



Professional Health & Wellness Coaching Program

PHWC ENROLLMENT AGREEMENT

Nutritional Therapy Association

Welcome to the NTA



Future colleagues,

For over 25 years, the NTA has been a leader in the holistic and functional nutrition space. We hold strong that the NTA is one of the original pioneers within our industry, coining terms like “Bio-Individuality” and “Nutritional Therapy”, both of which have become common tongue used by our competitors and those influenced by our teachings through our community of practitioners. We are one of the original “disruptor’s”, going against the grain and pushing back against the heavily incentivized nutrition programming that has been force fed to the American people and beyond.

Our philosophies and educational programming have demonstrated proven staying power, and since our launch in 1997 we have graduated well over 10,000 Nutritional Therapy Practitioners (NTP) and Professional Health and Wellness Coaches (PHWC). In 2023, NTA leadership came together to review our Mission/Vision Statement and ensure that it aligns with our purpose, goals, and values. Let me introduce you to the Mission and Vision at the NTA:

Mission: Our mission is to reverse the epidemic of preventable poor health by educating and empowering wellness champions in every community. #ReverseTheTrend

Vision: Our vision is to lead a wellness revolution that creates an alternative system of care, prioritizing people over profit with a network of professionals that provide the knowledge, resources, and support necessary to reclaim health.

In pursuit of this movement-oriented mission, we begin to draw nearer to the vision – To lead a wellness revolution that creates an alternative system of care. Take a moment and try to conceptualize that... We grow our community. Our practitioner/client results are so tangible that we begin to measurably move the needle. Undeniable traction. That is where the mission bleeds into the vision and the revolution begins, where the first line of defense for most people is to review their health through the lens of a practitioner. Carefully considering what they are, and maybe more importantly-- what they are not --putting into their bodies that could be contributing toward (or directly causing) the issues they’re facing. Reversing the epidemic of preventable poor health with our eyes on a legitimate wellness revolution –welcome to the NTA!



Michael Belz, CEO

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Admissions Requirements

Students must have a high school diploma or GED and be 18 years old or older. High school students may inquire for an exemption and their ability to benefit will be assessed via an essay submission.

To be considered an enrolled student, students must sign this Enrollment Agreement and either pay tuition in full or pay the application fee and payment plan set up fee if using the financing option.

Course Requirements

The Professional Health and Wellness Coaching (PHWC) Program is an eight-month, instructor-led, fully online program encompassing the NTA's foundational approach to impactful and empowering health and wellness coaching. NTA Certified Professional Health and Wellness Coaches (PHWC) are equipped to cultivate curiosity, encourage exploration, and reflect objective truths that empower a client to discover possibilities and create a supportive path toward their vision of health and wellness.

The program provides in-depth coverage of the importance of establishing trust and rapport, key strategies to facilitate behavior change and client resilience, supportive methods to encourage perspective shifts and a growth mindset, as well as effective tools that create space for meaningful client self-discovery such as active listening, reflections, and open-ended questions. Students are empowered with the necessary motivational interviewing techniques, coaching structure and practical skills, and up to date knowledge on critical health metrics to become highly recognized health and wellness professionals in their communities. Take the current healthcare crisis head-on and lead the charge in providing services that will positively impact the future of healthcare, yourself, your family, and your community!

We recommend that students budget an average of 10-15 hours per week for coursework and study, but actual hours will vary depending on learning style, reading speed, etc. To complete the NTA Certified Professional Health and Wellness program, students are required to meet the following criteria:

- Follow the syllabus, meet required homework deadlines, and successfully pass assignments and exams.
- Submit assignments through the NTA's online learning management system and adhere to its terms of use.
- Successfully review and complete all curriculum materials including required reading, video lectures, and live class calls.
- Completion of all practice client work.
- 80% passing standard on the PSA and the written exam.
- Obtain an overall average grade of 80% or higher.

- Attendance at all live class calls (students are permitted to miss up to three live class calls over the duration of the program; however, they are required to watch the recordings of the missed class calls and complete a brief make-up assignment for each missed call).
- Produce original work for projects and assignments. The NTA has a zero-plagiarism policy.
- Adhere to all criteria, agreements, and policies outlined in this Enrollment Agreement.

Technical Requirements: To successfully complete the coursework, PHWC students will need to have a **desktop or laptop computer** equipped with:

- A web camera for Zoom call participation
- Microphone (can be native to your computer)
- High-speed Internet connection
- The latest version of Chrome
- Word processing software
- A PDF reader (free Adobe Acrobat will suffice)

Program Learning Outcomes

Upon successful completion of the program, students will be able to:

- Honor bio-individuality through a whole-person perspective.
- Emphasize client empowerment and self-determined action.
- Recognize that the client is the expert in their own life.
- Strengthen a client's belief in themselves and confidence in their ability to make consistent progress toward their unique vision of health and wellness.
- Listen to the client's experience, recognizes client accessibility, and uses health coaching tools accordingly to meet the client where they are.
- Hold a safe place for clients to continually feel seen, heard, encouraged, trusted and supported.
- Review a client's intake information to assess the client's readiness for change.
- Support the client in exploring and articulating their values and sense of purpose.
- Understand the psychology behind behavior change.
- Effectively partner with clients in designing a vision of health and wellness, setting goals, and navigating challenges.
- Empower the client to design appropriate action steps that move them toward self-determined goals.
- Foster client resilience and encourages a growth mindset.

- Empower clients to cultivate positivity and optimism in their journey.
- Supports clients in identifying and developing habits that help them thrive.
- Draw on motivational interviewing skills as a key strategy to listen and communicate in a way that fosters the client's sense of safety and acceptance.
- Leverage insights from trusted nationally recognized sources and scientific research to support clients in further understanding health and wellbeing.

