



2019 Education Catalog



AIM Catalog Index

AIM Contact Information	4
The Academy of Integrative Medicine	5
Integrating Natural Medicine into Your Business	6
Our Guarantee.....	6
Seminars	7
Seminar Recordings	8
• Health Solutions for GI,Adrenal and Thyroid	8
• Personalized Integrative Medicine through Genetic Testing (Kracoff)	8
• Saving the Independent Pharmacy (Kracoff, Lowry).....	9
• Total Body Detox and Cell Rejuvenation (Kracoff)	9
• Vitalize Your Front Store (Kracoff, Looney)	9
• Hormones and Mitochondria (Kracoff, Looney).....	10
• Unlocking Neurological Pathways (Kracoff, Kracoff-Berk, Bonlie, Looney)	10
• Natural Strategies for Pain Management (Kracoff)	11
Genetic Testing.....	12
Fresh Start Practitioner Program.....	13
Fresh Start Consumer Package	14
Diploma Programs.....	15
Homeopathic Medicine Diploma	15
Certificate Programs.....	21
Botanical Medicine in Clinical Practice	21
Homotoxicology	24
Audio Archive with Dr. Jack Hinze.....	25
Cell Salts.....	25
Homeopathy for Kids	25
Miasms	25
Nosodes & Sarcodes	25
Potency & Dosing	25

Veterinary Homeopathy	25
Questionnaire Programs	26
Symptom Solutions Health Analysis Questionnaire	26
Homeopathic Constitution Questionnaire	28
In Store Training	29
Therapeutic Devices	30
Class 3 Lasers.....	30
Webinars	34
Presenter Biographies.....	36

Contact Information

Customer Service.....1-866-308-9737

Phones are answered from 8:00 a.m. to 4:30 p.m. Arizona time*, Monday through Friday, except holidays.

Orders received by 11:00 a.m. are typically processed the same day and shipped world-wide by United Parcel Service or Federal Express.

Product Support Team



You may contact our team members directly:

- | | |
|---------------|---------------------------|
| Bill Steppuhn | bsteppuhn@iowatelecom.net |
| Tracy Mahan | tmahan@cox.net |
| Brad Steppuhn | brad1600@windstream.net |
| Randy Methner | rmethner@windstream.net |
| Jordan Short | short1600@windstream.net |

Location

Academy of Integrative Medicine, 2232 South Revolva Street, Mesa, AZ 85209

Website

academyofintegrativemedicine.com

Email

You may email orders, questions and requests to:
info@academyofintegrativemedicine.com



* Arizona does not observe Daylight Savings Time. November through March (after Daylight Savings Time begins) it is on Mountain Time, March through November (during Daylight Savings Time) it is on Pacific Daylight Time.

The Academy of Integrative Medicine

Who We Are

The Academy of Integrative Medicine (AIM) is dedicated to providing exceptional instruction in alternative and non-invasive health care methods through distance learning, seminars, webinars and on-site training. Our goal is to bring natural medicine options to the masses through those who deal with the public in a health care capacity. This primarily includes pharmacists, naturopaths, medical doctors, registered nurses, and chiropractors.

AIM's teaching promotes viewing the body as a whole, analyzing all symptoms no matter how unrelated they may seem. Our body systems are interconnected. When something goes wrong in one system, it most likely will affect another system and create symptoms which may initially seem unrelated. We use a variety of tools and methods to review each case, assess the relationships between symptoms and systems, then turn to natural medicine to select our course of care. These include, (but are not limited to), homeopathic medicine, botanical medicine, diet, nutritional supplementation and lifestyle.

We understand that there is a time and place where allopathic medicine is needed. It is not our intention to try to replace allopathic medicine, rather to provide the best first course of action and supplementary care possible.



Training is available for the practitioner and their staff.

Our Students

Most of our students choose to incorporate their education into their current practice to improve their client outcomes and grow their business. Training is available for both the practitioner and their support staff. We provide client support and a variety of learning opportunities to best suit your needs.

Integrating Natural Medicine into Your Business

If you pay attention to trends, you can turn them into sales opportunities. Natural medicine is the treatment choice for many Americans. Although “trendy”, natural medicine has earned people’s respect because it is generally safe and effective. AIM will help you to incorporate naturopathic techniques into your practice.

Education and Implementation Support

Education, along with comprehensive support, will help you confidently enter into the sale of natural products or the field of naturopathic consulting.

Increase Revenue

Healthy businesses have multiple revenue streams. Use this opportunity increase natural product sales and offer natural consultation services. Consultation fees vary across the country but typical ranges go from \$90 to \$180 per hour. In addition to the consultation fee, you will receive an increase in product sales and customer loyalty.

Our Guarantee

We are so confident that you will be satisfied with the AIM programs that we will offer you our guarantee of satisfaction. If you view the material in its entirety and still believe the program was not of value to you, return it and we will gladly refund your money (less shipping expenses).



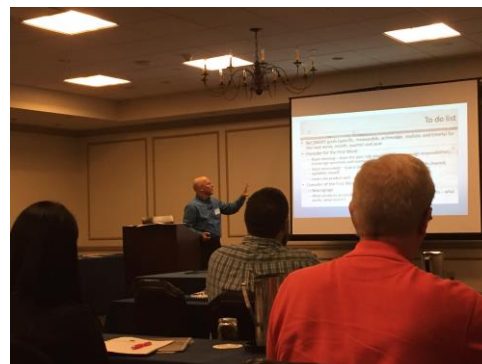
Seminars

Each year the Academy of Integrative Medicine (AIM) hosts live training seminars on a Friday and Saturday at various destination locations. These seminars are open to any healthcare professional interested in expanding their knowledge of natural medicine.

AIM Spring seminars are primarily designed for those with existing knowledge of integrative medicine. AIM Fall seminars are best suited for those new to the idea of incorporating natural medicine into their business, staff training or those wanting a refresher of the basics.

