

## Compare Associations

Parameter	CANNP	Alternatives
Philosophy	Honest, upfront approach which seeks to enhance services and support members. Clear up misconceptions plaguing the industry such that all are perfectly clear as to capabilities of our professionals, what it means to be regulated or registered, how we are governed, etc. Looking beyond the words to the actions.	What are your general short and long term goals? Do you have a track record of honesty in approach? Has your organization adhered to legal parameters in it's set up and procedures? If you have a Board, who is the Board and how was it determined? If you offer courses or accreditations, exactly whom are they recognized by?
Structure	Began by two practitioners who were not satisfied with status quo, and saw a need for a professional organization which understands the needs of members — a great deal of value for the fee, centering on enhancing business and consultation practices, an accessible executive. An advisory board including a lawyer, financial advisor, business coach and nutritional practitioners.	Who is behind the organization? What is the track record for the enhancement of member needs? Who is advising these individuals? What is the structure behind the executive? What is the mandate? What exactly am I getting for my money? What is the plan to help me advance my career?
Type of Membership	Professionals joining after one year of graduation can become members for \$290 (on a rolling renewal model meaning that you get 12 months no matter what time of year you join) while new graduates can join within the first year of graduation at a discount. Professional members have the opportunity to earn points and dollars off renewal by taking advantage of the Membership Renewal Advantage program.	What are the membership options? Do I have to have to be a practicing practitioner? What is the cost? Is the cost prorated over the year or do I get 12 months no matter when I join? Is there a renewal period? Which school graduates are entitled to join?
Payment Options	CANNP accepts cheques, Pay Pal, credit card (within Pay Pal format or by phone) or on-line transfer of funds.	Do you offer payment options? What are the options? How easy are they to access and use?
Regulation	A self-regulating organization in that specific parameters are set for members and renewing members. We are advised that regulation by the government or an outside body will take a great deal of time and effort and will most likely not occur due to several similar modalities already being regulated. It is a province by province pursuit that is not considered a foreseeable goal.	Is regulation something that is being sought? Are my hard earned dollars being used to pursue this endeavor? How are you specifically planning to ensure success? What is the proposed timeframe? What are the promised benefits? How much will regulation cost me and will my education still be considered adequate?

Recognition	<p>Since public desire pushes all mainstream recognition, the focus is on ensuring the public knows what an NNCP can accomplish. Western medicine will follow suit and then, at some point, insurance companies and government, but it all starts with the successful practitioner reaching the public. We are using a number of resources are being pursued in this effort.</p>	<p>Is recognition necessary for my success? What type of recognition do you propose? How do you see that as a benefit for me? How will this recognition be pursued? What is the specific path to recognition? What is a realistic timeframe given the potential roadblocks?</p>
Optional Extended Health Coverage	<p>First to offer optional Dental and/or Extended Health coverage as individuals, couples or as a family unit. We have the contact to discuss the structure of a flexible program and we encourage Members to contact our provider for the details.</p>	<p>Do you offer extended health coverage or dental coverage? Do you have options available with the coverage? Does your coverage include the services of holistic or natural nutritional consulting? Are there medical requirements? Are preexisting conditions covered?</p>
Public Awareness	<p>To date, we have had several ads in public magazines; posters and postcards in health food stores; presence at trade shows; our logo and designation have appeared on some products in the health food sector. Speaking engagements at tradeshows and other venues, arranged for members as the opportunities arise. In addition to a prominent, up-to-date web presence, we are social networking on Twitter (@thecannp), and Facebook.</p>	<p>Does the public know about your association? Would they understand my value as it relates to your association? Do you value public awareness? How does public awareness fit into your long-term goals? What are you doing to pursue public awareness? Do you have a web presence? How frequently is this website updated? Are you part of a social network?</p>
Designation/Title	<p>NNCP, chosen because it is able to be used across the country, in every province. It states specifically what we do. "Certified" and "registered" are meaningless unless they come with an increased parameter which meets an increase in true authority, not self-imposed authority. We offer qualifying members the opportunity to apply for the title Registered Nutritional Therapist — a title which signifies a higher level of expertise and experience.</p>	<p>What is the designation you offer? What exactly does it mean? What does the designation imply? Is the implication true to the profession? Has it been scrutinized by a legal department? Is it attempting to sound as though it is beyond the scope of my ethical boundaries? Who is it that is overseeing the designation and what sort of authority do they offer?</p>
Practitioner Insurance	<p>Competitive comprehensive insurance is available and required by all members though it need not be purchased through our carrier. We only require proof of insurance. We review our insurance options every year and examine a list of considerations beyond price. Recently we have added more coverage for less money, and have included an out-of-country option.</p>	<p>Do you offer comprehensive insurance? Do I need to purchase it through your organization? Is it required for me to practice as a member? Do I require additional coverage?</p>

