



Pacific College of  
Oriental Medicine



**HEALTH AND HUMAN  
PERFORMANCE PROGRAMS**

**100% ONLINE**

## MISSION

Pacific College improves lives by educating and inspiring compassionate, skilled leaders of traditional medicine and integrative health sciences.

## CORE VALUE STATEMENT & CORE VALUES

All members of the Pacific College community embody the intention of improving lives exponentially by supporting health and well-being through our daily actions. We lead by example and by practicing the values of:

*Integrity*

*Mindfulness*

*Compassion*

*Critical Thinking*

*Collaboration*

*Education*



A woman with blonde hair, wearing a black wetsuit, is shown in profile from the chest up. She is holding a long, light-colored surfboard horizontally above her head with both hands. The background is a dramatic sunset or sunrise over the ocean, with a bright yellow and orange glow in the sky and dark silhouettes of waves in the foreground. The overall mood is serene and aspirational.

# VISION

Pacific College is the recognized leader in delivering traditional medicine and integrative health science education to practitioners and the public.

Pacific College is a catalyst for the adoption and expansion of traditional medicine and integrative health science principles, practices, and research, empowering individuals to gain and maintain health and enjoy life.

Pacific College is contributing to the transformation of the structure and economics of healthcare by bringing education and integrative health science to where people live, learn, and play.

# THE MASTER OF SCIENCE (HEALTH AND HUMAN PERFORMANCE) AND THE HEALTH COACH CERTIFICATE

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The purpose of the Master of Science (Health and Human Performance) (MSHHP) is to provide students who have a deep interest in self-discovery and personal growth with the knowledge and experience required to become health and human performance coaches and health educators.

By applying philosophies, principles and knowledge from traditional medical systems like Chinese medicine, along with modern science, graduates develop performance solutions for individuals and groups to achieve their goals. As health educators, they possess the skills to educate individuals and groups, as well as disseminate their knowledge broadly through multiple media and employment opportunities.

**Experience personal benefits  
while finding solutions to clients'  
peak performance goals**

The MSHHP presents courses in health and human performance coaching and health education supported by courses in nutrition, the physiology and psychology of performance, Chinese medicine, and evidence-informed practice. In each course, students develop performance solutions based on course content, case studies and their related personal interests. These solutions form the basis of the students' portfolios, which the graduates use to introduce their skills to employers and clients upon entering the

workplace. In addition to this “learn by doing,” the curriculum includes a compelling study of peak performers, i.e., highly accomplished athletes, scientists, business people, artists, musicians, and others.

## **Why a master's degree?**

Health coach training is currently dominated by short-programs at the certificate level. There is a need for graduate-level programs for adult learners with experience or interest in self-discovery and personal growth. The field deserves critical analysis, advancement through research, and practitioners prepared by the rigor of graduate education.

Unrestricted by a single school of thought or method of coaching, Pacific graduates distinguish themselves by extensive research, critical thinking, and a broad understanding of human performance.

Coaches are not just for athletes. Health and performance coaches assist anyone who wants to improve their performance on the job, in the home, or at their favorite pastime. They are trained to engender positive habits of thought and action. They create strategies for health and wellness, as well as optimal performance. Clients include business executives and employees, mothers and fathers, husbands and wives, professional athletes and weekend warriors, teachers and students.

**Join an epic adventure to help clients  
fulfill their potential and realize their dreams.**

## **Health Coach Certificate**

Qualified individuals may limit their study to the four courses in the health coaching series to earn the health coach certificate.

**In addition to synthesizing the mainstream methods of coaching, Pacific students study holistic medical paradigms to deepen their knowledge of personal, social, and environmental influences on human behavior. Students gain not only a better understanding of their clients, but of themselves, as well.**

# MSHHP PROGRAM LEARNING OBJECTIVES

**THE PROGRAM'S LEARNING OBJECTIVES ARE DEEPLY CONNECTED TO THE COLLEGE'S MISSION, CORE VALUES AND VISION.**



## **GRADUATES OF THE PROGRAM WILL:**

Exemplify Pacific College's values of integrity, mindfulness, compassion, critical thinking, collaboration, and education.

