

# the VOICE



Volume 10, Issue 3

CANNP has been advocating on behalf of the industry for years. We have reached out to dietitians and to the government and have kept hounding the insurance companies. We have made great headway! We have been on call when the provinces need support and have gotten more insurers to recognize our services with written confirmation than ever before in the history of the industry.

We have opened the lines of communication between rivals in the field and have come to learn a great deal about how we are viewed.

CANNP has been recognized as offering a level of credibility to our Members, a level never before sought or achieved.

After more than 10 years, we now have companies seeking us out as a viable option to expand their reach across the country. This attitude change was particularly noticeable this year as we scouted at the CHFA show.

Not only did we connect with some of our proud Members but also long time suppliers who greeted us with great smiles and hugs. Just for sticking with us, we were pleased to provide some of these supporters with a framed certificate of appreciation.

As we explored, always with the Membership in mind, we sought out new product samples and information to share. And we found some great items.

Our feeling at the show this year was that we have finally attained the reputation that we have worked so hard to establish and have become known in the industry as the reliable source for information and superior conduct.

Instead of having to ask meekly for support, now our loyal followers are happy to associate with us and share their knowledge and goods.

There is no doubt about it — making it in a business takes hard work and tenacity. It takes a clear, well thought out vision, grit and determination. Challenges can be worthwhile in that they help us to hone our plan and business direction. It saddens us to hear of those that give up too soon. Many are very successful in carving out a business in this growing field and we are dedicated to doing all that we can to help you with your own success.

CANNP has dedicated itself to assist Members in becoming as successful as possible — Members just have to take advantage of the offerings. Watch the website for news and the eblasts for coming events.

We have made it — you can too!

Wendy Gibson, BA, RHN, NNCP  
Executive Director, CANNP

## Great Tip

### Share with Your Clients

Your clients may be complaining about the tiny type on the back of supplements and other products — and rightly so. Suggest that they use their smart phone to take a picture of the label and then blow it up on their phone so that it is legible. It is kind of like a built in magnifying glass!



You will be their hero!

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## Free Stuff

**July CORE 3** — Success was available all month — the 3rd in a series of helpful documents to support you in starting, growing and succeeding in your business.

**August** brought a free logo and business card critique. Without a doubt everyone who took advantage of this offer found it helpful and worthwhile. We extended it through September as well.

**September** was also the month of the CHFA East tradeshow — our favourite. CANNP was able to offer Members free access and what a show it was — very successful in terms of finding new products and samples for our Membership.

**October** brought the most exciting Power Hour to date with Cheryl Bishop of Make Your Mark. Not only did attendees benefit from her wisdom on the 5 vital steps to success, but she also offered all attending free tickets to the two-hour events that are in several major cities or via webinar — a \$149 value/ticket. **Professional Members only.**

CANNP has plans in the works for the coming months as well and who knows what we might pull out for next year!!

Stay tuned!

## E-transfer Safety

To ensure maximum safety when making an etrans we suggest that you forward your security **question** to us via email but provide the **response** on the phone as a message. Simply state your name and the response to your etrans question is X.

Better safe than sorry!

## Sending Your Info

When you contact us or make payment using your business name, please also include your Member name and/or NNCP number in your correspondence. This will make matching you to your information much, much easier.

## Corporate Campaign

One of the keys to get the insurance companies on side is to have Corporations bring on the pressure — making the need known.

We need your help to spread our net far and wide. Here is the plan...

1. View the infographic (<https://cannp.ca/wp-content/uploads/2019/03/Infographic-umbrella.pdf>)

2. Get it into the hands of your clients, your friends, your families — anyone who has a corporate contact — whether in print or electronically.

3. Review the importance of having nutritional counselling and NNCP's added to the list of covered practitioners.

4. Share any names or contacts you may have in the corporate world so that we too can reach out to them directly.

Together, we can make great things happen — we've already proven that!

## CANNP Presentation

New to CANNP? Want to learn more? We have a presentation all about us on the home page of [cannp.ca](https://cannp.ca). Click on the picture of the camera and view the PowerPoint presentation. Let us know what you think and share it with your colleagues.

## Merit Grad Awards

CANNP offered 3 awards this year to go to graduates who were perceived as being students who are dedicated to the profession and have gone out of their way to assist others in achieving success.

To date CANNP has distributed one of these awards and we look forward to identifying other candidates.

