
**POLICIES & PROCEDURES FOR WELLCOACHES EXAMS,
CERTIFICATION AND RECERTIFICATION**

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INTRODUCTION

Wellcoaches Mission

Wellcoaches Corporation, the American College of Sports Medicine, the American College of Lifestyle Medicine, and our growing community of coaches, are setting the gold standard and building the foundation to bring health, fitness, and well-being coaching to a large scale.

We combine the power of coaching competencies, grounded in evidence-based coaching psychology, and technology to mobilize the best coaches available to help people improve their health, fitness, and well-being. Together, we hope to make a significant contribution in some of the toughest challenges of our times – the epidemics of obesity, sedentary lifestyles, stress, depression, poor nutrition, and ever-rising healthcare costs.

We have established the gold standard in health, fitness, and well-being coaching skills, practices, content, technology, and marketing.

Wellcoaches Objectives

Quality Assurance and Consistency: Wellcoaches will continually upgrade the quality and consistency of all certification programs as they relate to educational materials, exam format and content, management plans, materials for the candidate, and internal and external review of the programs and/or examination sites.

Career Relevancy and Advocacy: Wellcoaches will maintain a leadership position in the profession and marketplace by promoting superior standards and communicating information concerning the unique attributes of Wellcoaches certified professionals in the public sector (e.g., students, educational institutions, practitioners, employers, peer professional organizations, governmental agencies, and others).

Service: Wellcoaches will create and maintain a network of certified professionals and encourage continuing coaching education opportunities.

Expansion/Growth: Wellcoaches will expand opportunities, thus increasing the number of certified individuals, facilities, and educational institutions which adhere to Wellcoaches certifications standards.

Educational Outreach: Wellcoaches will be responsive to other groups and organizations that express interest in our certifications and programs or the development of group specific programs.

Our Shared Values

Dedication to mastering personal well-being and walking the walk.

Skills to serve our clients masterfully based on our credentials, coach training, and track record.

Compassion and acceptance of where our clients are today.

Passion to help people take charge, master well-being, and change for good.

Commitment to high integrity and best practices in everything we do, including developing evidence-based outcomes.

Belief that people have the creativity and ability to change when provided the support and confidence they need to get there.
Courage to lead in a new marketplace.
Creativity to recognize and handle every opportunity and challenge.
Desire to build the Wellcoaches community.
Tenacity to fulfill our vision.

Liability and Scope of Practice

As a certified coach, you may provide expert advice only in the areas where you have a nationally recognized credential. If you aren't clear on your scope of expertise, please check with your [Coach Concierge](#).

Please also note:

- You will inform clients of your scope of credentials and expertise, adhering to all principles set forth in the [Certification and Branding Agreement](#).
- You are required to hold professional liability insurance, which covers your coaching services and Wellcoaches reserves the right to inspect your liability insurance policy.
- Wellcoaches Corporation does not require certified coaches to carry professional liability insurance providing you are only working with non-paying clients.
- The Wellcoaches web and paper client well-being assessments, client applications, and the client websites have a liability release and confidentiality statement that is accepted by non-paying and paying clients.

Coaching Insurance

Wellcoaches carries professional liability insurance for coaches-in-training for practice (non-paying) clients. If you are working with paying clients and are a Certified Coach, you are required to carry your own professional liability insurance as well.

Professional Liability Insurance for Health & Well-being Coaches

Professional liability insurance is available from almost all insurance carriers, so you may want to check any current policy that you have.

Your policy will need to cover "coaching" or "coaching services".

If you do not have a current policy, ACSM, IDEA and ICF have insurance policy programs if you are a member of their organization. The premium may vary based on several underwriting questions which are addressed on an individual basis.

Wellcoaches Professional Code of Ethics

This Code of Ethics is intended to aid all Certified Wellcoaches (CWCs) to establish and maintain a high level of ethical conduct, as defined by standards by which a CWC may determine the appropriateness of their conduct. Any existing professional, licensure, or certification affiliations that CWCs have with governmental, local, state or national agencies or organizations will take precedence relative to any disciplinary matters that pertain to practice or professional conduct.

This Code applies to all CWCs, regardless of Wellcoaches membership status (to include members and non-members). Any cases in violation of this Code will be referred to Wellcoaches Corporation.

