



Creating Standards for Wellness Professionals

The Why, Who, and How

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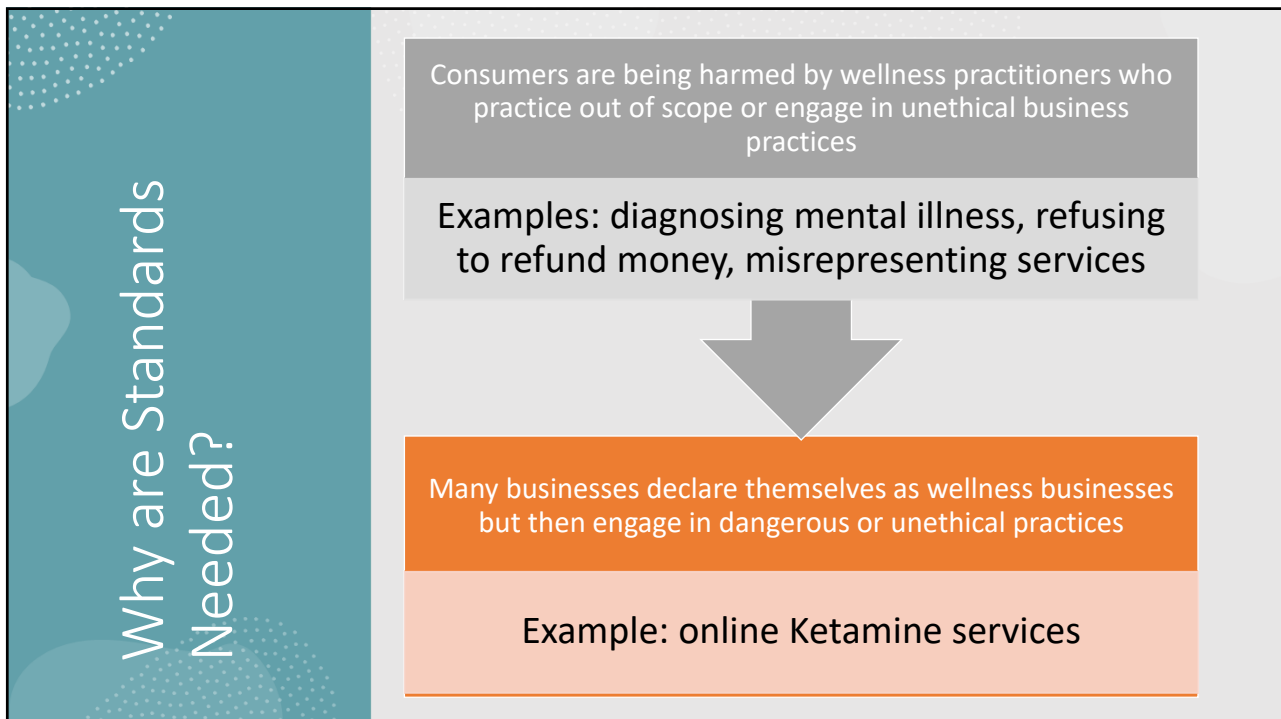
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The Case for Wellness Standards



Wellness Has No Standards

- What are standards?
 - Competency
 - Ethical business practices
- Some wellness certifications have standards for specific practices
- Little to no enforcement or accountability for meeting/not meeting standards
- No consensus in the industry as to which standards are credible
- Leaves liability insurers, employers, consumers and practitioners confused, uneasy, and without an accessible remedy for violations



How Can Standards be Created?

Through multi-stakeholder discussions, convened by a Standards Development Organization (SDO)

SDOs are officially recognized by the FTC and DOJ to convene competing stakeholders to create and implement standards for the industry

Example: Gap Year Association

Who Can Become the SDO for the Wellness Industry?

Ideally, there should be a one-stop shop for practitioners, employers, insurers and consumers to go when looking for help with meeting wellness standards

The SDO could accredit wellness education programs, offer certifications for wellness practitioners of a variety of disciplines, and serve as a watchdog for nefarious "wellness" activity.



Thank you!



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