## GoodLife Fitness

CANNP Members, with a valid number, are now eligible to register for a GoodLife Corporate Membership. This discounted rate comes with some impressive perks. Please remember that your GoodLife Membership is tied into your CANNP Membership so renewing on a timely basis is important. Each month we send an updated list to them.

## Web Presentations

CANNP has prepared 4 short videos suitable for your website or to share with clients. You can get all four:

Food Therapy — Tips for Digestion  
Label Reading  
Macro/Micronutrients  
Immunity

The administration fee of \$20 helps CANNP keep your fees in check!

You can review the content of each video in the Member Only area, Business Tools.

**Professional Members only.**

Limited edition posters are also still available. Just ask us — \$50 for all 3.

## Please Read

CANNP sends out a weekly eblast and we do our best to share the news succinctly. We are often surprised when Members ask us questions that we have written, about over and over.

Please take 2 minutes to read our messages — the info in there is really important and meant for you!

## Please Note

CANNP is pleased to bring you many discounts and opportunities; we encourage you to use your best judgement and discrimination when choosing to participate. We do not endorse programs; we simply make them available to you as a benefit of membership. We appreciate the generosity of all our supporters.

The content of this newsletter is for the purpose of sharing information only. Readers are encouraged to investigate all ideas, products and/or services before committing to them. CANNP will not be held responsible for any adverse consequences resulting from the use of any information in this newsletter.

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## News Across the Country

The CANNP is actively monitoring regulatory changes that impact our profession across Canada and is fighting for the rights of Nutritionists.

This summer we spoke with Ministry of Health staff to discuss industry regulation and work underway related to the regulation of health professions generally. It was a productive meeting. Concerning industry regulation, Ministry staff confirmed there are currently no plans for the regulation of Nutritionists in Ontario. We also learned that there are currently no plans to restrict use of the "Nutritionist" title in Ontario, which is good news.

Nova Scotia reports a new nutrition program at The Canadian College of Acupuncture and Traditional Chinese Medicine. This is a great step for the industry since there is no longer an nutritional school in the east and this group is well established, with the ear of the government. Because of the government affiliation, they are particular about securing a school that is local so that the provincial government will pay attention.

Thanks to our reps from across the country, we have been knocking on the doors of dieticians and we are pleased to report that progress is being made. BC has forged an encouraging relationship with the local association.

Future meetings are in the works to promote collaborative efforts. There is much to do in educating others in the field as well as the public about what we are able to accomplish.

It is important that wherever you practice, you make yourself aware of the provincial restrictions. As a valid CANNP member, you are encouraged to use the NNCP designation.

## Saved by Nutrition

*Saved by Nutrition* is happening and you will want to be part of it. Only 25 of the top stories will be included. You have one — an amazing one — or you wouldn't be doing what you are doing. These are true stories from holistic nutritionists — most of us are in the business because nutrition saved us. This is not just a "fly-by-night" project but will be used to woo insurers and government as well as act as a sales tool for you. Michelle Post is spearheading this project and can be contacted directly for more information, guidelines and submissions at [michelle@making-strides.ca](mailto:michelle@making-strides.ca).

## On the Search for New Shows

The fall is great for tradeshow. We identified the Yoga and Wellness show this year, in Toronto and Ottawa. As well we are looking into a few others that reach other parts of Canada. As they become available we will post them in the weekly eblasts.

## Most Frequent Questions

### Q. Do I need to log onto the website to renew?

A. The join/renew applications are on the [cannp.ca](http://cannp.ca) site but you do not need to access the members only area to complete the application. In fact, if you have inadvertently let your membership expire, you will be denied access.

### Q. Where can I find my client insurance form & tax receipt?

A. Your welcome, and every renewal package, comes with a printed client insurance form indicating a new, valid expiry date. Also, you will find stickers in your renewal package reflecting your expiry date. Too many miss these or disregard them.

## For Our Newest Members

Our more seasoned Members are well aware of all the fabulous benefits that CANNP offers but we wanted to take this opportunity to be sure that as new Members — overwhelmed by all that you have to take care of to get off the ground — know that we are here for you. In addition to all that we do on your behalf with insurers and the government, watch for the following:

**Insurance** - discounted E & O; optional extended health and dental; coverage for those employers that include Nutritional Counselling from Manulife, iA Financial, GreenShield, ClaimSecure and Blue Cross (Alberta) as well as the Sun Life PSP

**On-going** - Mentoring (when available); *The Voice* newsletter; Podcasts and Inspired Events; *Galens Watch*; Menu Plan template; Chat forum; Power Hours; access to health related shows across the country; discounts on products and services, free giveaways all the time

**Time Limited Offers** - ABC's of Health; Organize Your Business; CORE 1, 2, 3; Business Card/Logo and Brochure critique; Grocery List; Check list of Healthy Habits; Plate Portion; Colour Your Plate - Talking Produce and more coming soon.