Responsibility to the Public

CWCs shall be dedicated to providing competent and legally permissible services within the scope of practice of their respective certification. These services shall be provided with integrity, competence, diligence, and compassion.

CWCs respect the rights of clients, colleagues, and health professionals, and shall safeguard client confidences within the boundaries of the law.

Information relating to the CWC/client relationship is confidential and may not be communicated to a third party not involved in that client's care without the prior written consent of the client or as required by law.

CWCs are truthful about their qualifications and the limitations of their expertise and provide services consistent with their competencies.

Responsibility to the Profession

CWCs maintain high professional standards. As such, a CWC should never represent themselves, either directly or indirectly, as anything other than a CWC unless they hold other license/certification that allows them to do so.

CWCs practice within the scope of their knowledge, skills, and abilities. CWCs will not provide services that are limited by state law to provision by another health care professional only.

A CWC must remain in good standing relative to governmental requirements as a condition of continued certification.

CWCs take credit, including authorship, only for work they have actually performed and give credit to the contributions of others as warranted.

Consistent with the requirements of their certification, CWCs must complete approved, additional educational course work aimed at maintaining and advancing their knowledge, skills, and abilities.

Discipline

Any CWC may be disciplined or lose their certification for conduct which, in the opinion of Wellcoaches Corporation, goes against the principles set forth in this Code.

WELLCOACHES CERTIFICATION (MODULE 3)

Purpose of Certification

Wellcoaches certification is granted for a period of 3 years when a candidate demonstrates:

- Compliance with published eligibility requirements and adherence to all principles set forth in the [Certification and Branding Agreement](#).
- Competency (through standardized and objective evaluation) with respect to the specific Wellcoaches certification.

ACSM and ACLM Endorsement of Wellcoaches Programs

Through our strategic partnerships with the American College of Lifestyle Medicine (ACLM) and the American College of Sports Medicine (ACSM), Wellcoaches delivers the gold standard in coach certifications and certificate programs in the healthcare field. ACLM and ACSM endorse and promote Wellcoaches coach training and certification programs for healthcare providers.

Founded in 1954, the [American College of Sports Medicine](#) is the world's largest organization for sports medicine and exercise science with more than 20,000 members in 80 countries. The ACSM and its research members contribute to federal guidelines and policy on obesity and exercise for healthy and clinical populations. The ACSM is world-renowned for setting the gold standard for certifications of basic and advanced exercise professionals.

[The American College of Lifestyle Medicine](#) is the professional medical association for those dedicated to the advancement and clinical practice of Lifestyle Medicine as the foundation of a transformed and sustainable healthcare system. More than a professional association, ACLM is a galvanizing force for change. ACLM addresses the need for quality education and certification, supporting its members in their individual practices and in their collective desire to domestically and globally promote Lifestyle Medicine as the first treatment option, as opposed to a first option of treating symptoms and consequences with expensive, ever increasing quantities of pills and procedures. ACLM members are united in their desire to identify and eradicate the causes of disease.

Core Certification Process

Certification must be finalized within 18 months of completing Core Coach Training (the virtual classes or the 4-day on-site program).

Wellcoaches Core Coach Certification (Module 3) process includes:

1. Full, live attendance and completion of the “Core Coach Training” (Module 1), including lesson feedback surveys* for the following courses:
 - a. 18 virtual classes or 4-day on-site
 - b. all knowledge assessments with a pass rate of 80% or higher
 - c. Wellcoaches Habits Course (8 surveys)
2. Full, live attendance and completion of “Advanced Group Practice” classes (Module 2), including feedback surveys and knowledge assessments for the following courses:
 - a. Organize Your Mind two, 2-hour virtual classes + e-course (1 survey)
 - b. Organize Your Emotions 2-hour virtual classes (1 survey)
 - c. Well-being Vision 2-hour virtual classes (1 survey)
 - d. Generative Moments 2-hour virtual class + e-course (1 survey)
3. Payment of the core certification fee
4. Submission of the Certification application and proof of prerequisites for Certification
5. Agreement to adhere to all principles set forth in the Certification and Branding Agreement
6. Completion of Skills Application and Assessment (Module 3) which includes the following:
 - a. submission of practice client data for one client
 - b. submission of your personal Well-being Vision and 3-month goals
 - c. Individual mentoring (three, 1-hour sessions to be completed before scheduling the practical skills assessment)
 - d. an oral practical skills assessment
 - e. a written exam

**If you took the course through your University, processes may differ. Please check with your instructor.*

Upon successful completion of the above, you may earn a “Certified Health & Well-being Coach” designation if you have one of the following:

1. an [Associate Degree](#) (or equivalent); or
2. 4,000 hours of work experience (approximately two years of full-time work experience).