Online Participation

For the NTA Certified Professional Health and Wellness Coaching program, all course-work will be completed online. You are free to log in any time of day throughout each week to watch the recorded materials and complete your assignments. You are required to attend a 2-hour live lecture weekly. You will be provided with a course syllabus to ensure you complete the modules at the appropriate pace to meet the benchmarks and progress in the course.

Online assignments include (but are not limited to) case studies, multiple choice quizzes, content creation assignments, Client folders, written responses, and a capstone project.

The NTA Certified Professional Health and Wellness Coaching Program requires that students participate in instructor-led webinars to pass the course and meet the requirements as a NBHWC Approved Training Program. In these live class calls, students will build upon their skills, master course content, and learn through real world application. This interactive experience really sets NTA's program apart from a traditional online school as they allow you to enjoy the benefits of a live classroom such as direct instruction and guidance from the instructor team, an opportunity to build a community with like-minded individuals, and a chance to ask questions and explore case studies in real time—yet it still maintains the flexibility of online learning for the remainder of your coursework.

You are welcome to attend either live class call each week to support unexpected schedule changes. In other words, you may attend the evening class call one week, then the morning class call the following week, etc.

Or, if you need to miss a live call completely one week, you have the opportunity to watch the recording of the missed class call and complete a brief make-up assignment. **You are allowed to miss up to three live class calls over the duration of the program.** Attendance is tracked via Zoom and reported in your Canvas classroom.

Please note sharing these recordings and/or associated classroom materials across classrooms or to any external party is prohibited to protect student privacy and the intellectual property of instructors.

Assignments & Assessments

Grades and Passing Standard

The PHWC program assignments and assessments are graded with a points-based grading scheme. To pass an assignment or exam, students must score a minimum of 80%. To pass the course and earn the PHWC credential, a student must obtain an overall average of 80% or higher and pass all exams and client assignments. Grades are reported in the Learning Management System during the course and via a digital transcript upon completion. Students are required to keep track of their academic progress throughout the course.

There is a set due date for each assignment in the course. All submissions must be made by this date.

Resubmissions are subject to Instructor approval and are awarded on a case-by-case basis. Approved resubmissions can score a maximum of 80%.

After Coaching Mentor Session #4, all students will have their academic progress assessed. You will receive communication from the Student and Community Affairs team regarding your progress and be informed of any necessary steps to take. Students who have a 60% or below at this progress check will be counseled on their drop and deferral options. Students will not be permitted to move on to the Practical Skills Assessment if they have 60% or less following Coaching Mentor Session #4.

Examination Policies and Procedures

The PHWC program has two summative assessments at the end of the program. One formal assessment is the Practical Skills Assessment exam, which the student is responsible to schedule between weeks 26 and 30. The other formal assessment is the Final Written Exam during week 31.

If a student fails or misses the written exam, they have one week (7-calendar-days) from the originally scheduled test date to retake and pass the test.

If a student does not pass their PSA, they have one week (7-calendar-days) to retake their PSA.

If the student does not pass the written exam or PSA after a second time, they will be presented with the option to file a special request/appeal for a second retake. The NTA honors that there may be special and/or extenuating circumstances and will evaluate such on a case-by-case basis.

Throughout the course of the program, the PHWC program also includes four formative assessments, conducted via live 1:1 sessions with a Coaching Mentor. These formative assessments provide opportunity for students to practice their coaching skills in a supportive environment and receive immediate feedback from an experienced Coaching Mentor. A student must attend all four summative assessments and demonstrate growth and/or improvement each session based on the feedback they receive.

Homework Extension Policy

If an emergency or extenuating life circumstance prevents a student from completing their coursework by the final homework deadline, it is their responsibility to contact the Student and Community Affairs Team to request a homework extension at nta@nutritionaltherapy.com.

If the Student and Community Affairs Team approves, the student will be granted a 21-calendar-day homework extension, calculated based on the homework deadline date. **The student will need to pay a \$75 Homework Extension Fee** before the extension becomes official.

This extension is only for those students who have been keeping up with their studies throughout the course but found themselves unable to complete the last few assignments.

If a student pays the extension fee but fails to submit their homework within the 21-days, the NTA may consider granting them an additional extension on a case-by-case basis in extreme circumstances. The NTA will charge \$75 for each additional three-week extension to keep the student's Learning Management System account active. The NTA will only grant students **a maximum of three total extensions (a total of 63 calendar days)**. If a student has failed to complete all their outstanding work by this time, they will not earn their certification and must re-enroll and complete the entire course again if they wish to earn the PHWC certification.

Payment Terms & Conditions

Payment Options

Students may elect to pay their tuition in full directly to the NTA via credit card, debit card, or ACH payment. Students may also opt to participate in the NTA Payment Plan or finance their education through a third-party lender.

Tuition and Fees

The retail price of tuition for the PHWC program is \$5,000 USD. This price does not reflect potential discounts or enrollment bundle options a student may receive.

The application fee for the PHWC program is \$99 and is non-refundable.

The monthly \$25.00 payment plan service fee is non-refundable, but will not be charged for remaining months if tuition is paid off early. Both fees are in addition to tuition.

Tuition installments for a 8-month payment plan at the full retail price of tuition would amount to \$625.00 USD plus \$25.00 monthly service fee making the total per month \$650.00 for 8 months. Tuition installments for a 16-month payment plan at the full retail price of tuition would amount to \$312.50 USD plus \$25 monthly service fee making the total per month \$337.50 for 16 months. These rates do not reflect possible discounts or bundled enrollments.

There are no penalties for early repayment. Students who pay their tuition off early may be eligible for a prorated reimbursement of their payment plan set up fee. If you have any questions about paying off your tuition balance early, reach out to financing@nutritionaltherapy.com.

Bundled products have limited financing options which can be discussed with an Academic Advisor during the enrollment process.