**Fee Based options** - Business Plan template; Starter Kit; Newsworthy; TrueView; Presentations for your site; Limited edition posters  
More are available all the time — watch for news in your weekly eblast!

# Between a Dietitian and a Nutritionist

By Kylie James B.Sc. OT, CNP, NNCP  
Certified Nutrition Practitioner

There has long been a huge divide between nutritionists and dietitians and an underlying animosity between the two professions, but is this divide real or just a lack of understanding on what each discipline can offer and do?

I run a successful nutrition company with 25 staff and for some time, all my clinicians had been nutritionists. However, as my business expanded, I began hiring dietitians for their unique perspective. I was apprehensive initially. Interviewing the dietitians, reviewing their responses to clinical scenarios, reading their reports, observing how they engaged in our clinical team meetings has been an eye opener and I have to admit I have been pleasantly surprised. Here is what I have discovered to date.

**Education:** A dietitian must complete a 4 year university degree and achieve/demonstrate core competencies, which can be done via a one-year internship, or by completing a master's degree. Only then are they eligible to write the Registration exam. The term "dietitian" is a protected title that guarantees someone has undergone all of the above, and is properly registered.

Nutritionists receive a diploma after one or two years of schooling, which usually includes case studies, a co-op placement and/or exam. Although there are great nutrition schools in Canada, not everyone who calls themselves a nutritionist has adequate training. The title "nutritionist" is not a protected title in most provinces, meaning that anyone can hang that shingle, whether they have completed the diploma program, or a basic weekend course. Susan Ward, a dietitian at Koru Nutrition, reported that this difficulty in determining who is qualified is what causes most of the dissention amongst Dietitians and "nutritionists." The CANNP has helped address this issue by providing parameters for membership.

Dietitian training is academic, quite theoretical, science and institutional based and provide nutrition approaches that have already been proven through research.

Nutritionist training is also evidence based, although I have found it to be a more hands on approach, with more practical tools and strategies. Nutritionists have more creative ideas on how to deal with the client's health issues.

**Regulation:** Another huge distinction is that dietitians are regulated and nutritionist are not. The job of regulation is to protect the public, not the practitioner, so to become regulated, in Ontario for example, one must prove to be a danger to the public. This is a major stumbling block to regulation since nutritionists do not break derma or insert tubes.

Many people hold regulated health professionals in higher regard, however this does come with its drawbacks. In addition to the high costs associated with regulation, the dietitians are bound by very strict guidelines and rules. As nutritionists, we are not bound by the same restrictions or regulations.

Organizations such as CANNP, help to ensure that standards of practice are established and met, differentiating those who are practicing with a higher level of education and expertise.

**Supplements:** Dietitians will recommend supplements such as vitamins and minerals based on RDA's and only in certain circumstances where the need is higher can they recommend an increased dose, but once approved, it can only be prescribed by a doctor. Though they can recommend a supplement where there is a known deficiency, they are not allowed to recommend homeopathy, adaptogens, herbs or essential oils, while nutritionists can. Unlike nutritionists, dietitians are prohibited to make profit from the sale of supplements.

Dietitians tend to rely on supplementary products such as Boost and Ensure since these are accessible in hospitals, stores and the local pharmacy, as well as long term care facilities, whereas nutritionists avoid these products and tend to rely on more natural options, taking care to avoid sugars, additives, preservatives etc.

**Canadian Food Guide:** Canada's Food Guide has in the past, been the template for the actions of dietitians while nutritionists rely on the information divulged by the client to build an individualized protocol. That said, I have met dietitians who do not think highly of Canada's Food Guide, some who follow it "loosely" and others who follow it completely. However, the new Canada's Food Guide is actually a much better representation of a healthy diet plan and brings the two disciplines closer in an overall nutrition picture.

**Medical Versus Alternative Medicine:** Dietitians are trained to work in hospitals, following a more medical based model, often alongside or under family doctors. Dietitians tend to be quite calorie focused and make macronutrient recommendations. However, it seems that the "new school dietitians" are now focusing on a more holistic approach and consider more than just calories in versus calories out.