Because the program is being continually upgraded, failure to complete certification within 18 months after training is completed will require payment for, and completion of, Module 1 and Module 2 before proceeding to Module 3 for Certification.

Module 3: Fees and Refunds

Certification Fees

Module 3 fees are discounted when purchased at the same time as Module 1 and 2. Pricing for non-bundled purchases is made available at the Wellcoaches CustomerHub Student Portal.

Refunds

If you have not completed any of the certification components (mentoring, written exam, practical skills assessment, submission of practice client data, or personal Well-being Vision), you may request a refund for certification fees less 5% administrative costs. Links to the request forms are available at your Wellcoaches CustomerHub account under the Withdrawals & Refunds tab.

All certification components must be completed, scored and on file by the Certification Deadline. No refunds will be provided after the Certification deadline.

Core Certification Exams

Please note that you may complete the exams in any order that you prefer, and not necessarily in the order laid out in this document. However, the Certification Fee must be paid, your prerequisite documentation must be approved and on file, and the Certification and Branding Agreement must be accepted first.

1. Individual Mentoring

To build efficacy and support your understanding of the concepts, the certification process includes three, 1-hour mentoring sessions which allow you to practice the application of the On-going Coaching Session Checklist and prepares you for the Practical exam. When you are eligible for certification, you will receive information to schedule your mentoring sessions. Mentoring must be completed BEFORE you schedule the Practical Skills Assessment.

2. Practical Skills Assessment

The Practical Skills Assessment is a role-playing scenario in which the examiner plays the role of the client and the certification candidate acts as their coach. You will be coaching the “client” for their 3rd coaching session.

A client scenario will be provided which includes the client’s Well-being Vision, 3-month goals and previous 2 sessions of weekly goals. Here are the current scenarios that may be used: [Client Scenario 1](#) or [Client Scenario 2](#).

Students will be informed which scenario will be used when the exam is scheduled. Time allotted for the evaluation is 30 minutes and the session is recorded.

The practical assessment is designed to evaluate the coach’s application of the practical coaching skills taught during the training program, and is graded on a scale of 100, with a score of 80 or more being a passing grade. Here are sample Practical Skill Assessments:

[Sample 1](#)

[Sample 2](#)

[Sample 3](#)

Please note that, while no exam is perfect and no coach is perfect, these represent examples of high, passing scores and there is much to learn from the best components of these samples.

To achieve a passing grade the coach will demonstrate the following in each of seven areas or grading criteria:

Session Opening (5%), Approximately 2 minutes

- Asks how the client is right now, “in this moment”
- Uses reflections to show understanding of client’s state
- Asks the client to share the best thing that happened from previous week(s)
- Reflects something positive about the client (e.g., highlights, strengths, or emotions)
- Asks client to select the first weekly goal to be discussed

Weekly Goal Review (20%), Approximately 7 minutes total

For each of two goals:

- Explores full experience with weekly goal, starting with the positive
- Uses reflections to show listening and understanding of the goal experience
- Expands inquiry about the client’s best experience with their weekly goal
- Responds to client challenges with judgment-free reflection and inquiry
- Asks what the client learned from their experience
- Affirms the client: strengths, choices, and/or situation
- Inquires about the client’s percentage of success

Three-Month Goal Review (10%), Approximately 2 minutes

- Validates the relevance of the client’s Well-being Vision and connection to three-month goals
- Asks about the client’s best learning or growth experience with their three-month goals
- Asks about the client’s level of commitment with their goals and whether they want to revise them
- Affirms the client’s strengths, abilities, or growth

Generative Moment (25%), Approximately 10 minutes

- Collaborates with the client to identify the topic to work on, where they have aroused emotional energy and interest
- Asks for permission to explore and work with the topic now
- Encourages the client to imagine what they really want now, in relation to the topic
- Explores the strengths and values the client can leverage to move forward
- Explores the environments the client can leverage to move forward
- Explores decisional balance and develops discrepancy when the client demonstrates ambivalence or needs clarity
- Engages the client in creative brainstorming of pathways forward
- Expresses confidence in the client’s ability to move forward