When you attend our programs, you will discover new approaches to help your customers and clients. You will learn to find the underlying cause associated with various symptoms and how to correct the cause to promote healing. You will discover how to develop and utilize a health care program uniquely appropriate for each patient. Find out how you can build your business and help your customers at the same time. Come, learn, enjoy.

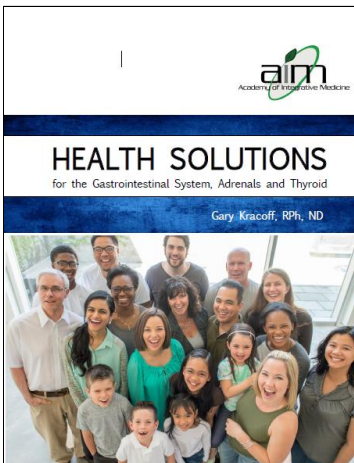
Visit www.academyofintegrativemedicine.com to find information on upcoming seminars.



Seminar Recordings

These past seminars are available as video recordings on a USB drive with an accompanying notebook of presentation materials. Seminar attendees receive the discounted price of \$50 per seminar recording. Those who were not at the seminar, pay the seminar cost (\$299) plus the \$50 cost of recording for a total of \$349.

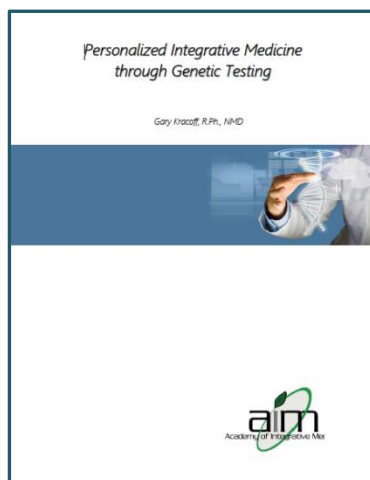
Health Solutions for the Gastrointestinal System, Adrenals and Thyroid (Kracoff)



Fall 2019 – Coming Soon

- GI: The Foundation for Health
- Adrenal Function, Strains and Supports
- Thyroid Function, Strains and Supports
- Inter-relationships between GI/Adrenal/Thyroid
- Genetic Life Hacks
- GI: Conditions and Customer Support
- Adrenal Conditions and Customer Support
- Thyroid Conditions and Customer Support

Personalized Integrative Medicine through Genetic Testing (Kracoff)

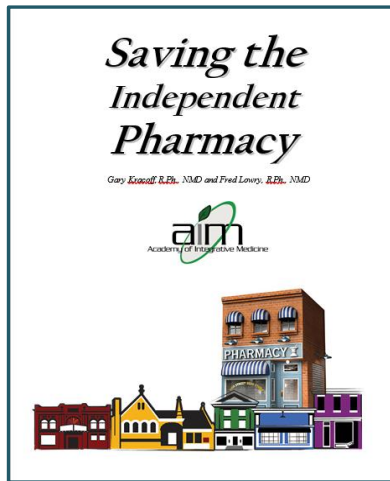


Spring 2019

- Genetic Testing for Health Planning
- Cells to Systems
- Epigenetics
- Methylation, Methyl Groups and MTHFR
- Testing and Interpreting Results
- Important Genetic SNPs
- Genetic Test Results and Protocols in Practice

Saving the Independent Pharmacy (Kracoff, Lowry)

Fall 2018

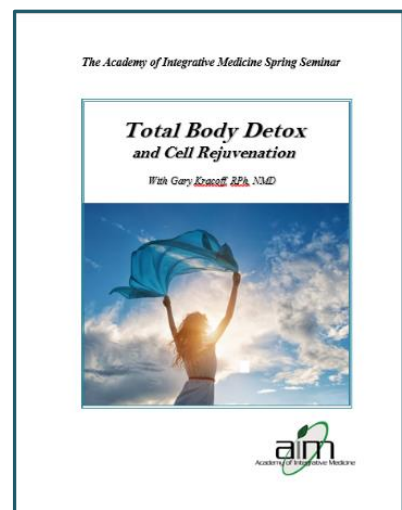


- Challenges for Independent Pharmacies
- What to Do
- Sales and Exit Strategy
- The Common Thread
- Choosing Life
- Getting a Fresh Start
- Correcting Digestive Problems
- Coaching GI Health
- Coaching Adrenal Health
- Taking it Home

Total Body Detox and Cell Rejuvenation (Kracoff)

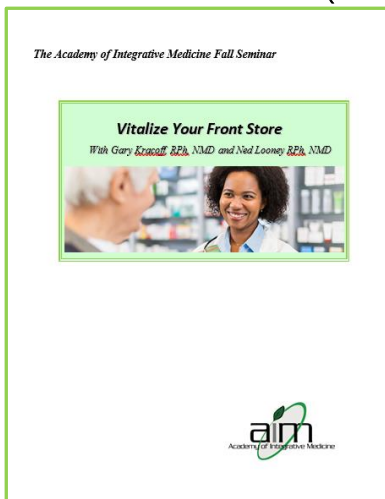
Spring 2018

- Understanding Toxicity
- The Science Behind Detox
- Biopathway Support
- Cellular Rejuvenation
- Detox Diet
- Key Nutrients for Detoxification Support
- Incorporating Detox into Consultations
- Detox Case Practicum



Vitalize Your Front Store (Kracoff, Looney)