Nutritionists are often seen working alongside Naturopathic doctors, chiropractors, in health food stores or private practice. The holistic approach used focuses on implementing therapeutic foods, supplements and trying to support the body through addressing underlying health imbalances. Often people turn to a nutritionist when they feel their health needs were not met in the medical realm.

The distinct approaches lead one to recognize that dietitians use their expertise to address medical conditions and follow a medical model while nutritionists have freedom outside the medical model but are equally focused on maintaining good health and finding root cause.

**In Summary:** I have actually found that we can learn from each other, provided that we are open and willing to listen. We are not always going to agree but with a little insight we can work to bridge the gap. There are clients whose nutrition needs will be best met by a dietitian and other clients whose needs will be best met by a nutritionist. That decision is ultimately up to the client.

## Google Dee; Google Dumb

Have you noticed a change in google searching, in particular, as it relates to natural or alternative products or services?

Apparently this is a thing. A kind of censorship if you will.

According to author of Natural News and others, early in August google (owner of Chrome and Youtube to name a few in their vast reach) changed their algorithm. In doing so they limited access to natural health news and alternatives including Natural News, Dr. Axe and Green Med info. Dr. Mercola reported that traffic to his website dropped by 99%.

Instead, searchers are lead to commonly held beliefs that appear to be driven by big pharma and a medical platform. Google is uniquely positioned to sway public opinion and direction — and that is a scary thought. Basically the allegation means that google is ensuring that you see what they want you to see. Period. In order to access more well rounded material you and your clients will have to dig deep and go well past the first several chosen articles to those buried further down on the list.

A simple search for alternative search engines to google provides a plethora of choices. If the potential of google restriction bothers you, then identify a different engine as your default.

Bing is a Microsoft engine, considered one of the best for video search with tons of features.

Duckduckgo is favoured for

its attention to privacy issues. It does not track your searches.

Yippy combines the results of several engines, and has the ability to split the results and separate them by sources and themes.

There are oodles of other engines for consideration.

While we bring this matter to your attention because it has far reaching implications, we have not independently verified allegations against google.

That said, if they do prove to be valid, consider this insight. Clients and potential clients who seek your expertise, may have done or wish to do their own search to verify your information. By pointing out the potential bias of such searches, you may gain some additional credibility as a reliable source on particular related matters.

<https://www.naturalnews.com/2019-09-19-google-is-the-anti-health-search-engine.html>  
<https://www.greenmedinfo.com/blog/google-just-obliterated-natural-and-health-freedom-websites-its-search-results-wh>

## Business Buzz

*Paul Fink, BA, MBA, CPA (former), is a graduate from the University of Michigan and worked as a CPA at Peat, Marwick, Mitchell (now KPMG) in Detroit, Michigan, before moving to Toronto and becoming a leader in Commercial Real Estate Brokerage. Paul shares his extensive experience in business and his expertise in financial matters with the CANNP board.*

Being prepared for the unforeseen — even the unthinkable — is just smart business. And now is the time to start.

Many small businesses have people who depend on them — clients, employees, etc. many of several principals, each of whom has designated tasks. What would happen if something were to happen to one of them, you or to one of the other folks who work with you — something for which there was no time for a proper transition? Would your business fall apart? Would your clients be lost or dismayed?

Similar to writing a will, you should prepare for the circumstance which may take you out of the game, even if it is for a short period of time. Doing so will keep your hard earned business going in your absence and at the very least preserve your stellar reputation.

Remembering that your process, procedures and forms — steps you take every day — may make total sense to you and seem automatic but will be unfamiliar and perhaps appear totally abstract to someone else. The simplest way to be prepared is to track all of your procedures, being sure to include where documents and files are stored.

Let's take the CANNP for example. CANNP has a fulfilling procedure that entails adding the individual to a number of computer based lists and allowing Member access to the proprietary website, plus a preparation of paperwork and the sending of boxes/envelopes. In addition, there are several types of Memberships, and options that a Member may wish to choose — all which needs to be accommodated. All in all, each individual group of choices entails a number of sequential steps. Should the individual in charge of fulfilling be unable to take on the task, someone else needs to be able to step up or the CANNP will have a very unhappy membership.

Tackling this task need not be overwhelming if you decide to just document one procedure a day. As you carry on, be sure to briefly note every aspect/step as you do it to ensure nothing that you just happen to take for granted is overlooked.