Weekly Goal Setting (20%), Approximately 7 minutes total

For each of two goals:

- Asks the client to choose a goal that is important, and that they are ready to pursue
- Explores the support needed to ensure success and handle challenges, such as relationships, environments, structures, and routines
- Assists the client to refine goal to be a SMART behavioral goal
- Uses confidence ruler to improve the client's confidence in reaching their goal
- Asks the client to restate the goal
- Affirms client's ability to achieve their goals

Session Close (5%), Approximately 2 minutes

- Communicates an appreciation of the client's work during the session
- Discovers and reflects what the client learned in the session
- Asks for feedback on how future coaching sessions could best support the client's path
- Schedules next session

Coaching Presence (15%)

- Demonstrates effective time management and fluid flow of session
- Coaching Approach to using expertise: offers expertise only with permission and/or in response to a request for information from the client
- Mindfulness – Expresses a non-judgmental awareness and allows for silence and time to experience thoughts and feelings
- Empathy, Warmth & Affirmation – Respectfully understands and supportively connects with client
- Courage & Authenticity – Expresses honest observations in service of client outcomes
- Calm – Conveys confidence and expresses optimism in the client's strengths or ability to move forward
- Playfulness & Zest – uses energy and humor to increase client's positive energy and emotions

To Schedule Your Practical Skills Assessment

Mentoring must take place BEFORE you schedule your Practical Skills Assessment. Three individual mentoring sessions are required for the completion of the Certification process. If you have not fully completed mentoring, do not schedule your Practical Skills Assessment. Visit the "Mentoring" page to schedule your three mentoring sessions.

Once you are eligible to take the Practical Skills Assessment, you will find the link to schedule it in your student account in CustomerHub.

Results of the assessment are typically available within 4 weeks after your session. You will receive a "pass/did not pass yet" report noting areas of the practical that were fully demonstrated. The examiner will also include additional comments on the session's strengths and general recommendations for continued improvement. As your exam will be reviewed by two examiners, there is no petition process and the results will be considered final.

Practical Skills Assessment Re-test Policy

If you do not pass the practical skills assessment, you will be required to retake it for a [fee](#).

We recommend you first complete at least two additional mentor coaching sessions. If you choose this option, the retake fee will be waived. Once this mentoring/retake fee has been paid, we will contact you to schedule your mentoring session(s) and/or new exam.

If you do not pass the practical exam on your second attempt, you will be required to re-enroll in the training program at a discounted rate plus repeat another practical assessment for a fee. Please contact your Coach Concierge to register to re-enroll.

3. Practice Client Sessions

The practice client sessions submission is designed to grade the coach's skills in helping clients develop well-being plans including SMART goal writing and well-being vision construction skills.

You will need to work with a practice client for a minimum of 4 regular coaching sessions, and will submit:

- The client's Well-being Vision
- The client's 3-month goals (indicate level of progress so far, from 0% - 100% completion)
- 4 sessions worth of weekly goals (indicate level of progress this week, from 0% - 100%)

To submit your practice client sessions:

1. Download the [Practice Client Worksheet](#).
2. Once you have completed your practice work with your client, email your completed, **typewritten**, worksheet to your Coach Concierge.

The practice client sessions submission is graded on a scale of 15, with a score of 10 or more being a passing grade. To achieve a passing grade, the coach will demonstrate the following in each of three weighted categories:

- *Quality of Goal Writing (10 points)*: Quality of goal writing, both for 3 month and weekly goals. Including: use of SMART goals; 3-month goals have weekly goals that support them; goals are written in the client's voice; capitalization/punctuation/spelling.
- *Goal Percentages (2 points)*: Percentages are recorded for weekly goals and 3-month goals.
- *Completeness (3 points)*: Vision motivators, obstacles, and strategies are complete.

It is strongly recommended that you do not work with a friend, family member, or classmate for this exercise. Instead, choose to practice with someone who would enable you to have a realistic experience of being a coach, allowing you to try on new skills and behaviors.

Results are typically received within 2-3 weeks after submitting the sessions and include a report documenting the details of your grade with comments from the reviewer noting areas of improvement or excellence.

Practice Client Sessions Re-test Policy

If you do not pass the practice client sessions, you will have 2 options to resubmit the practice client sessions. There is no fee to resubmit.