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Experience the personal benefits of acquiring a broad and deep understanding of health and human performance.

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Research and understand the psychological and physiological influences on human performance.

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Research and critically analyze the broad range of whole food diets, and nutritional supplementation strategies, and consider their optimal application.

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Understand the principles of holistic and Chinese medicine as well as modern bioscience and apply both to performance solutions.

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Compare and contrast multiple coaching models.

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Develop a philosophy of health and human performance and a personalized method of coaching.

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Analyze individual and group performance goals.

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Design, develop, implement, and evaluate performance improvement solutions.

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Conduct health education for a variety of individuals and groups through multiple media.

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Maintain a portfolio of performance improvement solutions that demonstrates the application of knowledge acquired across the curriculum.

# ANCIENT WISDOM FOR THE MODERN AGE

“During his reign, Huang Di (the famous Yellow Emperor) discoursed on medicine, health, life-style, nutrition, Taoist cosmology with his ministers Qi Bo, Lei Gong, and others. Their first discussion began with Huang Di inquiring, “I’ve heard that in days of old, everyone lived one hundred years without showing the usual signs of aging. In our time, however, people age prematurely, living only fifty years. Is this due to a change in the environment or is it because people have lost the correct way of life?” (*The Yellow Emperor’s Classic of Medicine*, Maoshing Ni, Ph.D. Shambala, Boston and London. 2011.)

While medical miracles surround us and some can now hope to live to one hundred, the ‘usual signs of aging’ and degenerative disease remain concerns. Studying and analyzing the attributes of the ‘correct way of life,’ i.e., studying physiology, exercise, nutrition, and more provide resources to foster optimal health at any age. This knowledge empowers individuals to take control of their health and achieve resistance to disease and extend their functional longevity. **Recognizing the body-mind unity, the MSHHP graduates also employ traditional mindfulness and meditation techniques for mental and emotional management, positive effects on relationships, creativity, productivity, and even longevity.** The program even explores recent insights from video game research and performance psychology to provide tools for performance solutions.

# PROFESSIONAL OPPORTUNITIES

Graduates help individuals and groups make their most precious resource, time, more rewarding and fulfilling. In the workplace, graduates of this degree find support from companies that recognize that retaining and maximizing talent means offering benefits for the “whole” employee.

**The MSHHP is more than just a coaching degree.** While coaching may be the goal for many students, others may become health educators, product developers, health journalists, or they will use the knowledge and skills acquired to be more effective managers or entrepreneurs in any enterprise.

**Graduates of the MSHHP provide value to the following professions and industries, and more:**

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HEALTH COACHING

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LIFE COACHING

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HEALTH EDUCATION

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SPORTS TRAINING

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HEALTH AND WELLNESS EDUCATION AND JOURNALISM

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PERSONAL TRAINING

---

MINDFULNESS TRAINING

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HUMAN RESOURCES

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BUSINESS MANAGEMENT

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CORPORATE TRAINING

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PERFORMANCE TECHNOLOGY

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GAME DEVELOPMENT

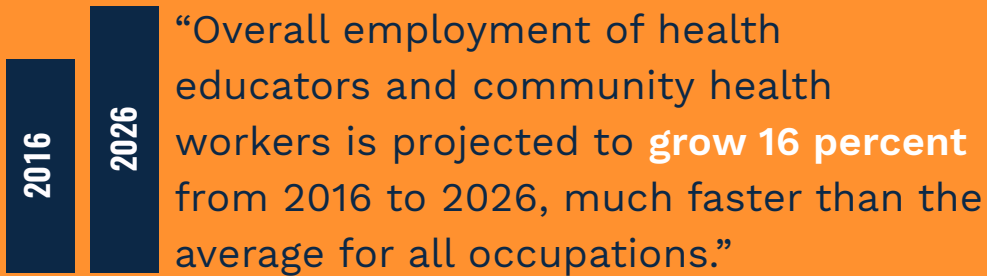
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NUTRITIONAL AND SPORTS PRODUCT DEVELOPMENT,  
MARKETING, SALES, AND EVALUATION