Once this is done then make a new Excel workbook entitled Procedures. Across the top list all the tasks your company undertakes — many of which will seem automatic to you, until you actually direct your thoughts that way. Then for each, as they come up, use your brief notes to list the steps in order, to completion — expanding the notes as necessary so that anyone can pick up right where you leave off. If possible, have a friend or a relative try to complete the task working solely from the written instructions.

It may seem as though this is an “if-come” scenario or a time consuming undertaking but it is such an important one that you cannot wait any longer to start! One task at a time, in detail.

## When No Means No!

by Rebecca Liston

Earlier this year I had an amazing sales conversation with a potential client, one that I was so sure was going to result in an opportunity to work together – we were all so excited at the prospect and then we got the call on which they said "no" to working with us.

We were astonished by the no. We were disappointed by the no. We really liked this client and what they were up to in the world. We wanted to support them.

And it is also true that Sarah and I were grateful and appreciative of how this person told us that their answer was no. This potential client emailed us to set up a time for the traditional follow up sales call knowing all along that the answer was no.

This potential client did not ghost us, or shoot us an email. Instead, she showed up on a follow up sales call and talked to us, having decided that it wasn't the right decision to go ahead, so she "was a no."

She made us feel appreciated. Respected.

We thanked this person, who admitted that it hadn't been easy to come to the call to tell us, eyeball to eyeball, that the answer was no. And we wished this potential client all the best as we ended the call.

"More of that, please," I said after (which is what we often say after a particularly fabulous client call.)

I wrote about this in our newsletter and got a myriad of responses.

"You didn't ask why the answer was no. What was the objection? Was it a money issue? Couldn't you have reframed it for them to get them to a yes?"

"Your approach to this is not at all what I would have taken. I know for a fact that when prospects are all hot and heavy during the sales call, and then back out at the last minute, it's just their fear talking. You should've coached them to see that it was a block and shown them how badly they actually wanted to work with you, but they were saying no out of fear."

"It's been my experience that getting a no on a follow up sales call, especially when things had gone so well on the initial call, is an indication that you've just not explained things well enough. You should

have taken them back and guided them to a yes."

"You should have gotten their credit card on that first call. It would have been a done deal."

"That's just weird. I can't believe you didn't close them. Don't you teach sales!!?"

When I read these emails, I felt embarrassed; even felt a bit ashamed.

I hadn't asked any questions after they said no.

I hadn't gone through their objections.

I hadn't taken them back into their pain points.

I hadn't coached them through any of it.

I hadn't taken their credit card on that first call.

I hadn't closed them.

In short...I hadn't done one single thing that I had been taught to do by every coach I had ever had.

And you know why I hadn't?

Because everything I had been taught about sales is gross. Every. Single. Thing.

I had been taught to question someone's answer of no.

To suggest to them that their decision was the wrong decision.

That I knew what was best for them.

That it was "just fear" that was standing in their way, and they were foolish to allow it to...that they should "just get over it" and do it anyways.

To convince them that working with me was the solution to all their problems.

To talk them into it.

To persuade them.

To sweeten the deal.

To make them pay right then and there so they wouldn't have the chance to change their minds.

Think about this for a moment.

Does any of it sound vaguely familiar? Anything pop to mind as to why this whole thing feels so freakin' gross?

It seems to me that I had been taught that "no" doesn't actually mean "no."

That "no" meant nothing. It was just a

word to be "worked around."

And that, had I just taken payment right away...well...I would have had my needs met...and it would be too late for them to change their mind.

When I thought about it, I realized that, at its core, the kind of selling I had been taught to do was coercive, dominance-based, and downright manipulative. It smacked of all the things I was taught never to do in any personal or intimate relationship, so why would it be okay in a sales conversation?

And so, I asked myself: When does no not actually mean no?

The answer is: Never.

No. Is. No. Period. Full-stop.

This old way of doing sales has just got to go.

It simply isn't right.

We want our prospective clients to be a "full body YES" to working with us. Sure, it was normal to feel a bit of nervous anticipation (which is very different from fear). Sure, it was normal to have fleeting doubts (that's human nature). But when our prospective clients get quiet within themselves, we wish for them to find, in the still, quiet place within, that their answer is YES.

It's from that place that good things happen.

That marketing messages can be crafted.

That aligned actions can be taken.

That positive partnerships can be forged.

And that businesses – and people – can grow.

Together.