1. Based on the comments received from the reviewer, you may revise the original submission (in cooperation with your practice client) to improve the goals and then resubmit, to try to achieve a passing grade.
2. You may start over with a new practice client and submit those sessions when they are complete.

If you do not pass the practice client sessions requirement a second time, it will be necessary to re-submit client sessions that have been completed with a new/different client. The fee for a second submission is \$50 and arrangements for payment can be made through your Coach Concierge.

4. Personal Well-being Vision

The Personal Well-being Vision submission requirement is designed to support you in demonstrating authenticity as a coach in your personal well-being practice. As coaches and role models, it is important to have integrity in the way that we personally live our well-being visions. We ask that you submit your own Well-being Vision and three-month goals by:

- Downloading the [Practice Client Worksheet](#).
- Once you have crafted your Well-being Vision and three-month goal, email your completed, **typewritten**, worksheet to your Coach Concierge.

This submission is not graded but must be completed to become certified.

5. Written Exam

The written exam consists of multiple-choice questions, drawn from the *Coaching Psychology Manual*. Once the certification fee is paid, students will receive an email with a link to their exam and will take the exam online, from home.

Our exam consists of 125 questions, 100 of which will be randomly presented to the student. You will be evaluated on the 100 questions that are randomly presented to you and a score of 79/100 or higher is a passing grade. Allotted written exam time is 180 minutes (3 hours).

The 125 questions (100 of which will be presented to the student) have the following distribution:

Chapter 1	8	Chapter 7	13
Chapter 2	13	Chapter 8	5
Chapter 3	11	Chapter 9	12
Chapter 4	12	Chapter 10	12
Chapter 5	15	Chapter 11	10
Chapter 6	14		

THIS EXAM IS CONFIDENTIAL AND IS PROTECTED BY TRADE SECRET LAW. IT IS MADE AVAILABLE TO YOU, THE EXAMINEE, SOLELY FOR THE PURPOSE OF BECOMING CERTIFIED IN THE AREA REFERENCED IN THE TITLE OF THIS EXAM. YOU ARE EXPRESSLY PROHIBITED FROM DISCLOSING, PUBLISHING, REPRODUCING, OR TRANSMITTING THIS EXAM, IN WHOLE OR IN PART, IN ANY FORM OR BY ANY MEANS, VERBAL OR WRITTEN, ELECTRONIC OR MECHANICAL, FOR ANY PURPOSE, WITHOUT THE PRIOR EXPRESS WRITTEN PERMISSION OF WELLCOACHES CORPORATION.

Written Exam Retest Policy

The Written Exam passing grade is 79. If you do not pass the written exam, a new exam link can be [purchased](#) to retake the exam. We highly recommend further in-depth study of the manual prior to retaking the exam.

If you do not pass the practical exam on your second attempt, you will be required to re-enroll in the training program at a discounted rate plus repeat another practical assessment for a fee. Please contact your Coach Concierge to register to re-enroll.

Deadline for Completion of Certification

The Core Coach Certification process must be completed within 18 months of completing the program. Failure to complete the certification within the 18-month timeline will require re-enrollment in the program before proceeding. As a previously trained student you are eligible to re-enroll in Module 1 at a discounted rate. This option is made available at your CustomerHub student account.

PROFESSIONAL (9-MONTH) COACH CERTIFICATION

The emerging profession of health and well-being coaching is poised to enter its golden era, supported by evidence-based education, validated tools, and research – a scientific foundation for credibility and efficacy.

Wellcoaches is at the forefront as a translator, integrator, and innovator with its Professional Coach Training & Certification program. We've polished the science into a crown of coaching jewels for health and well-being coaches. We call the crown the *Onward & Upward Model*.

While the Wellcoaches core coach training and certification program provides core skills to help health professionals become competent health and well-being coaches, this advanced 100-hour program gives coaches a path to masterful coaching.

The *Onward & Upward Model* begins with the coaching relationship enabling the self-motivated coaching client to embark upon a trajectory of positive change that is powered by positivity, curiosity, and constructive development, resulting in greater autonomy and self-mastery.

Requirements to Attain the Certified Professional Coach Designation

The Wellcoaches designation of *Certified Professional Coach* is achieved through:

Current Wellcoaches Coach Certification, NBC-HWC or PCC/MCC.

Full participation in live, virtual classes (no less than 90%) and two 2.5 day residential classes (must attend both residential sessions in full).