*Important note for 16-month payment plans: Students participating in a 16-month payment plan must sign a personal guarantee at the time of enrollment since the length of their payment plan exceeds the length of the program. Certificates/credentials will not be issued to students on the 16-month payment plan without this signed personal guarantee.

Payment Schedule

When paying in full, the application fee and the total amount of tuition is due upon enrollment.

When utilizing the payment plan, the application fee is due upon enrollment. The first tuition installment and service fee will be charged on the 1st of the month beginning with the month that the program begins. For example, if you enroll for the February cohort, your first tuition installment and service fee will be charged February 1st. The remaining installments will be charged on the 1st of each subsequent month for 7 months to complete the 8-month payment plan, or, for 15 months to complete your 16-month payment plan.

Responsibility for Non-Payment

The enrolled student is responsible for ensuring that payments are made on time and in full according to the Payment Schedule. Student shall be responsible for ensuring payments are made on time and in full even if tuition is being paid for or reimbursed by a third party (such as an employer or lender). The student is ultimately responsible for non-payments on their tuition regardless of what arrangements they may have with third parties. The NTA reserves the right to suspend the student's access to the course until such fees are paid.

Payment Authorization

The student authorizes the NTA (without notice to student beyond this agreement, unless required by applicable law) to charge student's provided payment card, as applicable, according to the Payment Schedule in USD. In the event that student has elected to pay by a means other than credit card and the payment is not received or the NTA is not able to process the payment, The NTA is authorized to charge the payment card on file for the payment. Student shall bear all responsibility for third-party charges for payment processing for transaction fees, overdraft charges, and foreign exchange fees. In the event a payment declines, the NTA will attempt to process the payment card until the past due amount is successfully charged/collected.

Late Payments

A student's failure to provide the NTA with a valid payment card for payment of tuition and applicable fees according to the due date or failure to pay according to the Payment Schedule (including the student's payment card issuer or online payment system not approving the charges for any reason) will result in the payment being declared late. Students will receive late payment notifications from the NTA and the NTA will continue to attempt to process the payment card until the account balance is made current. Late payments may be subject to interest at a rate of 12% per annum (or the highest rate permitted by applicable law (if lower)). Payments delinquent by more than 15 business days will result in loss of access to the course and the online LMS, including termination of student's privilege to access and participate in student forums maintained by the NTA. The student's account may be submitted to a collections agency and the student's non-payment may be reported to a credit bureau. Students shall be responsible for all costs and fees of collection if their account is sent to collections. All late fees incurred by the student will be charged to the payment card on the next billing cycle and going forward until paid in full.

Cancellation & Refund Policies

Cancellation Policy

A cancellation is defined as a student choosing to cancel their enrollment prior to the start of the program. This decision has to be declared in writing to the NTA at **nta@nutritionaltherapy.com** prior to the first day of class. Canceling students will receive a full refund less any non-refundable fees (such as the application fee or payment plan service fee). Any requests submitted on the first day of class or after are considered a withdrawal.

Program Transfer Policy

Prior to the first day of class in a credentialing program, students are eligible for a one-time transfer to the next available cohort for no additional cost. If you paid in full, your tuition will simply be moved over to the next enrollment cycle. If you are on a payment plan, you may opt to stay on your original schedule, or, adjust your payment plan to align with the new cohort timeline. Only one transfer is permitted and it is limited to the next enrolling cohort following the original enrollment. For example, if you enrolled in the Spring cohort, you can transfer to the Fall cohort at no cost prior to the first day of class.

Withdrawal Policy

A withdrawal is defined as a student electing to withdraw from a program that is already in progress. This decision has to be declared in writing to the NTA at **nta@nutritionaltherapy.com**. The refund eligibility will be determined using the chart provided in the Refund Policy. It is calculated based on the date the written email notice is received by **nta@nutritionaltherapy.com** and the current number of days the course has been active. Any non-refundable fees (such as the application fee or payment plan service fee) will be deducted before refunds are calculated and students on a payment plan must pay the declared balanced due before their withdrawal can be processed.

Students will be disconnected from their classroom when their withdrawal request is confirmed.

Refund Policy

Students are eligible for a full refund, less applicable fees, when canceling prior to the start of the program. Students are only eligible for a partial refund less applicable fees when they withdraw within the first 30 days of their enrolled program. There are no refunds for withdrawals from day 31 onward. Students who pay in full will be given a refund less the applicable fees and the % of tuition due at the time of the withdrawal based on the schedule below.

Students on a payment plan must pay the percent of tuition due according to the schedule below and will not receive a refund unless they have paid more than the percent of

tuition due at the time of their withdrawal. For example, if a student has only paid 10% of tuition and decides to withdraw on day 12 when 25% of tuition is owed, they will owe the remaining 15% of tuition and will not receive a refund. Regularly scheduled tuition installments will be collected until the balance due has been paid or students may elect to pay the balance due in one lump sum. A student may be submitted to collections if they fail to pay their balance due according to the agreed upon payment plan schedule or an updated schedule agreed upon with the finance team at the time of the withdrawal. If a student has only paid 30% of tuition on their payment plan and decides to withdraw on day 12 when 25% is owed, they will receive a 5% refund on tuition (applicable fees are not factored into the refund calculations).

Also see Bundled Enrollments Policy if you purchased a bundled item.

Withdrawal Period	Tuition Due	Refund Amount
Prior to the start of Class	0% of tuition	100% of tuition if paid in full, or 100% of tuition paid thus far on a payment plan
Day 1-14 of the course	25% of tuition	75% of tuition if paid in full, or any amount the student paid over the 25% owed if on a payment plan
Day 15-30 of the course	50% of tuition	50% of tuition if paid in full, or any amount the student paid over the 50% owed if on a payment plan.
Day 31 and beyond	100% of tuition	No refunds are issued from day 31 and onward. Payment plan students owe the full tuition amount and must continue their payments accordingly.