Fall 2017

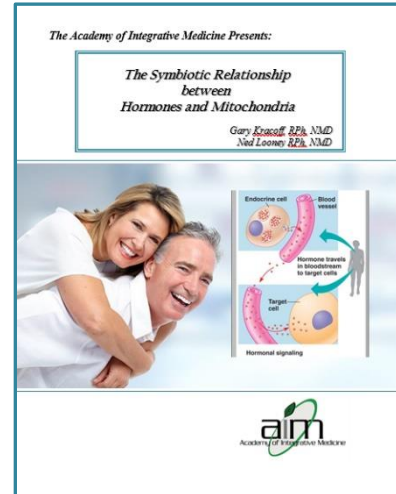


- The Health and Wellness of Pharmacy
- Promoting Health and Preventing Disease
- The Role of Nat-Tech in Health and Wellness
- Giving the Best On-Floor Support
- Botanical Medicine for the Nat-Tech
- Homeopathic Medicine for the Nat-Tech
- Taking it Home
- Walk-in Conditions

Hormones and Mitochondria (Kracoff, Looney)

Spring 2017

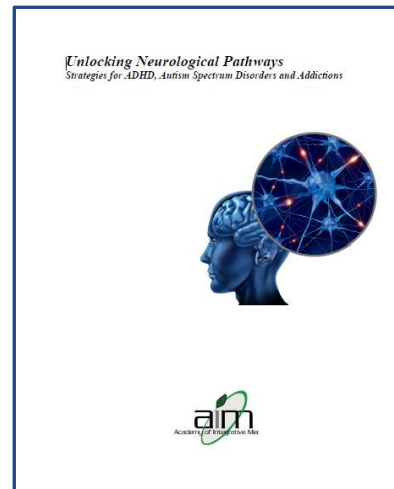
- The Hormonal and Mitochondrial Link
- Changing the Way we do Business
- Driving New Business
- Identifying the Source of Hormonal Imbalance and Mitochondrial Dysfunction
- Jobs of the Endocrine System
- Endocrine Relationships
- Causes of Hormonal Imbalance
- Cell Health
- Building Blocks for Hormone Production
- Connecting the Dots
- Steps to Consultative Success
- Taking it Home: Hormone Related Consults



Unlocking Neurological Pathways (Kracoff, Kracoff-Berk, Bonlie, Looney)

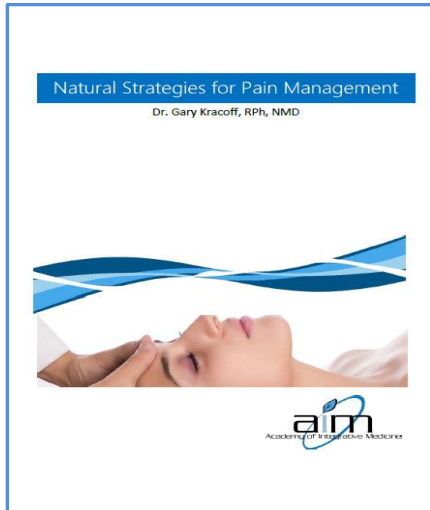
Spring 2016

- Autism Spectrum Disorders and ADHD
- Intro to Cell Energy
- Cell Health and Cell Energy
- Miracles and Magnechelation
- A Theory of Atherosclerosis
- Supporting Cell Energy
- Neurotransmitters
- Addiction and Recovery: A Naturopathic Approach
- The Gut-Brain Axis



Natural Strategies for Pain Management (Kracoff)

Fall 2015



- Pain Assessment
- Nutrient Depletions of Popular Pain Meds
- The Role of Inflammation in Pain Management
- Types of Pain
- Inflammation and Circulation
- Recap and Therapeutic Options
- Injury Pain
- Review of Injury and Practice Case
- Degenerative Pain
- Nerve Pain

Genetic Testing

Home genetic test kits are becoming very popular. More people are sending off their DNA, not just to trace their ancestry but to determine their chance of early onset Alzheimer's or find out if they are prone to develop a number of other health conditions. This information can help to correct and prevent serious health problems.

There are a variety of testing options available. It is important to find a credible lab that will search for variants related to health. The number of SNPs is also important; fewer SNPs means less information is gathered.

AIM-YGR - 18000 SNPs

23andMe V4 - 12042 SNPs

23andMe V5 - 6006 SNPs

AncestryDNA - 3000 SNPs

Selling DNA kits in your store will allow you to tap into this new wave in health care and better guide your clients in their health choices.



How it Works:

When an order for a test kit is placed with AIM, a test is shipped to you (or the client, at your request). The client will follow the instructions to collect a saliva sample and mail the kit to the lab. They will also complete a symptom survey, a user consent form and a customer account form for AIM. Once the saliva is collected and received by the lab, the test will take 8-12 weeks for results.

When the results are ready, you will have an AIM consult to review the results and options for care. AIM support will help you wade through the list of SNPs to find those really influential to our health. AIM will also provide support in lifestyle counseling and nutritional support the genetic variances.

Targeted and individualized support programs can mean the difference between living a long healthy life or developing disease. Order a kit today and try it for yourself.

Fresh Start Practitioner Program

The Fresh Start Practitioner Program contains tools to help you with a health coaching aspect of your business. With the support of your staff, you will oversee the changes needed to improve the health of your clients.

The Fresh Start Practitioner Package Contains:

BOOKLETS:

- Fresh Start Practitioner Program Guide
- Symptom Solutions Questionnaire
- Food Journal
- Recipes

CHARTS:

- Appointment Schedule
- Food Cravings and Addictions Score sheet
- Glycemic Load Chart
- Intake Form
- Stats Form
- Symptoms and Conditions Associated with Food Allergies

CD: Printable Documents (Food Journal, Recipes, Schedules, Charts, Flyers, Forms, Handouts, Coupon Sheet, Sign, Brochure)

COUPON SHEET: Great Job Reward

DVDs:

- In-Store Introduction
- Digestive Disorders
- Fresh Start Practitioner Training (2 DVDs)

FLYERS:

- Handouts for Consultations
- What Your Bowel Movement is Telling You
- Diet is a Four-Letter Word
- Health Benefits of Lime

SIGN & BROCHURES:

- Fresh Start Sign
- Fresh Start Brochures



Fresh Start Consumer Program

The Fresh Start Consumer Program is the package your clients will purchase when starting the Fresh Start program. This is what they take home with them when they leave your store.