Full participation in eight group mentoring sessions, led by Wellcoaches faculty and designed for coaching practice by the participants.

Full participation in six individual mentor sessions, led by Wellcoaches faculty and designed for coaching practice by the participants.

Submission of a "Coaching Mastery Journal". You will be provided with prompts to respond to following each residential session and most lessons. The creation of a Coaching Mastery Journal is designed to broaden and deepen your learning about how the content applies to you and your coaching. There are no "right" or "wrong" answers; no place in your thinking that you "should be" or "ought to be." Guidelines for the journals are:

- a. No more than 400-800 words per entry each week
- b. Written in distinct, grammatically correct sentence form; not using run-on sentences as you might in a diary
- c. Cite references, if you choose
- d. Insert quotes – sentences or short paragraphs, if you choose
- e. Include a response to each of the questions that are posed for each lesson
- f. Reflect an expansion in your thinking about building coaching relationships
- g. Reflect your personal journey from self-determination toward self-mastery

Submission of an .mp3 file (approx. 30-45 minutes) for one coaching session demonstrating the International Coach Federation's Core Competencies and Wellcoaches Professional Coach Competencies.

You will also receive feedback regarding your demonstration of Core Competencies as outlined for the International Coach Federation. Upon submission of the journal and coaching session audio, PCT program faculty will review the contents and provide a "Pass" or "Did Not Pass Yet" response.

Retest Policy

If you receive a "Did Not Pass Yet" response for any of your submissions, you may resubmit the materials for a fee. [Click here to pay the fee.](#)

Deadline for Completion of Certification

The Professional Coach Certification process must be completed within 12 months of completing the Professional Coach training program. *Because the program is being continually upgraded, failure to complete the certification within 12 months will require re-enrollment in the training program for a discounted fee before proceeding.* **Please contact your Coach Concierge to register to re-enroll.**

Professional Coach Designation

Upon successful completion of the above, you will earn a professional coach designation. If you are eligible and have a current Wellcoaches Health and Well-being Coach Certification, your new designation will be that of a "Certified Professional Health and Well-being Coach (CPHWC)".

Similar to the requirements for recertification in the Core Coach Training program, recertification for the Professional Health and Well-being program will be required every three years. Once you have attained the Professional Coach designation, you will need to maintain only one certification through Wellcoaches.

RECERTIFICATION: FOR CORE AND PROFESSIONAL COACHES

Purpose of Recertification

The purpose of periodic recertification is to ensure and maintain a high standard of competency for Wellcoaches certified coaches.

Full details are posted at your Wellcoaches CustomerHub account and are also [available here](#).

NATIONAL BOARD-CERTIFIED HEALTH AND WELLNESS COACH REQUIREMENTS: LIFESTYLE MEDICINE FOR COACHES (MODULE 4)

As a coach, it is important to have a holistic and broad understanding of healthy living. This 20-hour e-course provides education on key healthy lifestyle topics such as brain health and basic biometrics, from leading experts. This module is *not* required for Wellcoaches Certification but is required if you wish to be eligible to take the National Board-Certified Health and Wellness Coach exam through the [National Board for Health and Wellness Coaching \(NBHWC\)](#).

Cost: Discounted when purchased after Modules 1-3/full price when purchased alone

WELLCOACHES PROFESSIONAL POLICIES

Public Disclosure of Affiliation

Any CWC may disclose their affiliation with Wellcoaches certification in any context, oral or documented, provided it is currently accurate. In doing so, no CWC may imply Wellcoaches endorsement of whatever is associated in context with the disclosure, unless expressly authorized by Wellcoaches. Disclosure of affiliation in connection with a commercial venture may be made provided

the disclosure is made in a professionally dignified manner, is not false, misleading, or deceptive, and does not imply licensure or the attainment of specialty or diploma status. CWCs may disclose their certification status.

CWCs may list their affiliation with Wellcoaches certification on their business cards without prior authorization. CWCs and the institutions employing a CWC may inform the public of an affiliation as a matter of public discourse or presentation.

Confidentiality

Examination scores are confidential and will not be disclosed unless specific written permission to do so is provided by the candidate prior to the exam, a specific written request to do so is received by the candidate after completion of the exam, or by subpoena or court order. Candidates must also indicate in writing the specific person or organization to which the scores should be revealed.