* Non-Refundable Fees: Application fee and/or payment plan service fee as applicable

Bundle and Add-on Policies

Mastering Blood Chem with Emily Marrow Bundle

Access will be granted after graduation from the NTP program as this is advanced training.

A full refund is available within 3 calendar days of the original purchase. For the first 30 days of the NTP program, this bundled purchase follows the same refund percentage and schedule as the NTP Cancellation Policy table. From day 31 onward, this bundled course is non-refundable.

If this bundled course is purchased at a discount, refunds within the 30-day eligibility window will be subject to withholding of any expenses the NTA incurred to secure your access during that time. These expenses may be up to and including the full amount of the discounted purchase price.

Failure to complete the NTP program within your original enrollment cycle forfeits access to the bundled course.

Once a student graduates from the NTP program, Emily Morrow will provide access to the course. The student's enrollment in Master Blood Chem with Emily Morrow will then be subject to her terms and conditions, which are available here:

<https://www.bloodchemwithem.com/pages/terms>.

Foundations of Healing Bundle

Access is granted within 3 days of purchase. A full refund is available within 3 calendar days of the original purchase. The course is non-refundable thereafter.

Students will have 12 weeks of access to engage with the course materials and download any available resources. Additional months of access may be purchased at the rate of \$25 per month.

NTA Health 1:1 Personal Consultation Bundle

This non-refundable purchase includes a 60-75 min Zoom consult to address your top health goals. A skilled NTP will review your NAQ results to identify priorities and create a personalized plan with nutrition, supplement, and lifestyle guidance. Includes helpful resources. Consult must be used within 30 days.

Career Compass Bundle

Access is granted within 3 days of purchase. A partial refund is available within 3 calendar days of the original purchase, less the \$50 website setup fee associated with NTASites. The course is non-refundable thereafter.

Students will have 2 years of access to engage with the course materials and download any available resources. Members of the NTA Practitioner Network can enjoy continued access to Career Compass for the duration of their membership subscription. NTASites will provide an opportunity to renew a separate subscription to retain access.

Marketing Toolkit Bundle

As an instant-access digital resource, this product is non-refundable. Customers will have access to the tutorials and download links in NTA Connect for 2 years. All templates can be saved to your own Canva account or downloaded for permanent access.

PHWC Client Handout Bundle

As an instant-access digital resource, this product is non-refundable. Customers will have access to the download links in NTA Connect for 2 years. All files can be saved to your own Canva account or downloaded for permanent access.

Give the Gift of Healing Bundle

Students will be asked to complete a form identifying the individual they wish to gift this course to. Recipient information must be submitted by November 30, 2025. Once the NTA receives the completed form, the designated recipient will gain access to the course on December 1, 2025. Non-refundable after November 30th, 2025.

Students will have 12 weeks of access to engage with the course materials and download any available resources. Additional months of access may be purchased at the rate of \$25 per month.

NTA Holiday Guide

As an instant-access digital resource, this product is non-refundable.

Deferral Policy

In the event a student needs to withdraw from their cohort, there is a one-time opportunity to request a deferral to a future cohort within a 12-month period from the original start date. The student must submit this request in writing (via email) to the NTA at nta@nutritionaltherapy.com and specify the cohort they wish to join. There is a non-refundable deferral fee assessed for this transfer, which is calculated based on the date the deferral request was emailed using the table below. This fee factors in increases in tuition, the growing cost of instruction, and annual increases to our student services and technology costs.

To qualify for this deferral opportunity, a student must be paid in full or up to date on their payment plan installments with commitment to pay the remaining balance. Students facing extraordinary circumstances, namely a change since enrolling in the education session, may petition NTA to determine an appropriate payment schedule for the remaining tuition installments due. Students may not use this option if they are already on a reduced tuition rate enrollment for a previous hardship.

A student who elects to defer from their original start date is no longer eligible for a refund on their tuition or deferral fee and is responsible for any remaining balance on their account including commitment to pay the remaining balance according to the originally agreed upon payment schedule.

If a student has already utilized the deferral option and encounters an additional need to withdraw, they will not be eligible for any additional deferral opportunities.

Deferral Period	Deferral Fee Due
Day 1-14 of the course	\$500
Day 15-30 of the course	\$750
Day 31 and beyond	\$1000

*Prior to the start of class, students may contact Admissions at admissions@nutritionaltherapy.com to inquire about transferring prior to the start of class.

NTA Initiated Drop

The NTA can initiate an automatic drop of a student from the program under the following circumstances:

1. A student does not login to the online classroom or complete any work for 3 months with no response to contact from the NTA.
2. A student fails to provide written notice of dropping the program as outlined above. Your drop is not official without written notice (email is acceptable).
3. A student breaches any section of the student contract and/or violates any code of conduct policy.
4. A student on a payment plan fails to provide updated payment information leading to a successful transaction within 5 business days of a declined tuition installment.

In the event of an NTA Initiated Drop, refunds will be issued based on the Refund Policy if applicable. The student will be immediately disconnected from the online classroom and will be issued written notice of these actions from the NTA. Classroom re-admittance in a future cohort will be evaluated by the Academic Council on a case-by-case basis dependent upon the circumstances. Students may submit a request for re-admittance to nta@nutritionaltherapy.com for consideration.

Exemption Request Process

The aforementioned policies shall be applied consistently in all situations involving withdrawal or removal from an NTA program. Any student who has experienced a significant, life-changing, negative event during the course of the program has the opportunity to request an exemption from the standard procedures and seek accommodation in support of their crisis.

