

THE CLINICAL SKILLS HERBAL COURSE OUTLINE

UNIT 1: INTRODUCTION TO CLINICAL SKILLS

Lesson 1: Introduction to the Clinical Skills Herbal Course

- Welcome to the Herbal Academy's Clinical Skills Herbal Course!
- VIDEO: Welcome the Course with Lisa Olson, RH(AHG)
- The Clinical Skills Herbal Course Companion Textbook
- Here's How the Course Works
- VIDEO: Navigating the Student Dashboard with Amber Meyers

Lesson 2: Clinical Training and Continuing Education

- What Can an Herbalist Do?
- Components of Good Clinical Training
- Clinical Herbalism Training Programs
- Herbal Mentorships
- Moving Toward American Herbalists Guild (AHG) Professional Membership
- VIDEO: RH(AHG) Requirements with Lisa Olson, RH(AHG)
- Continuing Education
- Professional Networking

Lesson 3: Useful Resources and Organizations

- Organizations
- More Resources for Herbalists: Research
- Tools for Entrepreneurs: Advice and Mentorship

Lesson 4: Unit 1 Exercises



UNIT 2: ASSESSMENT AND FORMULATION

Lesson 1: Physical Assessment

- VIDEO: Welcome to Unit 2 with Lindsey Feldpausch, RH(AHG)
- Reductionism vs. Holism
- Physiological and Energetic Herbalism
- VIDEO: Bridging Energetic Herbalism with Phytotherapy with Keren Dolan, RH(AHG)
- A Very Brief History of Client Evaluation in Western Herbalism
- Client Evaluation and Legality
- Western Energetics
- Methods of Holistic Evaluation
- VIDEO: Tongue Assessment with Bob Linde, RH(AHG)
- Energetics, Organ Systems, and Herbs
- Natural Order of Approach or “Where to Begin?”

Lesson 2: Conducting a Clinical Herbal Intake

- Before Your Client’s New Appointment: New Client Communications
- During the Appointment
- VIDEO: Clinical Intake as Assessment with Bevin Clare, RH(AHG))
- Creating the Client’s Plan
- Follow-Up Appointments
- Post-Interview Communications
- Additional Considerations

Lesson 3: Cultivating a Therapeutic Relationship

- The Client-Practitioner Relationship
- VIDEO: Client-Practitioner Relationship with Pamela Spence, MNIMH
- Elements of Cultivating a Therapeutic Relationship
- Communicating Your Presence
- Rapport
- VIDEO: Developing Good Rapport with Dana Hutchinson, RH(AHG)
- Trauma-Informed Care
- VIDEO: A Trauma-Informed Approach for Clinical Herbalists with Jovan Sage

Lesson 4: Writing up a Case Study



- Choosing a Case to Present
- Maintaining Confidentiality
- Information to Include in a Case Study
- Teaching Presentation Case Study Example
- VIDEO: Writing up a Case Study with Bevin Clare, RH(AHG)

Lesson 5: Formulation

- Herbal Formulation
- VIDEO: Advanced Formulation With Stephany Hoffelt
- Chemistry: What it all Means for Herbalists and Herbal Preparations
- Phytochemicals and Their Solubility
- Synergy
- Formulation Methods - Guiding Principles
- Example Formulas in Case Studies

Lesson 6: Unit 2 Exercises

UNIT 3: CLINICAL PRACTICE

Lesson 1: Ethics And Legality In Clinical Herbalism

- VIDEO: Welcome to Unit 3 with Alison Birks, RH(AHG)
- Legal Issues and Ethics in Herbal Practice
- VIDEO: Herbalism and the Law with Bevin Clare RH(AHG)

Lesson 2: Introduction To Clinical Practice

- Choosing Your Target Audience
- Considering Your Business Model Options
- VIDEO: Starting a Free Herbal Clinic with 7song
- Your Potential Office Space and Business
- Business Logistics and Legalities
- Providing Herbs
- Know Your Boundaries

Lesson 3: Marketing Your Clinical Practice

- Creating a Brand and Image



- Market Analysis
- Online Marketing
- Writing and Publishing Online
- Local Marketing
- Client Retention and Refinement of Platform

Lesson 4: Practice Management: Client Records and Confidentiality

- Confidentiality
- Clinical Recordkeeping Basics
- Recordkeeping Logistics

Lesson 5: Creating an Apothecary for Clinical Practice

- Preliminary Considerations
- Apothecary and Herbal Compounding Basics
- Systems
- Standard Operating Procedures
- Compounding For Your Clients
- Determining Operating Costs
- Legal Considerations
- Getting Started
- Where To Source Herbs

Lesson 6: Self Care for the Clinical Herbalist

- Roads to Self Care
- Self Care for Clinical Herbalists
- VIDEO: Self Care for the Clinical Herbalist with Dana Hutchinson, RH(AHG)
- Self Care Considerations for Clinical Herbalists
- Your Self Care

Lesson 7: Unit 3 Exercises

Lesson 8: Course Conclusion

- VIDEO: Congratulations with Shona Richter MacDougall, RH(AHG)
- We Would Love Your Feedback!