<p>Research</p>	<p><i>Galen's Watch</i> is a journal watch which is customized to integrated health issues and each edition summarizes studies from over 80 complimentary and mainstream peer-reviewed sources. It is published electronically 4 times a year and is free to all professional members. Professional Members can also purchase on-line access to the <i>Textbook of Natural Medicine</i> at a deep discount — unsurpassed in its scope and thoroughness! Plus members have access to an ever-growing Research Library of superior on-line options.</p>	<p>What type of research vehicle is provided? How and when can I access valuable nutritional data for use in my practice? What is the cost to me in securing timely research? What do you offer to me that I can practically put to use in my practice right now?</p>
<p>Mentoring</p>	<p>Required for renewal by all members - giving back to one another. We do our best to partner new members upon request, with a mentor. An enhanced 12-part mentorship program is resident on our site as a guideline for mentors and mentees. There is no cost for members to take advantage of this enhanced program. Ready, Set, Chat on Facebook or in the Members Only portion of the CANNP site is a place to ask questions and receive advice. <i>Tag an Expert</i> is an initiative that allows Members to connect with a variety of helpful experts. <i>The Inspired Event</i> is the brainchild of CANNP.</p>	<p>Do you offer any mentoring? Is there a cost to mentoring? Will you help be find a mentor? How extensive is the program? Will it be useful to me immediately? Do you offer any programs which allow me to learn from experts in our field?</p>
<p>Networking</p>	<p>Viewed as a huge advantage to a professional affiliation. CANNP chat group open to all members where not only questions and concerns can be explored but personal products and services can be advertised to others in the field. We are actively reaching out through Twitter, and Facebook. <i>Power Hour</i> hosted by Sandra Power is another free networking opportunity.</p>	<p>How can I connect with other members? Is there a seasoned moderator? How can I make others aware of my wonderful product or service? Where can I get answers to my questions? Where can I go from immediate advice?</p>
<p>Communications</p>	<p>Members are kept up-to-date through frequent mailings and our comprehensive, informative newsletter <i>The Voice</i>. Members are invited to offer suggestions as to what they would like to hear about or to submit material for inclusion. Our original survey indicated that our written materials are well received. IT IS IMPERATIVE THAT MEMBERS AND NON-MEMBERS WISHING TO RECEIVE EMAILS FROM CANNP OPT-IN BY SENDING AN EMAIL REQUEST TO INFO@CANNP.CA OR USE THE OPT IN BUTTON ON THE EBLAST MAILINGS.</p>	<p>How do you plan to communicate with me? Is the information I receive valuable to my everyday life or practice? Is the information in a useable and understandable format? Is there a proven track record indicating that the information is reliable? Can I receive the executive of your organization when I need to? Will my emails and phone calls be returned in a timely fashion?</p>

<p>Client Insurance</p>	<p>Manulife, Green Shield Canada, Ai Financial Gorup and Blue Cross Alberta are insurance companies covering the services of NNCPs (corporations need to include Nutrition Counselling in policies) and we hope that more will follow suit. As an unregulated industry, insurance companies shy away from covering our services, unless it falls under an umbrella policy. At every opportunity we let insurance companies know about the high CANNP standards and what can be expected from NNCPs, including adhering to a strict Code of Ethics and Standard of Practice. Our disciplinary procedures are well defined. We provide letters for clients and NNCP's to support clients in the lobbying for nutritional coverage (available on our site.)</p>	<p>How are you pursuing insurance companies? If asked, can you disclose the companies that you have called and the letters you have sent to date? Do you have acknowledgement letters from the companies you claim to have coverage from? Do you have a code of ethics? Do you have a standard of practice and disciplinary procedures in place? How can I gain access to these items? When will I hear of news about insurance advancements?</p>
<p>Practice Tools</p>	<p>In addition to <i>Galen's Watch</i> and the extensive research library in place as a member benefit, more practical tips and techniques and answers to pressing business questions are always top of mind. We offer members a newsletter service to share with their clients, <i>Newsworthy</i>, and a <i>Starter Kit</i> of 10 useful forms. For those just starting we have general flyers and brochure for your use which you can print and add your own contact info to. We offer a Business Plan template as well as the must-have tool <i>TrueView</i>. We provide professional members access to the <i>Textbook of Natural Medicine</i> at a deal discount. We have published a must read for all nutritionists which was written by a lawyer and contains the most up to date information entitled <i>The Holistic Nutritionists Guide to Lawful Practice in Canada</i>.</p>	<p>Are you presently doing anything to help with my day-to-day practice? Is there any way for me to get the help that I might need in getting this information? How are you going to help me be successful today?</p>
<p>Available Experts</p>	<p>An ever-growing team includes a lawyer, business coaches, financial advisor, computer expert, graphic artist, naturopaths and research expert. Each of these individuals has and will continue to contribute valuable insight through <i>The Voice</i>. The <i>Tag an Expert</i> initiative and <i>Inspired Events</i> allows members to talk directly to the expert from time to time with most made available as podcasts.</p>	<p>Do you have any practical experts available to me? In what fields? Can I ask them questions? Can I have an opportunity to speak to them directly? Will the information provided help me in my day-to-day business?</p>

<p>Practicality</p>	<p>The information and benefits available to members is useable today. The approach is to get members on a track to success immediately. If there is something that we are missing, we'll do our best to pursue on behalf of members. We pride ourselves to be a member driven organization.</p>	<p>What are you providing to me today? Is what you can provide to me practical and usable for my day-to-day life? What exactly is my investment doing for me right now?</p>
<p>Specials</p>	<p>Impressive Welcome and Renewal packages filled with goodies are only the beginning. Access to the <i>Textbook of Natural Medicine</i> on-line is available to professional Members at a discounted price. Members are welcome to offer fellow NNCPs something "extra" as a benefit. <i>Walk the Talk</i> offers wonderful discounts on health related goods and services. Often included are discounts on upgrading courses. Purchase professional products the easy way from Body and Mind at CCNM.</p>	<p>As a member, what kind of discounts am I entitled to? Are you offering anything special just for me? What am I getting for my dollars? How do I find out what upgrading courses are acceptable?</p>
<p>Accessibility</p>	<p>The phone line is always available for questions or comments as is the email. Calls are returned by either principle of the association, always. The goal is to answer emails within 24 hours and so far, that has been achieved without fail.</p>	<p>How do I contact you? Who is it that I will be speaking to? How frequently are messages picked up? When can I expect a return call or email? What do I do if I need help?</p>