To qualify for an exemption request submission, which does not guarantee approval, a student's situation must meet the following criteria:

- The situation must have occurred after the start of the NTA program
- The situation must be something that was beyond control of the student
- The situation must have placed significant financial burden on the student
- The situation must have disrupted the student's ability to engage appropriately in the course, or, prevented them from continuing to engage moving forward
- There must be documented evidence of the significance of the situation and proof that the student made every available effort to find solutions or self-manage the issue
- The student must have documented correspondence showing they communicated with their instruction team and with the Student and Community Affairs Team to become fully informed of the standard options available
- There must be evidence to substantiate why the standard drop, deferral, and re-entry options are not viable based on this situation

If a student encounters a situation during the course of the program that meets the above criteria and places the student in the position of adhering to the drop, deferral, and re-entry policies, they may follow the below procedure to submit an exemption request for review by the NTA Academic Council.

1. The student must submit in writing a request for the exemption form (via email to nta@nutritionaltherapy.com) from the withdrawal, deferral, and/or refund options that have been provided to them.
2. Once this request is received, Student and Community Affairs will provide a form for the student to outline the situation, with a detailed explanation of the impact it had on the student financially and academically.
3. The form must include copies of communication with instructors and/or the Student and Community Affairs team regarding the situation that demonstrates the student's effort to understand their options and collaborate on solutions.
4. The form must include documentation or evidence of the situation (such as a letter from a doctor) that shows proof that the event occurred after the NTA program commenced.
5. The form must include the accommodation or arrangement the student is seeking and how it better meets their needs than the standard options presented.
6. The student must also communicate their plan for mitigating the situation or ensuring the situation does not continue to impede their success in their new enrollment.

Upon submission of this form and supporting documentation, the materials will be provided to the members of the NTA Academic Council for review. The council will thoroughly vet the submitted information and may reach out via email or telephone to discuss any items that require clarification. The council will come to a decision as to whether or not the exemption request can be approved and if the suggested accommodations are reasonable. In the event the council deems the request is approved but the accommodations are not reasonable, alternative options will be provided for the student to select from. If it is ruled that the situation does not meet the outlined criteria for exemption eligibility, the student will abide by the standard drop, deferral, and re-entry options previously provided.

Force Majeure

In no event shall the NTA be responsible or liable for any failure or delay in the performance of its obligations hereunder arising out of or caused by, directly or indirectly, forces beyond its control, including, without limitation, strikes, work stoppages, accidents, acts of war or terrorism, civil or military disturbances, pandemics, nuclear or natural catastrophes or acts of God, and interruptions, loss, or malfunctions of utilities, communications or computer (software and hardware) services; it being understood that the NTA shall use reasonable efforts which are consistent with accepted practices in the online education industry to resume performance as soon as practicable under the circumstances.

Understanding Health Coaching

Goals of Health Coaching

NTA Certified Professional Health and Wellness Coaches (PHWC) are equipped to cultivate curiosity, encourage exploration, and reflect objective truths that empower a client to discover possibilities and create a supportive path toward their vision of health and wellness.

PHWC Scope of Practice

A Professional Health and Wellness Coach (“PHWC”) is a health coach educated by the Nutritional Therapy Association, Inc. PHWCs are trained to master the art of cultivating curiosity, encouraging exploration, and reflecting objective truths that empower a client to discover possibilities and create a supportive path toward their vision of health and wellness.

A PHWC utilizes a wide variety of tools and coaching skills to help clients discover the internal motivation, resources, and strategies they need to make lasting, impactful changes for their health and wellbeing. These tools include:

- Motivational interviewing including reflective listening, open-ended questions, affirmations, reflections, and summaries
- The NTA Health and Wellness Wheel Assessment
- Unconditional positive regard and empathy
- Calm coaching presence
- Coaching tools for expanding as well as focusing the coaching conversation
- Understanding of behavior change psychology and positive psychology and the role of both in health coaching
- Opportunity to access exclusive PHWC HIPAA compliant health coaching software with client forms and reports
- Supportive PHWC coaching session structure and frameworks
- PHWC resource library

All support provided by a PHWC should be evidence-based and focused on providing a client-led experience. A PHWC is not trained to provide medical advice or recommendations. A PHWC may not diagnose, treat, prevent, prescribe, or cure any pathological condition, illness, or disease. No provided education or comment made by a PHWC should be construed as medical advice or a diagnosis.

According to the National Board of Health and Wellness Coaches (NBHWC), health coaches may, when appropriate, offer evidence-based resources and information from nationally recognized authorities. Additionally, they may support in the implementation

of a provider's treatment plan when working under the license of a qualified medical professional.

The NBHWC also outlines provisions for health coaches who hold state or nationally recognized credentials, permitting them to provide insights covered under the professional scope of practice for that license provided conflicts of interest are discussed, appropriate boundaries are upheld, and the client is asked for permission to step out of the health coaching conversation and enter a conversation under the other professional discipline. Further details from the NBHWC can be found on their [website](#).

When a PHWC completes their program, they earn the right to use the designated title of an NTA certified Professional Health and Wellness Coach, or, PHWC. A PHWC must adhere to the laws in their state, which govern the appropriate use of other titles that may be applicable to their field and services offered.

Coaches should be knowledgeable of the right to practice as a health coach in their state of residence as defined by the laws of their state. Please visit the Council for Holistic Health Educators for more information.

Roles Performed by Professional Health and Wellness Coaches:

The role of a PHWC is to serve as facilitators in the behavior change process, supporting a client in discovering their own strength and abilities to achieve their health and wellness goals. PHWCs utilize client interviews, intake assessments, and effective behavior change practices to help their clients take ownership of their health and feel empowered to make positive progress, even in the face of a challenge.

PHWCs are wellness champions in their community that empower clients with the confidence, resources, and support necessary to reclaim health. In order to utilize this credential, a health coach must abide by this scope of practice and the relevant state or federal laws and regulations in their region.