The Fresh Start Consumer Package Contains:

APPOINTMENTS *(These are provided at your store. Add your fee to the package retail price.)*

- 6 Check-in Appointments: 1 appointment every month for 6 months
- 6 Consultation Appointments: 1 appointment every month for 6 months.

BOOKLETS

- Food Journal
- Fresh Start Consumer Guide
- Symptom Solutions Questionnaire

BROCHURE: Fresh Start

CHART: Glycemic Load Chart

DVDs

- Digestive Disorders *for Consumers*
- Fresh Start Training *for Consumers*

FLYER

- Diet a Four Letter Word
- Health Benefits of Lime
- What Your Bowel Movement is Telling You



Homeopathic Medicine Diploma

Homeopathy is a pharmaceutical science that uses the body's natural ability to heal itself. Homeopathic medicines use very small doses of an active ingredient (plant, animal or mineral) to stimulate the body's natural defenses to heal. They work naturally within the body and have no side effects.

Homeopathy treats the whole person, rather than only the symptoms of the illness. If practiced correctly, homeopathy can be used to remove the underlying cause of disease.

Homeopathic remedies stimulate the body's natural mechanisms for combating disease. Through homeopathy, a more natural balance is produced so a health condition can be attained.

Homeopathy is used around the world. It is widely accepted throughout Europe, Great Britain, Australia, India, South America and the former USSR. In England there are exclusively homeopathic hospitals. In France, every pharmacy dispenses homeopathic medicines and nearly half of the family physicians practice homeopathic medicine. The safe and effective nature of homeopathic medicines has led many practitioners in the United States to study and implement homeopathy as a functional tool in their practice.

Aside from the obvious benefit to your personal health and that of your family, homeopathy can be a great asset to the people for whom you provide consultations and care. When you learn to practice homeopathic medicine, you will discover a brand new approach to evaluating your patients. You will no longer see a diagnosis; you will see the whole person with a unique history, constitution and expressions. You will no longer hand every asthma patient the same prescription. You will evaluate what stressors occurred at the onset of the symptoms, what makes it better or worse, whether there is an accompanying cough or other symptom, are there specific triggers, and so on... The homeopath takes an in-depth case history and becomes much more insightful about the case. This is obviously a benefit to any type of practitioner.



Benefits of Homeopathy Include:

- Safety
- Ease
- Quick Response
- A Healthy Alternative
- Non-Invasive
- Satisfied Clients/Patients

The Homeopathic Medicine Diploma will provide the education to allow you to practice homeopathy in easy, acute care situations or as an invaluable advanced tool in removing the cause chronic disease.

Compare our program to others! AIM offers a comprehensive home study course; you will find our program to be more extensive and affordable than any other Homeopathy Diploma program in the industry.

Syllabus:

- Understanding Homeopathy

Become familiar with the art and science of homeopathic medicine. Discover how this method of healing can heal both acute conditions and deep-seated chronic conditions.

- Definition

Taken from the Greek words homoios, meaning “similar” and pathos, meaning “suffering”; find out how using “similar suffering” is the best way to care for an illness.

- History

This field of medicine is over 200 years old yet it continues to be developed. You will learn about the evolution of the practice and the research that has made homeopathy what it is today.

- Mechanisms of Action

Review various theories that expound why homeopathy is so successful.

- Laws and Principles

Investigate the laws and principles that are the foundation of homeopathic practice. These teachings will provide a core from which all your homeopathic experience can build upon.

- Homeopathic Practices

There are several types of homeopathic practitioners. Learn about their various approaches and why each uses homeopathy the way they do.

- Manufacture

Examine the process by which homeopathic medicines are manufactured.

- Research

Find out what research studies have shown in regards to the effectiveness of homeopathic medicine.

- Regulation

Learn what regulations and regulatory agencies govern the manufacture of homeopathic medicine.

- First Aide

How to care for immediate health concerns using homeopathic dosing and potencies for first aide.

- Acute Care

The approach to acute care is for fast, temporary relief using non-invasive homeopathic medicines.

- Chronic Cases

You will value the use of these deep healing techniques of homeopathy for use in chronic cases.

- Taking the Case

This is one of the most important courses you will take. Learn the various types of questions to ask and cues to look for when interpreting your case.

- Removing the Layers of Disease

Find out how to recognize the layers by which the disease developed and likewise, how to gently peel the layers away so that the cause of the condition can be removed.

- Repertory

A “how-to” course on using the repertory to find the remedy or remedies the case requires.

- Materia Medica

Utilizing the material medica to uncover all the relevant information about each remedy indicated in your case.

- Polycrests

An in-depth look at the major remedies of homeopathy.

- Obstacles to Cure

Information every homeopathic practitioner should know: what is standing in the way of your practice and a cure?

- Case Taking Techniques

Discover what techniques work best when accumulating and interpreting the information you gather on each case.

- Acute Case Taking

What observations and questions are key to getting the right remedy in a speedy manner.

- Constitutional Case Taking

Learn about the various constitutional types and how to recognize them and care for them in your practice.

- Miasmatic States and their Treatment

At the core of disease lies the miasmatic state. Find out how to correct the miasm and balance the system.

- Analysis and Interpretation of Case Histories

A “how-to” of case history analysis. Learn what key indicators to look for and how to let them lead to your remedy.