More of that, please.

*Rebecca Liston helps clients predict, pivot, and compete in an increasingly complex global marketplace. Her clients quickly uncover the root of their challenges and know the actions to take to overcome them. A six-time nominee for the RBC Canadian Woman Entrepreneur Award, Rebecca combines business strategy with intuition. Learn more at [www.rebeccaliston.com](http://www.rebeccaliston.com).*

Recently the Toronto Star published an article called “Baking in ‘break-through’ with allulose.” Allulose is a sugar substitute that tastes and acts like sugar but has one tenth of the calories and none of the adverse physical reactions. It occurs naturally in certain foods like figs and maple syrup but is not metabolized in the body the same way. It is almost completely excreted, and as a result it apparently does not affect blood glucose levels. Allulose is touted as having the same mouth feel, browning capabilities and a similar freezing point as its counterpart. Neilson reports that sales of artificial sweeteners are declining while Stevia sales are increasing. Allulose, unlike Stevia, does not have a lingering bitter aftertaste. While this sounds too good to be true, critics worry that because it is not metabolized in the body it may cause digestive upset in some people. The FDA places Allulose in the GRS category. As always, each individual will have to determine the personal benefits related to their own tolerance but, a choice definitely in the running. The question does remain as to if and when it will be available in your local store!

*The Toronto Star, September 4, 2019, page E7*  
<https://www.healthline.com/nutrition/allulose>

Who doesn't love garlic? The benefits of allium rich foods has been long known and continues to be studied. A report in the *Asia-Pacific Journal of Clinical Oncology* out of China looked at allium in relation to colorectal cancer. Basically the study showed that the consumption of allium rich vegetables did reduce the risk of colorectal cancer in both men and women, regardless of the site of the tumour. However, the result varied in other studies from other parts of the world. Researchers predict that the variation is due, at least in part, to variations in the way the food was prepared. The researchers of the study do claim a definite trend and admit that a healthy lifestyle is also required to prevent this cancer.

<https://onlinelibrary.wiley.com/doi/abs/10.1111/ajco.13133>  
<https://www.naturalnews.com/2019-09-12-onions-and-garlic-can-reduce-colorectal-cancer-risk.html>

Even the most devoted of us admit that there are times when medication is required. From time to time anyone might need a dose of antibiotics. We know though that they affect the microbiome in the gut adversely. Peter Belenky at Brown University set out to study ways to minimize the gut effect in mice. Published in *Cell Metabolism*, Brown found that antibiotics change the composition and metabolism of this gut bacteria in rodents. More than that, he found that the mouse diet can either lessen or intensify these changes. He says, “The goal of my lab is to identify new ways to protect the microbiome, which may alleviate some of the worst antibiotic side effects.” Gut bacteria helps by breaking down dietary fiber and maintaining overall intestinal health. They tested a number of antibiotics to find that some actually flourished in the presence of certain drugs. They also noted that adding glucose to a mouse's diet affected the susceptibility of some bacteria implying that diet may help protect the gut bacteria during a course of antibiotic. This is exciting since it brings together two factors — antibiotics and diet both can affect gut bacteria — at least in mice.

<https://www.sciencedaily.com/releases/2019/09/190912112430.htm>  
[https://www.cell.com/cell-metabolism/pdf/S1550-4131\(19\)30449-8.pdf](https://www.cell.com/cell-metabolism/pdf/S1550-4131(19)30449-8.pdf)

## www. Wild, Wacky, Wonderful

<https://mytavin.com/>

This site seeks an interesting set of criteria in order to take advantage of the info. When a symptom is identified, and it is related to a medication, then this site will determine which nutrients are required. For example, Lipitor for elevated cholesterol will note the need for CoQ10. Synthroid and scaly skin will yield biotin, selenium and omega 3. It's a great place for a practitioner to start or validate. Got to love a smart site.

<https://choosingwiselycanada.org/recommendations/>

Choosing Wisely Canada is one of the most wonderful sites that we have identified in a long time. It is the national voice for reducing unnecessary tests and treatments in health care, organized by a small team from the University of Toronto, Canadian Medical Association and St. Michael's Hospital (Toronto). While their mandate is to inspire health care professionals to take leadership in reducing unnecessary tests, treatments and procedures, it provides helpful lists of pertinent questions to ask and be asked before delving further down the medical testing road. Very worthwhile information.