PHWCs Don't:

- Recommend food, supplements, or lifestyle habits for clients to incorporate
- Direct or determine a client's goals and objectives
- Work outside of this Scope of Practice, unless they are nationally or state licensed and have an alternative Scope of Practice for that profession
- Diagnose or treat disease
- Make unproven health claims
- Misrepresent training or title

PHWCs Do:

- Review a client's intake information to assess the client's readiness for change
- Support the client in exploring and articulating their values and sense of purpose
- Empower the client to design appropriate action steps that move them toward self-determined goals
- Understand the psychology behind behavior change

- Effectively partner with clients in designing a vision of health and wellness, setting goals, creating action steps, and navigating challenges
- Foster client resilience and encourage a growth mindset
- Empower clients to cultivate positivity and optimism in their journey
- Support clients in identifying and developing habits that help them thrive
- Draw on motivational interviewing skills as a key strategy to listen and communicate in a way that fosters the client's sense of safety and acceptance
- Leverage insights from trusted nationally recognized sources and scientific research to support clients in further understanding health and wellbeing
- Collaborate and partner with the client's medical team to support clients in adopting doctor prescribed protocols
- Work as a health coach in private practice and/or in the healthcare system
- Refer clients to licensed medical professionals if the client requires medical or mental health interventions

Distinguishing Features of Professional Health and Wellness Coaches:

- Honors bio-individuality through a whole-person perspective
- Emphasis on client empowerment and self-determined action
- Recognizes that the client is the expert in their own life
- Strengthens a client's belief in themselves and confidence in their ability to make consistent progress toward their unique vision of health and wellness
- Listens to the client's experience, recognizes client accessibility, and uses health coaching tools accordingly to meet the client where they are
- Holds a safe place for clients to continually feel seen, heard, encouraged, trusted and supported

State Regulations

PHWCs are not licensed or certified by any state. The Nutritional Therapy Association, Inc.® provides a certification to students who have successfully met all course requirements, including a written exam. Laws and regulations regarding certification and licensure requirements differ from state to state and occasionally change. **Students and PHWCs must research the laws in the state in which they intend to practice. You can learn more at <https://holisticcouncil.org/>.**

National Board Exam Eligibility

Graduates of the NTA's PHWC program meet the "Complete an NBHWC Approved Training Program" requirement to sit for the NBHWC Certifying Exam; however, there are additional requirements to sit for the HWC certifying exam as well: complete 50 health and wellness coaching sessions document completion of an associates degree (or higher) or 4,000 hours of work experience. [Click here to ready the full requirements.](#)

Health Concerns

As a PHWC student, make sure your clients understand their responsibility in working with their healthcare providers/healthcare team before implementing any nutrition or lifestyle changes. If your clients suffer from a medical or pathological condition, they must consult an appropriate healthcare provider before changing their diet or lifestyle. A PHWC is not a substitute for a family physician or other appropriate healthcare provider. Health coaching, leading to healthy nutrition and lifestyle changes, can be a beneficial adjunct to more traditional care. Still, it may alter your client's need for medication, so your clients must always keep their physician informed of any nutrition and lifestyle changes. If your client has any physical or emotional reactions to nutrition or lifestyle changes, the client should contact their doctor immediately to discuss the reaction. Since every human being is unique, PHWCs cannot guarantee any specific result from health coaching or nutrition and lifestyle changes.

Scope of Practice Violations

In the event a violation of scope of practice is reported to the NTA, our Academic Council will conduct an investigation, which will include the following steps:

- A conversation with the reporter will be held, along with a collection of any evidence they have to support their claims. Their identity will be kept confidential whenever possible.
- A review will be conducted of any public facing content associated with the PHWC in question as relevant to the nature of the complaint, including but not limited to their website, social media content, and professional listings.
- A conversation with the PHWC in question will be held to notify them of the complaint, share any findings we have from our initial investigation, and, depending on the nature of the reported violation, we may ask the PHWC to provide us with any documentation or information they have about the reported event/action.
- Details of the complaint and resulting conversations will be documented in the PHWCs record within NTA's database.
- After assessing all available information, the Academic Council will determine if any action is required and will notify the PHWC of any needed changes or resulting consequences.
- If the incident involves direct harm to an individual with documented proof, the first violation can result in a revocation of certification from the NTA.
- For all other first offenses found to be valid, the NTA will issue a written warning to the PHWC and provide guidance to ensure scope of practice is upheld moving forward.
- If a second violation is reported and found to be valid, the PHWC will be placed on probationary terms to be determined based on the nature of the violation.
- In the event a third violation is reported and found to be valid, the NTA may revoke the PHWCs credential and they will no longer be certified to practice.

- If you need to report a violation you have witnessed or experienced, follow the steps below:
- Gather the documentation/evidence you have to substantiate your claim. The NTA cannot properly investigate any report that is not sufficiently supported with evidence.
- Write an account of your concern and attach supporting documentation to **nta@nutritionaltherapy.com**, being sure to name the PHWC and your specific concerns related to a scope of practice or code of ethics violation.
- The report will be provided to the members of the Academic Council and the outlined investigative process will ensue.

Student Rights and Responsibilities

- All students have the right to receive high quality education that relates to the stated programmatic outcomes and contains relevant skill development exercises for their desired credential.
- Students have the right to learn in a peaceful, safe environment that is free from prejudice, harassment, discrimination, violence, intimidation, or bullying.
- Students have the right to be treated with respect and to be given fair and equitable options when the need for support arises. All students will receive fair and appropriate accommodations to meet individual learning needs, consistent with state and federal law.
- Students are responsible for reviewing all recorded lecture content, live class call content, and required reading for all program modules.
- Students are responsible for completing all assignments and assessments and must meet an overall academic standard of an 80% or higher final grade.
- Students are responsible for finding and working with practice clients during the clinical portion of the program and must score a minimum of 80% on all client related assignments.
- Students are responsible for helping to create a positive learning atmosphere where all students feel safe and free to share their ideas, express their opinions, and learn without fear.
- Students are responsible for communicating with NTA staff and instructors to communicate their learning needs, request accommodations, or ask questions about the learning material.

