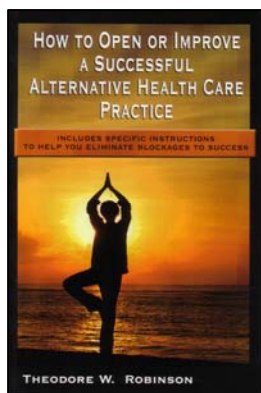


# *How to Open or Improve A Successful Alternative Health Care Practice*

By Theodore W. Robinson

**Ted Robinson** has been a successful trial lawyer for 32 years. He is also an Interfaith Minister and uses Emotional Freedom Techniques (EFT), hypnosis, Reiki and a host of other healing modalities within his practice. He also maintains an alternative health care practice with his wife, Maria, in Hicksville, NY.

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In an age of decreasing trust in traditional, Western medical approaches and treatments, alternative health care clinics and private practices are arising all over the world. One thing that makes holistic health care so attractive is that much of it can be learned and applied with incredible success by the general public. The same people that are growing wary of prescription medications and surgery are discovering that years of rigorous, institutionalized study in medical school is not always necessary in order to give expert advice or service that can help a person tip the scales from ill health to wellbeing. As a result, holistic health practitioners of all kinds are embracing the calling to serve and educate others toward healing

and inner peace.

But figuring out how to work in the world of alternative health care can be daunting. Should you start your own practice or search for an existing clinic where you'll fit well? Do you need to incorporate, and if so, how do you do this, and which kind of incorporation is best for your purposes? Is marketing important or can you get by on word of mouth alone? These and many other pertinent questions are expertly answered in Robinson's landmark book *How to Open or Improve a Successful Alternative Health Care Practice*.

Robinson guides the aspiring practitioner through the many possibly-bewildering steps of working in the field of holistic health. *How to Open...* progresses from the ground up, starting with an introduction that helps you assess your motives and capability to open and maintain a professional business, and closing with a chapter that addresses the legalities involved in some alternative health care modalities. Significant space is devoted to educating the reader on practical matters such as creating a business plan, noting your assets, setting up an office, and the question of insurance. And, just in case you feel like perhaps you have gotten in over your head, the Appendix provides bare-bones – but effective – instructions on utilizing a quick and easy tool to help reduce your anxiety and re-focus your energies in positive directions.

*“In recent times, many medical doctors and chiropractors are building practices that include complimentary alternative health care practitioners...Medical professionals seem to have adopted something of a movie theatre multi-plex concept that if you provide everything the patient needs, they won't want to go elsewhere. This can be an excellent approach for an alternative health care professional...” (Page 128)*

*“It’s important when you first meet with and interview a new client, you provide them with everything they need to view you as a professional in your field. That’s right, what they need, because while you’re interviewing them, they’re watching you carefully, as well. (Page 181)*

*How to Open...* is an indispensable guide for the solo holistic health practitioner who is searching for the “right way” to become a part of the world of alternative health care. Alternately, it can be quite a transformative read for those already in practice who seek

to improve their image and marketing skills, or who have legal or other questions about their work in the field.

This is a unique book, written by a professional schooled and practiced in law and simultaneously active as an alternative health practitioner. A result of this notable marriage of interests, *How to Open...* goes to great lengths to educate and inform readers in a very down-to-earth manner, while fully respecting and appreciating the unique aspects of holistic health practitioners and their healing arts. As a Holistic Health Practitioner myself, I recommend this book to anyone serious about becoming a professional in the burgeoning field of alternative health care.

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