Wellcoaches verifies, upon request, the status of all individuals that have passed their respective examinations and maintain their current certification status.

Privacy Policy

Wellcoaches recognizes the importance of protecting the privacy of information provided by users of our website, certified individuals, recipients of our e-mail newsletters and all of our members. We created this policy with a fundamental respect for our users' right to privacy and to guide our relationships with our users. This privacy statement discloses the privacy practices for all products and services of Wellcoaches.

Information and Collection of Information

Wellcoaches collects information from our website users, members, and non-members. In this section of our privacy policy, we will describe the type of information we collect and how it may be used to provide better services to our members.

Membership

When applying for membership through our website, users are required to give their contact information (such as name, mailing address, e-mail address and phone number). We also may collect demographic information (such as title, company information and areas of interest, etc.). For internal purposes, we may use this information to communicate with members and provide requested services, and, for our website visitors, to provide a more personalized experience on our sites. We may use aggregate demographic information about our audience to improve our service, for marketing purposes and/or industry reporting purposes.

For our services that require payment (such as membership dues, events, products, and classes), we also collect credit card information (such as card holder name, credit card number, statement address and expiration date), which is used for billing purposes only, and is not otherwise shared.

Surveys (not including lesson feedback surveys)

From time to time, we invite users to provide information via surveys. Participation in these surveys is completely voluntary and the user therefore has a choice whether to disclose requested contact information (such as name and mailing address) and demographic information. In addition to other uses set forth in this policy, contact information collected in connection with surveys is used to monitor or improve the use and satisfaction of the site.

Interactive Features

At our site, we offer interactive and community features such as discussion forums found in the community's section of the "Members Only" page. Note that all personal information sent or posted via such features becomes public information for which we are not responsible. Discussion forums are regulated by the "Terms and Use" located on the appropriate page.

Communications With Us

Requests for service, support or information may be forwarded as needed to those best qualified to respond to a specific request. We may retain e-mails and other information sent to us for our internal administrative purposes, and to help us to serve customers better.

Communications From Us

In order to best serve our members, we may send alerts that contain important information about our sites and services. For example, we send new members a welcoming message, and verify password and username for our password-protected sites. We may also communicate with a user to provide requested services and for account-related issues via e-mail, phone or regular mail.

We offer our users the option to receive information about our organization, related products, services and special events. Users can choose not to receive these communications.

Correcting/Updating Information

Members may update their personally identifiable information (such as a change in address, email, or phone number), through their Wellcoaches CustomerHub account at ***My Account > Edit Your Profile link.***

Security

We use industry-standard encryption technologies when transferring and receiving your information. Additionally, we implement commercially reasonable security measures at our physical locations to protect against loss or misuse of your information.

Links

Our websites contain links to other sites. Wellcoaches is not responsible for the privacy practices or content of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of each website to which we may link that may collect personally identifiable information. As well, we are not responsible for the misuse of the Wellcoaches name, products or services listed on other sites.

Notification and Changes

If we change our privacy policy, we will send alerts, so our users are aware of what information we collect, how we use it and under which circumstances, if any, we disclose it. Users should check this policy frequently to keep abreast of any changes.

Non-discrimination

Wellcoaches strives to comply with all applicable federal and state laws. It does not knowingly violate such laws in its membership policies, membership programs, educational activities, certification matters, or program funding, nor knowingly discriminate on the basis of race, religion, color, gender, sexual orientation, military status, age, national or ethnic origin, disability or handicap. It attempts to make its programs equally accessible to all persons regardless of disability.

Disability Policy

The Americans with Disabilities Act (ADA) of 1990 (PL 101-336) is a sweeping civil rights law which is intended to eliminate discrimination against people with disabilities in all aspects of life. The Wellcoaches examination program embraces the law in both letter and spirit.

Wellcoaches requests that candidates with disabilities who would like accommodations notify Wellcoaches. Wellcoaches will then request specific information regarding the accommodations being requested. Wellcoaches will then endeavor to accommodate the request.

Title I of the ADA states, "Employers [certifying bodies] should conduct a job analysis to determine the essential functions of each job (knowledge, skills, abilities-KSAs). When an individual with a disability meets legitimate educational, skill, and experience qualifications for a position [certification examination] the employer must make a reasonable accommodation. Reasonable accommodations include, but are not limited to, reassignment of non-essential tasks, providing auxiliary aids or services, removing architectural barriers in the workplace..." Title III includes a provision for "changing rules or practices" for individuals with disabilities who meet essential eligibility requirements. Reasonable accommodations for the purpose of conducting a Wellcoaches certification examination may include text magnification, assistive listening devices, readers, and extended time.

