog.

NEW Ad Specialties

Victor Goodman of *Showtoppers* is offering MBSC members a minimum 10% discount on all ad specialty items they sell. Call Vic at 216-486-1255 to request a catalog or place an order.

NEW Discounts on Various Wellness Products/Services

Tom Katovsky of Healthy Referral has agreed to give MBSC members a supply of Healthy Referral "Well Being" cards (at no charge) for personal use and distribution to our clients. The card offers discounts on a wide variety of wellness products and services, similar to an Entertainment Book. Cards will be made available at future MBSC programs.

Web Design

Rodney Dawson of *Rod's Web Design* has already helped a number of MBSC members and friends with their website design and hosting, so it's easy for you to do a reference check. He routinely extends a 10% discount off his standard pricing to MBSC members. To see samples of Rodney's work, please visit rodswwebdesign.com

NEW Computer Technology Services

Hal-Com is offering MBSC members a \$10 discount off their hourly rate of \$75 for any on-site computer services including computer installation, networking and repair (PC's, Macs, and Apples). They support Microsoft, Apple, Novell and Unix systems; do custom programming; and provide on-site cabling and phone system installation. If you need help with your business computer(s), call Chris Hanson at 216-589-9779. Visit www.Hal-Com.net for more info.

Accounting/Tax/Advisory

Ciuni & Panichi (C&P) offers to MBSC members a program similar to what they have been doing for COSE members. They will provide 30-60 minutes of advice on small business accounting, tax, and general advisory matters free of charge to MBSC members. Here's what the first MBSC member who took advantage of this service had to say, "A big, huge thank-you for the Ciuni & Panichi freebie consulting. How invaluable and what a dynamite, comfortable dynamic duo. David is so down-to-earth and easy to be with—not a stuffy shirt. It was incredibly helpful."

COMING SOON – Discounts on printing business cards, stationary, flyers, etc.

If you are an MBSC member interested in any products or services under this discount program, please call the office at 216-321-9181 for more details.

Tips from Previous Newsletters

A basic website listing for a variety of healers and helpers is available to you at no charge. Check it out at the following web address: *BodyMindSpiritDIRECTORY.org*. Email any questions to *source@one.net*

OneBody (with a focus on stress reduction, fitness, nutrition) provides you a free web page and no-charge membership. Go to *www.onebody.com*, click on "For Health Professionals," then click "Join OneBody Now" and supply the requested information. For questions, call 888-922-9452 or e-mail *practitionersupport@onebody.com*

The Association of Research & Enlightenment in Virginia Beach has a list of medical doctors, osteopaths, naturopaths, chiropractors, nurses, counselors, massage therapists, colon therapists, and hypnotherapists who are open to Edgar Cayce's approach to health and healing. Cayce-focused health professionals who wish to be added to the list can call the Health and Rejuvenation Research Center (HRRC) at 757-496-6411 for an application. Those interested in making a referral to a Cayce-focused health professional, or reviewing the list, can get a copy by calling 800-333-4499.



Holiday Gift Ideas

Books, Gifts and Other – Journeys Books & Gifts, located at 19110 Old Detroit Road in Rocky River, offers a 10% discount on the purchase of all non-sale items to *MBSC* members. Be sure to tell the cashier you are a member before your order is rung up.

Win a Gift – At the *MBSC* Holiday Social on December 10, you'll have a chance to buy raffle tickets for several delightful baskets filled with great gifts. Holiday shopping doesn't get much easier than this!

Donate a Gift – If you'd like to donate an item for the December 10th raffle, please call the *MBSC* office. One basket will be filled with spiritual/holistic books, CDs and other related items; one with food and cooking products; and one with personal bath and relaxation items.



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C o n n e c t i v e s . . . a bi-monthly newsletter for holistic practitioners (Nov/Dec '02)

If you are not an *MBSC* member and you wish to continue receiving this newsletter, please subscribe for \$12/yr.