With a Homeopathic Medicine Diploma you can*:

- Use Homeopathy in Consultations
- Learn the Art and Practice of Case Taking
- Get the Most from Case Analysis
- Uncover Underlying Health Issues
- Find Out How to Remove Blocks to Healing
- Receive Support From Other Homeopaths

The Homeopathic Medicine Course Includes:

- Audio CDs (12) containing discussion of over 50 remedies
- DVDs (14) of a 3-day conference on Homeopathic Case Taking
- Tests (2)

EARN RECOGNITION: Receive the designation, HMD (Homeopathic Medical Diploma) granted through Westbrook University. You will receive a one-year certification from Westbrook University

Cost: \$1,995.00

**Notice: Regulations for providing homeopathic consultations vary from state-to-state. Check with your local licensing board for details about requirements in your state.*

Botanical Medicine Certificate Program

Herbal medicine, also called botanical medicine or phytomedicine, refers to the use of any plant's seeds, berries, roots, leaves, bark, or flowers for medicinal purposes. Long practiced outside of conventional medicine, herbalism is becoming more mainstream as up-to-date analysis and research show their value in the treatment and prevention of disease.

Plants had been used for medicinal purposes long before recorded history. Ancient Chinese and Egyptian papyrus writings describe medicinal plant uses. Indigenous cultures (e.g., African and Native American) used herbs in their healing rituals, while others developed traditional medical systems (e.g., Ayurveda and Traditional Chinese Medicine) in which herbal therapies were used systematically. Scientists found that people in different parts of the globe tended to use the same or similar plants for the same purposes.

In the early 19th century, when methods of chemical analysis first became available, scientists began extracting and modifying the active ingredients from plants. Later, chemists began making their own version of plant compounds, beginning the transition from raw herbs to synthetic pharmaceuticals. Over time, the use of herbal medicines declined in favor of pharmaceuticals.

Recently, the World Health Organization estimated that 80% of people worldwide rely on herbal medicines for some aspect of their primary healthcare. In the last twenty years in the United States, through increasing public dissatisfaction with the cost of prescription medications, and an interest in returning to natural or organic remedies, has led to an increase in the use of herbal medicines. In Germany, roughly 600 to 700 plant-based medicines are available and are prescribed by approximately 70% of German physicians. One-third to one-half of Americans use herbs.

Herbalists, chiropractors, pharmacists, natural medicine practitioners, nurse practitioners, naturopathic physicians, and practitioners of Traditional Chinese Medicine all use herbs to treat illness. The Botanical Medicine Certificate program is an introduction to herbal medicine. presented by Matthew Alfs, M.H., R.H. (AHG).

PRESENTER

Matthew Alfs, M. H., R.H. (A.H.G.) is one of only 200 herbal clinicians in North America who has been peer reviewed by the American Herbalists Guild (the only professional body of herbal clinicians in the United States) so as to be granted status as a Registered Herbalist. A popular educator in the botanical-medicine field, he has served as a faculty member of two major universities and two community colleges. Currently, he directs the Midwest School of Herbal Studies, which serves students throughout North America via a distance-education program in herbalism, and for which he has written the 1,200-page curriculum. He has also authored two, highly acclaimed textbooks in herbal therapy (300 Herbs: Their Indications & Contraindications and Edible & Medicinal Wild Plants) and has been published in a wide variety of journals. Memberships include the American Botanical Council (professional member) and the American Herb Association (supporting member).

DVD TOPICS

Matthew Alfs, M.H., R.H., (A.H.G.)

- Foundations of Herbal Medicine
- Energetics of Herbal Medicine
- Forms of Herbal Medicine
- Key Body Systems and Associated Pathologies
 - Digestive System
 - Neuromuscular System
 - Cardiovascular System
 - Endocrine System
 - Immune System
- Use of Herbal Medicine in Clinical Settings

Dr. John "Jack" Hinze, NMD, Pharm.D.

- Botanicals and Homeopathics
- Synergistic Combinations
- Extraction Methods
- Forms of Administration

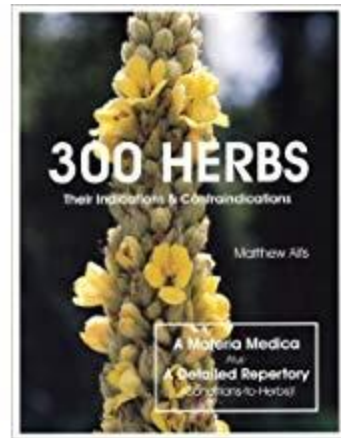
BOOK

300 Herbs by Matthew Alfs

Materia Medica Plus Detailed Repertory

PRESENTATION GUIDE

TEST (Must be Successfully Completed to Receive Certificate)

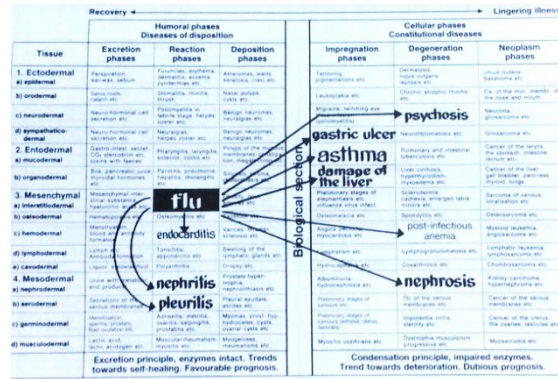


Cost: \$550

Homotoxicology Certificate Program

(7 DVDs & Notebook)

Incorporate Homotoxicology into your practice through this interesting yet intense program. Homotoxicology is the study of the human reaction to toxins (both endo and exotoxins). Dr. Reckeweg started with the principles of classical Homoeopathy and integrated them with new discoveries in biochemistry and embryology that had been made by the 1940's.



Homotoxicology sees disease as the result of the body's attempt to heal itself. Toxins are either created in the human organism or are exogenous, and all the symptoms of illness are the result of defensive effort of organism in order to eliminate the toxins. In Homotoxicology, virtually all symptoms of illness are regarded as a manifestation of the body's attempts to rid itself of homotoxins. In minor, self-limiting disorders, the body does this on its own. In more serious situations, treatment is needed. If the treatment used eliminates the homotoxins, then real healing results and Dr. Reckeweg called this phenomenon 'regressive vicariation.' If the treatment suppresses the homotoxins, however, (antibiotics, steroids and most drugs) they go deeper into the tissues and manifest after a latent period as a more destructive disease. This is called 'progressive vicariation', and may lead to chronic degenerative disease and ultimately, to cancer.