Due Process

In the event that a student violates any part of the code of conduct or policies agreed upon in the enrollment agreement, they will be given written notice of the issues and either provided with an action plan to resolve the issues or a formal statement of the associated consequences depending on the severity. The student may email the VP of Academics, Mallory Acosta (macosta@nutritionaltherapy.com) to understand their due process and share their account of the incident.

The Vice President of Academics may temporarily suspend any student for disciplinary reasons that jeopardize the health or safety of the classroom environment, including student harassment, intimidation or bullying, or for other conduct disruptive of good order or of the instructional effectiveness of the school. A temporary suspension by the VP of Academics shall not exceed five (5) school days in length; and the CEO may extend the temporary suspension an additional ten (10) school days.

During the temporary suspension, the Academic Council will review the situation and

collect statements from involved instructors and students, including the student on suspension. The Academic Council will seek to find amenable terms for readmitting the student whenever possible.

Provided, that on a finding by the Academic Council that immediate return to classroom attendance by the temporarily suspended student would be detrimental to other pupils' health, welfare or safety, the Academic may extend the temporary suspension for an additional five (5) school days. In the event of a violation that cannot be corrected or amended, the student will be permanently suspended. Any applicable refunds will be issued according to the refund and cancellation policy.

Privacy Policy

The NTA collects your personal information, including your email address, mailing address, and phone number in order to ensure you receive all necessary information about the course you enroll in, important communications from your instructors and the NTA support staff, and critical documentation such as your certification.

We respect the privacy of this information and do not sell it to third parties. However, we do maintain the right to share needed information with vetted and respected organizations that have direct interaction and impact on your learning experience in the classroom and as a graduate. You may receive emails directly from these organizations when necessary for account creation and verification.

By registering for a course with the NTA, you consent to have your personal information shared with these select organizations as they support your growth and development during the program and provide an important resource when you enter the industry. You always have the choice to unsubscribe to the communications you receive from these organizations.

Code of Conduct

The NTA works to foster a learning environment that is open and accepting of diverse opinions, experiences, and beliefs. We value the exchange of ideas and knowledge and are committed to ensuring the classroom is a safe space for all students to contribute and participate. Whether engaging in online classroom discussions or conference calls, the NTA requires that all students behave professionally, respectfully, and constructively in all interactions.

Students must refrain from sharing any Zoom recordings from their class with any party, including students in other classrooms, friends, family members, or other organizations to protect the privacy of other students involved in the class calls. Students must also keep any personal information shared by peers in the classroom and in the client consultation process confidential.

Personal Health Needs

The Nutritional Therapy Association understands that students choose to enroll in our programs as part of their personal health journeys. However, if a student is unable to finish the class or meet the criteria outlined in the student contract due to a pre-

existing medical condition or newly-discovered health issue, the NTA must adhere to the cancellation policy, refund terms, and withdrawal policy that all students agree to upon enrollment.

ADA and Student Services Policy

The Nutritional Therapy Association is committed to serving all students and will provide reasonable accommodations to students with disabilities in accordance with our ADA Policy. Students must request accommodations and provide the necessary documentation 6 weeks prior to the start of class. For full policy details, please visit nutritionaltherapy.com/ada-policy/

Students also have access to their live instructor team via email, office hour appointment booking, or a dedicated instructor forum in the classroom where they can ask questions, get help with homework, and receive guidance when working with clients.

Our Student and Community Affairs team can be reached at **nta@nutritionaltherapy.com** if students need support understanding their deferral or withdrawal options or if they are having a classroom issue they want to address outside of the instruction team.

The finance department can be reached at **financing@nutritionaltherapy.com** if a student has questions about their tuition payments or needs other financial support regarding their enrollment with the NTA.

Student/Client Services Policy

During your time as a student in an NTA training program, you are not permitted to charge for PHWC consultation services provided, including time spent on the practice client work necessary for the course. As with other professional certification programs, it is unethical to collect compensation for the skills you are still learning and refining as a student.

International Student Disclaimer

(Applicable to all students residing outside of the U.S.)

The Professional Health and Wellness Coaching program is a U.S.-based educational offering. Although we love working with international students and successfully train a diverse group of PHWCs annually, the content, required reading, resources, and support provided as part of the course are developed to be relevant and applicable specifically to students who live in the United States. Neither the NTA nor its instructors can answer questions specific to international locations, including but not limited to questions related to legislation, foods unique to a region, or supplement companies that are accessible in other countries.

Instructor office hours, class calls, email response time, and other interactive components of the course may not be offered at times that are accessible for an international student's time zone. While our team will provide support as swiftly as possible, they will not work outside of our standard operating hours and any delays due to time zone differences are not grounds for complaint.

It is the sole responsibility of all students, both domestic and international, to determine and understand the laws in their region for practicing as a health coach and how they may

operate as a PHWC within their state or country.

Additionally, a strong grasp of written and oral communication in English is required to take the program.

Required Reading Disclaimer

It is the sole responsibility of all students, both domestic and international, to obtain the required reading materials for their training program. If they choose to purchase formats or editions that differ from what is specified on the required reading list, it is the student's responsibility to determine what page numbers to read, the NTA will not provide assigned page numbers for editions or formats that differ from what we have directed students to purchase.

Nutri-Q Disclaimer

During the program, students will gain access to several proprietary client intake forms through the NTA owned platform called Nutri-Q. While students are permitted to use these forms both as students and in their practices once they graduate provided they maintain a paid subscription to the Nutri-Q platform, it is expressly prohibited to reproduce, copy, recreate, or sell these forms and their associated reports for your own financial gain.