Requests for special accommodations for a Wellcoaches certification exam can be made by contacting your Coach Concierge.

Irregular Behavior

Wellcoaches defines irregular behavior as any behavior that undermines or threatens the integrity of the application, assessment or certification processes of Wellcoaches, whether it occurs before, during or after an exam.

Irregular behavior may include, but is not limited to, having or seeking access to exam materials before the exam, impersonating an examinee or engaging someone else to take the exam by proxy, copying answers from someone else or allowing one's answers to be copied, copying or memorizing and reproducing test items, altering or misrepresenting scores, stealing exam materials, possessing unauthorized materials during a computer-based exam (e.g., including, but not limited to, recording devices, photographic materials, printed reference material, etc.) or other such behavior which may cast doubt on the exam results of that or another person. It may also include making false representations during the application process or in connection with certification status, altering or falsifying Wellcoaches certificates or other documents, or making the false representation that one is certified by Wellcoaches by using its legally protected identity marks.

The content of all Wellcoaches exams and each of its items is proprietary and strictly confidential, and the unauthorized retention, possession, copying, distribution, disclosure, discussion, or receipt of any examination question, in whole or in part, by written, electronic, oral or other form of communication, including but not limited to e-mailing, copying or printing of electronic files, and reconstruction through memorization and/or dictation, before, during, or after an examination, is strictly prohibited. In addition to constituting irregular behavior subject to disciplinary action such as revocation of certification or revocation of eligibility for future certification for a specified period of time, such activities violate Wellcoaches proprietary rights, including copyrights, and may subject violators to legal action.

Exam applicants or examinees can be disqualified from taking or continuing to sit for an examination, or from receiving examination scores, and may be required to retake an examination if, at its sole discretion, Wellcoaches determines through proctor observation, statistical analysis or any other means available to it, that said exam applicants or examinees were engaged in collaborative, disruptive, or other irregular behavior before, during the administration of, or following, the examination, or if Wellcoaches determines that the integrity or validity of the examination otherwise is in question.

In some instances, while the evidence of irregularity is sufficiently strong to cast doubt upon the validity of scores, such evidence may not enable Wellcoaches to identify the particular individuals involved. In any such circumstances, Wellcoaches reserves the right to withhold the scores of all candidates, including candidates not directly implicated in the irregularity and, if necessary, to require all candidates to take an additional examination at a later date under conditions which will ensure the validity of all scores.

Anyone who has information or evidence that irregular behavior has occurred should submit a written, signed statement to Wellcoaches as described in the "Complaints" policy, detailing the incident with copies of any supporting evidence or documentation.

If Wellcoaches determines that allegations of irregular behavior are true, the organization may impose sanctions against the offending individual, which may include temporary or permanent loss of eligibility for exams or certification, revocation of an existing certification, suspension of certification, invalidation of scores, or other sanctions as deemed appropriate. Such sanctions also may include legal action against the offending individual.

Complaints Policy

Any candidate may file a complaint with Wellcoaches if they do not feel they were appropriately graded on the certification exam or if they feel that there was a valid problem with the examination process.

When a candidate contacts Wellcoaches with a complaint, Wellcoaches will offer to resolve the issue, if possible.

If the candidate still feels that their complaint is valid, then documentation should be sent to Wellcoaches, in writing, either by e-mail or fax. Please include exam score sheet with a complaint letter if applicable.

All documentation regarding appeals/complaints is kept on file indefinitely at Wellcoaches.

Appeals Policy

Appeals regarding candidate disputes or disciplinary decisions by Wellcoaches, based on perceived lack of due process, may be made. An appeal to Wellcoaches must be made in writing, signed by the appellant, addressed to Wellcoaches and received within 30 days of the date of a decision by Wellcoaches. The written appeal must identify the precise factual basis, and applicable rules or circumstances that are the basis for the appeal. Wellcoaches shall maintain a record of all appeals, take appropriate action regarding the appeal in a timely manner, and document the actions taken. Wellcoaches may report on the status and outcome of appeals only according to the confidentiality policies.