Homotoxicology generally uses homeopathic formulations. Homotoxic treatment has been used successfully in chronic diseases, inflammatory conditions, rheumatoid arthritis, allergies and food intolerances.

Illness is a defensive reaction to homotoxins and/or an attempt to repair damage they cause. In this course, you will:

- Understand how toxicity leads to pathology.
- Discover the pathways of dis-ease.
- Learn how to restore the body's ability to self-regulate.
- Find out how to follow the chain of illnesses back to the cause.

When the accompanying test has been satisfactorily completed, you will be granted a certificate of completion in the study of Homotoxicology.

Cost: \$499.00

Audio Archive

Cell Salts contains a discussion of the 12 cell salts, how to recognize their deficiencies and how to use them. Set of 12 CDs and Presentation Guide. \$249.00

Homeopathy for Kids elaborates on care for children. Topics include acute care, vaccination and the chief 15 children's remedies. Baryta Carbonicum, Silicia, Argentum Nitricum, Belladonna, Chamomilla, Ignatia, Nux Vomica, Graphites, Calcarea Carbonica, Lycopodium, Medorrhinum, Natrum Muriaticum, Phosphorus, Pulsatilla and Sulphur. Set of 11 Audio CDs & Presentation Guide \$249.00

Miasms focuses on the principle of miasms as well as how to recognize and care for miasm. 6 CD Set - Miasms: The Root of Disease, A Study of Psora, Syphilis and Sycosis, A Discussion of Modern Miasms, Evaluating the Miasm, Implementing Anti-Miasmatic Treatment, Putting it into Practice: Case Studies. Six Audio CDs & Presentation Guide: \$199.00

Nosodes & Sarcodes will explain when and how to use each. Learn about the alternatives when the indicated remedy doesn't work and how to choose a potency. Set of 3 CDs and Presentation Guide. \$150.00

Potency & Dosing covers the process of potentization, the unique aspects and uses of each dilution scale, how to choose a potency, guidelines for dosing, reading the remedy response, dealing with aggravations and immunizations. Set of 2 CDs and Presentation Guide. \$100.00

Veterinary Homeopathy will teach how to assess the symptoms, conditions and prescribe in a veterinary case. Set of 12 CDs and Presentation Guide. \$249.00

Symptom Solutions Health Analysis Questionnaire and Certificate Program

The Symptom Solutions® questionnaire is a unique tool which can be used to find the underlying cause of health problems, get a new perspective on a difficult case, monitor response to interventions and evaluate shifts in the system. The questionnaire is completed by the patient and entered into a computer system. An analysis is made of symptoms both past and present then a report is generated showing what underlying system disturbances create these symptoms.

Health problems emerge in a number of ways but they all stem from the same underlying source(s). For example, kidney problems may show up as something other than urinary disorders. You may see swelling above the eyes, blood pressure fluctuation, back pain, shin splints, or craving for sweets. The questionnaire looks at each symptom and correlates that to the system(s) that are related and may be the cause. Evaluating the entire questionnaire will give the information to determine what underlying system is causing the symptoms and/or preventing healing. This analysis gives you insight to the underlying cause of disease and helps you to design a program appropriate for the individual. This will have a profound effect on the depth of cure you receive through your treatment.

Symptom Solutions®

Take a look at what this can do for your business:

20 Questionnaires per month:

Questionnaire Analysis (20 per month x \$50 each)	\$1,000
Typical Protocol for Care	
Profit on Product ($\$61.20 \times 20$ per month)	<u>\$1,224</u>
Potential start-up profit	\$2,224 (per month)

*Symptom Solutions scoring requires Microsoft Excel.

Cost: \$795.00 Questionnaire & Symptom Solutions Certificate Program

\$3.50 Each (Minimum of 10) Printed Questionnaires for Patient Completion

The Symptom Solutions® questionnaire comes with the Symptom Solutions® Health Analysis Certificate Program. With such a successful program, many questions are asked. Most of these involve the relevance of the questions asked and how the symptoms are linked to an underlying organ or system. The Symptom Solutions® Certificate Program was developed to answer these questions and to give the practitioner a better understanding of the symptom/system relationship.

Through this course you will learn how and why the Symptom Solutions® Questionnaire works. Each question scores in at least one, and often several areas. You will not only learn where they score but why they score as well as what the relationship is to that system and to each symptom.

The course contains seven informal DVDs of Dr. John “Jack” Hinze, NMD, Pharm.D. and Lynn Quiring, RPh, CCN as they sit down to discuss the reasoning behind the questions in the Symptom Solutions program.

You will learn to recognize key indicators such as:

- What underlying condition does plaque in the arteries indicate?
- What type of woman is most likely to have varicose veins?
- What is the cause of a sensitive scalp?
- Floaters in one’s vision point to insufficiency of which body system?
- If black flies are attracted to a person, what might be indicated?

This set contains extensive video coverage of questions and explanations regarding the Questionnaire as well as a test and a Symptoms Solutions Reference Guide. This unique tool has information indicating what the scores imply for each question in the questionnaire. It is an invaluable reference.

When the accompanying test has been satisfactorily completed, you will be granted a certificate in Symptomology.

Homeopathic Constitution Questionnaire

The Homeopathic Constitution Questionnaire evaluates the common constitutional types and narrows your search to the top five or six scoring remedies. Most people will score highly in areas that have recent reflection including their base constitution. It is important to use your Materia Media in making a final determination.

This questionnaire is to be used as a learning tool. What this questionnaire will do is narrow the number of constitutional remedies to research in the materia medica, teach what questions to ask and why, teach the basic constitutional remedies and their relationship to various answers.