<http://www.differencebetween.net>

We are bringing back an old favourite site with the Difference Between. When your client asks you what is the difference between black and white pepper or between a sweet potato and a yam this is where you can quickly and easily find the answer. It is a great resource for those of you interested in writing a blog or a newsletter. The site tackles all kinds of interesting comparisons outside of the food realm and offers visitors the option to receive an daily email of differing topics.

## The E & O Insurance Story

Practicing CANNP Members are required to carry E & O Insurance. That said, the insurance can be from any valid insurance carrier. CANNP does not get any monetary benefit from you choosing Lackner McLennan, though we do think it a comprehensive coverage with a favourable rate for our Members.

Lackner McLennan details follow:

CANNP Nutritional Consulting policy provides coverage for Nutritional Consultant FOR PRACTICING WITHIN THE SCOPE OF YOUR COMPLETED EDUCATION IN NUTRITIONAL CONSULTING. This policy is an individual liability policy which designed to provide coverage for the individual practitioner and WILL NOT extend coverage for any of your Employees, Sub-Contractors, Business Partners or your Business Entity. The policy comes as a package including the following coverage:

- \$5,000,000 Professional Liability - Which is any claim brought forth through your actions or non-actions for example: you cause injury to a third party during the course of your professional service.
- \$5,000,000 Commercial General Liability - Which is any claim brought forth by bodily injury or property damage you cause to a third party, and for situations that are not in your control. For example if someone were to slip and fall coming to your appointment.
- \$500,000 Tenants Legal Liability - Damage you may cause to premises you rent or occupy. This insurance applies to property damage caused by fire, explosion, smoke or leakage from fire protective equipment to the rented premise. It does not cover your equipment.
- \$25,000 Legal Expense Coverage
- \$10,000 Criminal Defense Cost Reimbursement -Applies to

allegations of sexual, physical, or verbal abuse. This coverage will reimburse you for legal expenses in the defense of an allegation, provided you plead not guilty and are found not guilty.

- \$10,000 Office Protection - Provides you with a basket of coverages including: business equipment, business interruption, glass, property in transit to name a few.
- Legal Guard 24/7 Telephone access to legal information service for questions relating to your business
- We can insure over 365 modalities, with the majority free of charge, for example Reiki, Yoga, and Reflexology, to name a few.

We can also add the following if you require:

- The Culinary Extension (additional premium \$200.00 /year)
- International Web Based Coverage (additional premium \$50.00 / year)
- Live Blood Cell Microscopy (additional premium \$100.00 / year)
- Cancer Coach (additional premium \$100.00 / year)
- Publishers Liability (additional premium \$75.00 / year)
- Bioenergetics Intolerance Elimination (additional premium \$100.00 / year)

The CANNP Nutritional Consulting liability insurance policy includes a coverage limit of \$25,000 for product sales receipts in the past twelve (12) months. The supplements / products must be sold to your clients directly after your Nutritional Consulting consultation service. The products must be sold as is by the manufacturer; there is no coverage for any repackaging, relabeling, mixing or tampering with in any way. Also there is NO coverage for selling products to public through online supplement stores / retail stores under this policy.

For questions regarding this insurance policy please contact the LMI office 519-579-3330 Ext. 1352 or [kathy@ineedapolicy.com](mailto:kathy@ineedapolicy.com)

## Insurance Challenge Update

Claimsecure has sent written confirmation of coverage for NNCP's, as long as the employer specifies Nutritional Counselling to be included in their policy. Also, Sunlife has a particular portion of their policy which will now cover our services. The Corporate Campaign effort (page 2) is imperative to getting continued action — please take note.

Everyday we get insurance companies checking on the status of our Members. It is important therefore, that you renew on a timely basis. Should your Membership be expiring at the end of the month, we indicate so to the insurer.

We urge you not to share your NNCP number and personal details with non-clients. It seems that some insurers are experiencing fraudulent claims. It is imperative that we stay on the good side of these folks, so your compliance is greatly appreciated.

Please use this link <https://www.providerconnect.ca/ProviderEnrolment/HPPSApplication.aspx> to register with Green Shield. CANNP is under "social worker/counselor." It will take approximately 7 days to update the GreenShield system.

Also, in order to better ensure coverage, always use the CANNP logoed document you have been provided with and be sure to use the words "Nutrition Counselling" as well as your complete NNCP identifier — letters and numbers. This is key!

Instruct your clients to submit every time even if they are sure that they do not have coverage time — so that employers know of the desire for coverage.