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Business Savvy for Today's Wellness Professional: A Guide to Business, Ethics, Confidentiality and Law

Linda Howard

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Business Savvy for Today's Wellness Professional is a must have for anyone entering the profession, and for those that are navigating what has become a fast moving industry full of new players and new laws. This book is as much of a risk management tool, as it is a business guide for wellness professionals. Business Savvy for Today's Wellness Profession is an in-depth review of legal, ethical and confidentiality issues of the profession. It also dedicates numerous pages to new business opportunities related to the Affordable Care Act, primary prevention movements and wellness industry trends. It was written by Linda Howard, a former practicing attorney who has also worked as a healthcare executive, and compliance officer; and who has done work in the wellness field as a certified wellness coach and as the own and CEO of a fitness and wellness facility. Her style of writing introduces a unique blend of information and inspiration.

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