*The Homeopathic Constitution CD requires Microsoft Excel.

Cost: \$199.00



In-Store Training/Pharmacy Consultations With Dr. Gary Kracoff, RPh., NMD

Pharmacy Consultations in Natural Medicine

*Consults typically range from 30-60 minutes depending upon the severity of the case. Typical fees range from \$150 to \$200 per hour for this service. The Pharmacy will charge and be paid for these services, helping to offset the fees charged for In-Store Training.

Dr. Gary Kracoff In-Store Training fees: \$1,500 per day for 2 days (consult fees help to offset this fee), plus roundtrip airfare and 3 nights lodging.

To schedule in-store training; email drgaryk@gmail.com or call 617-549-0173.

Most customers have questions; their questions not only apply prescriptions but to natural products as well. Learn how to earn their confidence and loyalty through Pharmacy Consultations in Natural Medicine.

Dr. Gary Kracoff, NMD, RPh is offering In-Store Training to assist you in implementing new services and increase product sales.

Schedule your time with Dr. Kracoff to make it the most beneficial. Choose from:

Staff Training: They will learn to engage with customers, explore natural options and boost sales.

Host a Lecture by Dr. Kracoff: Customers will become aware of the body's need for healthy digestion and elimination.

Consultations: Dr. Kracoff will lead you through the consult process. Several consultations are encouraged over the 2 days.

- After each consult, you will have a private session to make sure all your questions are answered.
- The cost of In-Store Training includes follow-up phone consultations. You will not be left on your own to figure out what to do next.
- The consultation fee is paid directly to the store. These payments will help offset the cost of In-Store Training.



Avant Wellness Systems' LZ30 Therapy Lasers Z, X & P

Of power, wavelength and pulsing, power has the greatest impact on treatment outcomes. The most advanced Class 3 laser therapy device available, the LZ30-Z has been crafted to offer the highest power, efficacy and versatility in its class without compromising ergonomics and ease of use.



The LZ30-Z has twice the power of the LZ30-X and costs just 15% more; Both are used in professional settings.

The LZ30-Z and X models are identical except for power. Both are appropriate for clinical settings. They feature a cooling system to allow prolonged use at high power, output power adjustment so you can customize the treatment; and the ability to create custom protocols. (The LZ30-Z includes the optional drop-in charger.)

Professional Use:

LZ30-Z: \$5,650, 1000 mW Red (637nm) laser plus 1400 mW IR (808nm) laser

LZ30-X: \$4,950, 250 mW Red (637nm) laser plus 1000 mW IR (808nm) laser

Personal Use:

*LZ30-P: \$3,950, 80 mW Red (637nm) laser plus 600 mW IR (808nm) laser

**Warrantied for personal use only.*

LZ30 family lasers are robust, compact, cordless, versatile and easy to use. LZ30 lasers feature Red and IR lasers for the widest range of clinical applications. These lasers feature USB-C fast charging, built-in memory for hundreds of treatment protocols, advanced automation capabilities, and an industry-leading three-year warranty on all parts.

Power Matters

Higher power means a specific dose can be delivered in less time. This is particularly valuable when treating large areas. In addition to their compact size, the LZ30 therapy lasers pack substantially more power than Erchonia lasers and the Microlight ML830. With three models to choose from, LZ30 laser users can enjoy over 30 times the power of Erchonia's PL series and over 15 times the power of Microlight's ML830.

PROFIT & GROWTH WEBINARS

Correcting Digestive Disorders : From Dysbiosis to Autoimmune Diseases
Marketing Tips, Product Support and Your Questions Answered

Are you too busy to learn new skills, train your staff, create marketing plans, implement sales goals and run your business? We can help!

Give us an hour of your time and we will give you a fresh look at your pharmacy.

Do you face static sales, a declining profit margin or a lack of customer loyalty? Profit and Growth Webinars focus on the targeted inventory and special training that distinguish you from every other pharmacy around.

- Develop a niche in the natural medicine industry offering more than your competitors.
- Offer OTC products that perform, are sought after, distinctive and offer a good profit margin.
- Train, encourage and motivate front-of-store staff to provide customers with helpful, friendly and knowledgeable service

Are you too busy to spend much time implementing change, motivate, train and retrain staff?

Profit and Growth Webinars provide training for you and your staff at your convenience. Choose to either participate live or watch the recording later online at a more convenient time.

- Webinars train on acute conditions and pharmacists are given a complete protocol for guidance.
- Telephone support is available for you anytime you need support.
- Staff will be given one item to focus on to improve sales.
- After some training, staff will be motivated by a sales challenge.
- New hires are able to catch up to the training of others.

\$50 per quarter

Profit & Growth Webinars On-Demand

List last updated 10/18

As a subscriber to the Academy of Integrative Medicine's Profit and Growth Webinar Series, you have access to view previously recorded webinars on-demand throughout your subscription period, as well as new recordings made quarterly. *NOTE: The web browser, Microsoft Edge, does not work with our video server. Firefox, Goggle Chrome or another browser is recommended.*

- Attention Deficit and Behavior Regulation: Profit & Growth Webinar (53 minutes)
- Autoimmune Disease: Profit & Growth Webinar (1 hour 17 minutes)
- Blood Sugar Regulation: Profit & Growth Webinar (1 hour)
- Botanical Medicine Webinar (1 hour 11 minutes)
- Cold & Flu: Profit & Growth Webinar (30 minutes)
- Creating Demand – Marketing Webinar (1 hour 40 minutes)
- Digestive Complaints: Profit & Growth Webinar (1 hour 17minutes)
- Drug Depletion (55 minutes)
- Food Cravings (59 minutes)
- Gallbladder & Gallstones (51 minutes)
- Gluten Sensitivity (1 hour 9 minutes)
- Gut and Thyroid Connection (49 minutes)
- Heart Disease (47 minutes)
- High Blood Pressure (49 minutes)
- Homeopathic Healing: Profit & Growth Webinar (55 minutes)
- Irritable Bowel: Profit & Growth Webinar (39 minutes)
- Joint Pain (1 hour 18 minutes)
- Manipulation of Our Food Supply (56 minutes)
- Pain and Inflammation (1 hour)
- Resolutions for Life Change (1 hour 21 minutes)
- Repairing Adrenal Fatigue (52 minutes)
- Seasonal Pattern of Depression (1 hour 3 minutes)
- Spring Allergies – Profit & Growth Webinar (26 minutes)
- Stress, Anxiety & Depression: Profit & Growth Webinar (36 minutes)
- The Hidden Danger of Summer - Subclinical Dehydration: Profit & Growth Webinar (43 minutes)