Copyright Disclaimer

The curriculum materials presented in and provided for your PHWC education, including but not limited to slides, recorded lectures, live lecture presentations and recordings, and lecture transcripts, are copyright protected and intended only for use in your personal education journey and are the sole property of the Nutritional Therapy Association. These materials cannot be copied, recorded, screenshot, or otherwise duplicated or distributed without the express written consent of the Nutritional Therapy Association. If you wish to utilize concepts and information you learned in the program for future business endeavors, we respectfully ask that you synthesize and summarize the material to create your own original work for your audience. You may reference information you learned in the course, giving the NTA an appropriate reference citation, but direct usage of our course materials is prohibited. If you need a refresher on what and how to cite appropriately, please visit The Purdue Online Writing Lab to learn more about APA citations. The sharing of course access with any party other than the paying student is also strictly prohibited.

Plagiarism Policy

As a student of an NTA program, it is expected that the work you submit for assignments, projects, and assessments is your original material and any source you utilize should be cited appropriately. Instructors will monitor submissions for signs of plagiarism and students will be immediately removed from the NTP course if an act of plagiarism is confirmed. Utilizing AI tools (i.e. ChatGPT) to complete assignments or assessments is also considered plagiarism. For a detailed definition and deeper understanding of

plagiarism, read “Plagiarism: Why is it such a big issue for medical writers?” [here](#).

Use of Other Modalities

During the program, some students may be excited to demonstrate or talk about other modalities in the online classroom or webinars (e.g. pendulums, Contact Reflex Analysis, Applied Kinesiology, NRG Foot Baths, etc.). While the NTA appreciates the diverse experiences and training our students and Instruction Team bring to class, these types of modalities are outside of the scope of the NTA’s training programs and will not be permitted during class.

Religious Accommodations

The Nutritional Association will make good faith efforts to provide reasonable religious accommodations to students who have sincerely held religious practices or beliefs that conflict with a scheduled course/program requirement. Students requesting a religious accommodation should make the request, in writing (via email) to **admissions@nutritionaltherapy.com**, prior to enrollment. Being absent from class or other educational responsibilities does not excuse students from keeping up with any information shared or expectations set during the missed class. Students are responsible for obtaining materials and information provided during any class missed. The student will work with the instructor to determine a schedule for making up missed work and should be prepared to complete additional seat-hour assignments such as case studies, research papers, or creating client hand-outs. The exact number of tutoring hours and make up assignments will depend on the hours missed for religious purposes.

Student Complaint Process

First Steps:

Before a student files a complaint, they should make a good faith effort to resolve the problem by:

- Communicating directly with an instructor or appropriate NTA staff member about the issue
- Present a reasonable resolution in this communication or explain what would help solve the problem
- Keep notes of the situation and their efforts to resolve it

What Happens Next?

If the student cannot come to a resolution through their personal efforts, they must provide a written notice of their complaint via email to Mallory Acosta (VP of Academics) at **macosta@nutritionaltherapy.com**. Within 10 days of receiving your complaint, the VP of Academics will review it and notify the student of the available options or resolutions within the NTA’s standard policies.

If a Complaint is Not Resolved

If a student believes the provided options/resolutions are unjust or unreasonable, they

must complete the Exemption Request Form outlining the situation, what they have done to try and solve the problem, why the provided resolutions are unacceptable, and what alternative resolution they are seeking. Submission of the Exemption Request Form does not guarantee approval. The school has 15 business days to review the Exemption Request Form with the Academic Council and determine if the alternative resolution requested is approved or denied. The Academic Council may also present alternative options/resolutions when appropriate.

Student Record Management

Upon completion of an NTA program, those who have met the 80% passing standard will earn the credential associated with their course/certification and receive a digital copy of their certification, a physical copy of their certification, and a digital copy of their transcript. The NTA will maintain a digital copy of these records, as well as related admissions documentation for 50 years. Records will be kept in a secure internal cloud storage system and course completion data will be maintained in a secure CRM platform. If you need to request additional copies of these records, you must submit a request via email to nta@nutritionaltherapy.com. You will be subject to any associated printing and shipping fees for physical copies. Delivery times cannot be guaranteed.

Curriculum and Instructor Quality Management

Curriculum for all NTA programs is written by a combination of active instructors, experienced practitioners, and credentialed subject matter experts to ensure that both the content and delivery of materials meet the highest quality standards. All written content must have proper citations and relevant support from scientific research, traditional wisdom, and/or clinical experience. The curriculum materials then undergo review by each Program Director for both accuracy and appropriateness for our student body and the established learning outcomes for each program. The final stage of review is conducted by the VP of Academics who assesses all content for alignment and adherence to the NTA's professional academic standards and programmatic outcomes.

All instructional offerings are overseen by a Program Director who continuously monitors and evaluates the effectiveness of both the course content and the instructor provided education and support throughout the course. Program Directors review live lecture calls, forum replies, assignment feedback, and email support on a routine basis to provide feedback to instructors and to ensure consistency across the program. Assessments are also closely evaluated to look for student trends and identify concepts that need reteaching or additional emphasis. Program Directors also survey the students twice during their course to provide an anonymous opportunity to share their experience, suggest improvements, or highlight areas they'd like to receive deeper instruction. This survey data is reviewed both by the Program Director and the VP of Academics, who translate the feedback into actionable updates for every program cycle.

Idaho Workforce Board Statement

I understand that the Nutritional Therapy Association is registered with the State Board of Education in accordance with Section 33-2403, Idaho Code. I also understand that the State Board of Education has not accredited or endorsed any course of study being offered by the Nutritional Therapy Association, and that these courses may not be accepted for transfer into any Idaho public postsecondary institution.

Signature

By signing below, I hereby acknowledge that I understand and agree to uphold all of the policies, procedures, terms, and conditions provided within this enrollment agreement. I will not contest any decisions carried out by the NTA that are in accordance with the information provided within this enrollment agreement. I understand that signing this document constitutes a binding agreement and I am obligated to adhere to the policies and processes as defined in this enrollment agreement.

Typed Name of Enrolling Student

Date

Signature