



For Immediate Release
Media Contact: Tracye McQuirter, M.P.H.
410-888-9048 ext. 6696
tmcquirter@tai.edu

Tai Sophia Institute Responds to Growing Demand for Health and Wellness Coaches

Offers Nation's First Master's Degree in Health and Wellness Coaching

March 30, 2012 (Laurel, MD) – Tai Sophia Institute (www.tai.edu), an accredited graduate school for health and wellness, is pleased to announce the nation's first **Master of Arts in Health and Wellness Coaching**,* designed to meet the need and set the standard for one of the top careers of the decade.

Research shows that health education alone is not enough to inspire people to change behaviors and make positive health choices. Health and wellness coaching is now recognized as a key competency and catalyst that can effect change:

- The Bureau of Labor Statistics foresees a growing need for health and wellness workers in workplaces and estimates that more than half of all workers will have access to a wellness program at their worksites.
- U.S. News and World Report named health and wellness coaching as a "cutting edge" and "ahead-of-the-curve" career.
- The national Patient Protection and Affordable Healthcare Act (HR 3590 Sec. 4001) recommends health and wellness coaches as an integral part of a new health care team approach.

Tai Sophia Institute is a pioneer and driving force in the national movement toward wellness, disease prevention, and relationship-centered care. Graduates of the Master of Arts in Health and Wellness Coaching program will be uniquely prepared to help lead this wellness revolution and fill the growing demand for coaches with advanced skills and expertise to help people take charge of their own health and create sustainable change.

As the only Master of Arts in Health and Wellness Coaching in the country, the program offers an opportunity to build extraordinary coaching skills in four specialty areas of alternative medicine: **Ayurvedic Wellness Practices**, **Chinese Wellness Therapies**, **Herbal Studies**, and **Medical Herbalism**. The specialty areas respond to an increasing use of integrative and complementary medicine. About 38% of adults and 12% of children already use some form of complementary and alternative care, according to the National Institutes of Health.



For Immediate Release
Media Contact: Tracye McQuirter
410-888-9048 ext. 6696
tmcquirter@tai.edu

**Tai Sophia
Institute**

**Tai Sophia Institute Responds to Growing Demand
for Health and Wellness Coaches**

In April and May, Tai Sophia Institute is offering several free activities to learn more about the new **Master of Arts in Health and Wellness Coaching** program:

- **Coaching Café**

Participate in simulated coaching experiences with program leaders.

Tuesday, April 10, 6:00 p.m. – 8:00 p.m.

- **Coaching Career Trends Conference Call**

Learn about exciting career opportunities.

Wednesday, April 18, 12:00 p.m. – 1:00 p.m.

Monday, April 23, 7:00 p.m. – 8:00 p.m.

For more information about the **Master of Arts in Health and Wellness Coaching**, please call the Office of Graduate Admissions at 410-888-9048 ext. 6647 or admissions@tai.edu.

**pending Maryland Higher Education Commission endorsement*

ABOUT TAI SOPHIA INSTITUTE

Founded in 1974, Tai Sophia Institute (<http://www.tai.edu>), is a private, nonprofit, academic institution for health and wellness education. Accredited by the Middle States Commission on Higher Education, the Institute offers graduate certificate and degree programs in a wide range of health and wellness topics, as well as individual academic courses, community workshops, and continuing professional education programs. The Institute's 12-acre main campus in Laurel, Maryland, also houses a clinic, a bookstore, a library, and herb and meditation gardens, all of which are open to the public.

#