Presenter Biographies

Matthew Alfs, M.H., R.H. (A.H.G.)

Matthew Alfs, M. H., R.H. (A.H.G.) is one of only 200 herbal clinicians in North America who has been peer reviewed by the American Herbalists Guild (the only professional body of herbal clinicians in the United States) so as to be granted status as a Registered Herbalist. A popular educator in the botanical-medicine field, he has served as a faculty member of two major universities and two community colleges. Currently, he directs the Midwest School of Herbal Studies, which serves students throughout North America via a distance-education program in herbalism, and for which he has written the 1,200-page curriculum. He has also authored two, highly acclaimed textbooks in herbal therapy (300 Herbs: Their Indications & Contraindications and Edible & Medicinal Wild Plants) and has been published in a wide variety of journals. Memberships include the American Botanical Council (professional member) and the American Herb Association (supporting member).

Dr. Dean Bonlie, D.D.S.

Dean Bonlie D.D.S., graduated with honors from Loma Linda University in 1962. Since then, his occupational journey has been varied and colorful. During the last seventeen years he has found his real fulfillment in the study of magnetism as it relates to health. He has devoted all his energy and focus in this arena. His scientific theory on the effect of magnetism on living tissue has made him a widely accepted authority in this field. He is now recognized as an expert researcher, inventor, consultant and lecturer on biomagnetism.

In the past Dr. Bonlie has been the President of the North American Academy of Magnetic Therapy (NAAMT). He has taught courses in magnetic treatment for the Integrative Medicine post-doctoral degree offered by Capital University in Washington, D.C. He also developed a course in magnetic therapy for the International College of Naturopathy in California. Dr. Bonlie regularly lectures at medical conferences and has given many radio and television interviews. The basis of Dr. Bonlie's theory is that our only source of magnetism is from the Earth, but now that this source is so drastically depleted, it appears to have a distinct impact on health. Initially, his research led to the design and production of the the Magnetic Sleep Pad. This form of magnetic supplementation is the only way to correctly restore the Earth-type magnetic field.

Dr. John “Jack” Hinze, NMD, Pharm.D.

Dr. Hinze was in the healthcare field for nearly 40 years as a naturopathic physician, pharmacist, educator, professor, nutrition counselor and healthcare manager.

He presented more than 140 seminars on natural therapeutics to healthcare professionals and was recognized as a world leader in natural healthcare. He had a network of over 400 physicians who relied on him for consultations and advice on achieving optimal health with their patients. Dr. Hinze specialized in difficult to treat illnesses and had a history of success with hundreds of patients. His death brought a great loss to the field.

Jen Kracoff-Berk, M.S. CCC-SLP

Jen Kracoff-Berk is a Speech – Language Pathologist. She works at Learning Prep School in Newton, MA, providing speech and language therapy to students with language based learning disabilities, many of whom also have social communication challenges.

During the summers, she is the Senior Social Thinking Specialist at the MGH Aspire summer camp, a program for kids with autism spectrum disorders and related social cognitive challenges. Jen’s Social Thinking groups teach kids (and staff) not only how to interact and navigate our world, but why to do so, which helps promote a deeper understanding and increases generalization into daily life.

Dr. Gary Kracoff, RPh, ND

Dr. Gary Kracoff is a registered pharmacist with a doctorate in naturopathic medicine who provides in-depth consultative services at Johnson Compounding and Wellness Center in Waltham, Massachusetts.

Gary’s guiding philosophy is to treat the person as a whole, not to chase symptoms. He focuses on finding the “why” to what is happening physically and mentally and works with individuals to direct them back to health.

Gary frequently lectures at pharmacy, medical and health-oriented conferences. He is an educator at the Academy of Integrative Medicine, conducting two-day seminars for health

care professionals twice a year. Gary also serves on the faculty of the Center for Education and Development of Clinical Homeopathy.

Dr. Ned Looney, RPh, NMD

Dr. Ned Looney received his BS in Pharmacy in 1978. He is was an independent pharmacy owner from 1985-2005, a custom compounder and he ran an HIV-AIDS specialty pharmacy practice.

Ned received his Doctor of Naturopathic Medicine degree from Westbrook University in 2006. From 2013-2016 he operated as the Naturopathic Medical Director for St. Gregory Retreat Centers.

He has been a team member on more than 20 international mission trips, often serving as leader. Currently in the private practice of Naturopathic Medicine, D.B.A. The Naturopathic Pharmacist in Pleasant Hill, Iowa (aka Naturopathic Ned, L.L.C.). Ned is also the Executive Director for the Caring Hands Outreach Center in Altoona, Iowa since 2016.

Dr. Fred Lowry, R.Ph, NMD

Fred W. Lowry Jr. R.Ph. is a clinical pharmacist and a Doctor of Natural Medicine and is trained in providing consultations that lead to healthier lifestyles. He has consulted with hundreds of people who have all types of health-related issues.

Fred is a graduate of the University of South Carolina and is the owner of Lowry Drug. He has had over 30 years of experience in the pharmacy-based wellness business in the field of natural health and hormone replacement.