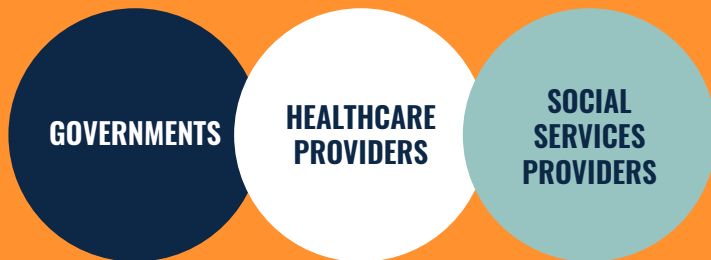




# STRONG EMPLOYMENT OUTLOOK IN HEALTH-RELATED FIELDS



Growth will be driven by efforts to improve health outcomes and to reduce healthcare costs by teaching people healthy behaviors and explaining how to use available healthcare services.



Governments, healthcare providers, and social services providers want to find ways to improve the quality of care and health outcomes, while reducing costs. **This should increase demand for health educators and community health workers because they teach people how to live healthy lives and how to avoid costly diseases and medical procedures.**

(<https://www.bls.gov/ooh/community-and-social-service/health-educators.htm#tab-6>)



“Employment of fitness trainers and instructors is projected **TO GROW 10 PERCENT** from 2016 to 2026, faster than the average for all occupations.

As businesses, government, and insurance organizations continue to recognize the benefits of health and fitness programs for their employees, incentives to join gyms or other types of health clubs are expected to increase the need for fitness trainers and instructors.”

(<https://www.bls.gov/ooh/personal-care-and-service/fitness-trainers-and-instructors.htm>)

# ENORMOUS INTEREST IN SELF-IMPROVEMENT

The U.S. self-improvement market was worth **\$9.9 billion in 2016**. It is forecast to post 5.6% average yearly gains from 2016 to 2022, when the market should be worth

## \$13.2 BILLION

(<https://blog.marketresearch.com/whats-next-for-the-9-9-billion-personal-development-industry>)

As of March 2016, over 2,400 TED Talks are freely available on the website. In June 2011, the TED Talks combined viewing figure stood at more than 500 million, and by November 2012, TED Talks had been watched over one billion times worldwide.

(<https://blog.ted.com/ted-reaches-its-billionth-video-view/>)

**Eighteen of the top 20 most viewed TED Talks are related to**



**CREATIVITY    PSYCHOLOGY    MOTIVATION**

*i.e., how to do more and be more by understanding yourself and your potential.*

(<http://www.businessinsider.com/most-popular-ted-talks-2016-3/#no-1-sir-ken-robinson-says-that-schools-are-killing-our-creativity-20>)

# “

I just finished my fortieth semester teaching nutritional science at the college level. Each year, more and more students enter my classes armed with nutrition misinformation perpetuated by so-called scientists, bureaucrats and celebrities who know little about physiology and biochemistry and less about the psychological and human personality aspects of weight management and nutritional health.

Martina M. Cartwright, Ph.D., R.D. in her Food for Thought blog  
(<https://www.psychologytoday.com/blog/food-thought/201405/fed-nutrition-misinformation>. No longer available online)

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## POPULAR SELF-HELP INFORMATION MUST BE CRITICALLY ANALYZED

# CURRICULUM

## EXPLORING THE THREADS OF EXCELLENCE

Pacific College proudly presents the  
Health and Human Performance programs:

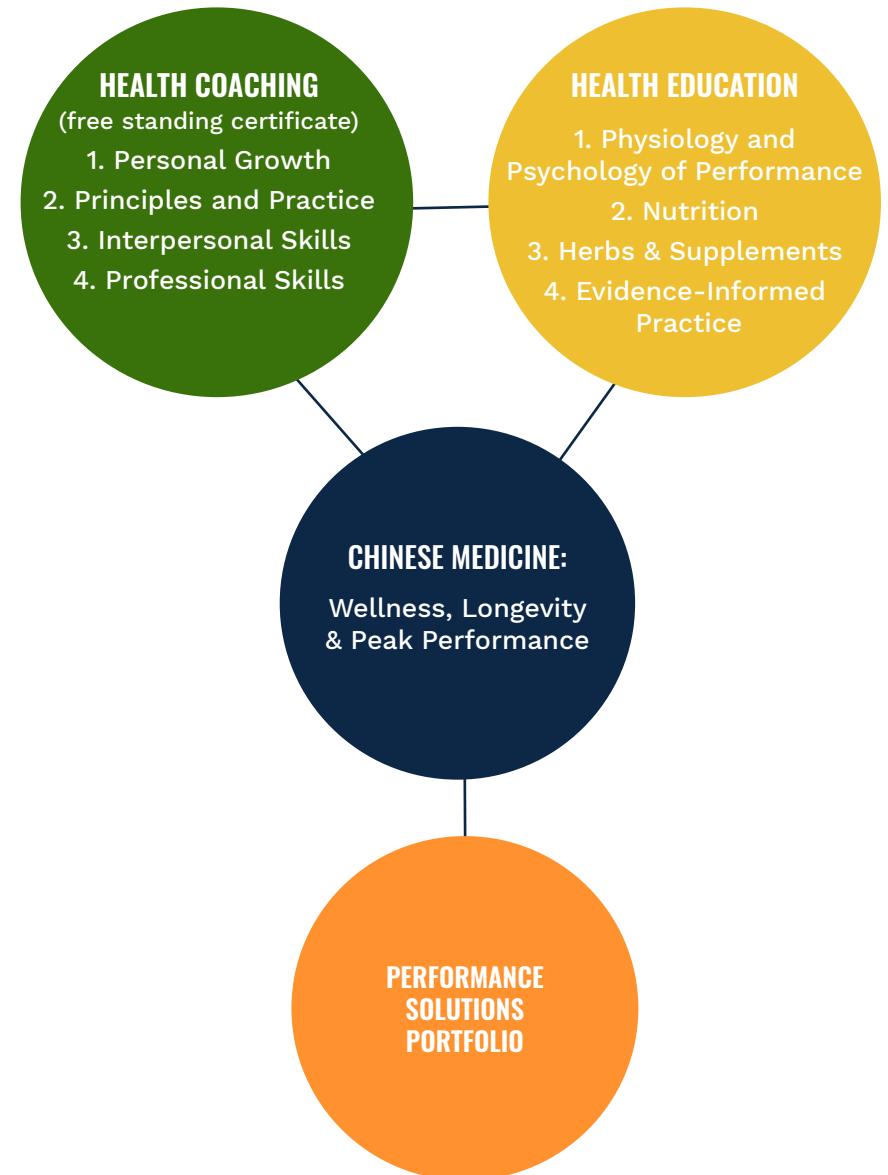
- HEALTH COACH CERTIFICATE
- MASTER OF SCIENCE  
(HEALTH AND HUMAN PERFORMANCE)



# The MS in Health and Human Performance graduate

applies an integrative coaching model that combines holistic and modern coaching methods, the current evidence in the physiology and psychology of performance, and whole food nutrition, as well as dietary supplementation strategies to advance health and performance in all areas of life.

Qualified individuals may opt to take only take the Health Coaching courses, which will qualify them for the Health Coach Certificate.



# HEALTH AND HUMAN PERFORMANCE COACHING (HHPC): PERSONAL GROWTH

This course presents tools for self-discovery and techniques for personal growth applicable to both coach and client: self-assessment, mindfulness, meditation, exercise, journaling, self-reflection, breathing, and more. Students choose one or more to practice, and document the journey of wellness as a way of life.

This course also presents the key dynamics of the coach-client relationship. Students learn to mobilize the internal strengths of their clients as well as to offer external resources that facilitate achievement of goals.

## Why this course?

Becoming a professional health and human performance coach requires more than reading and writing. A coach that engenders the trust and confidence of clients will possess an objective understanding of their own skills, challenges, successes, and yet to be realized goals. In this course, students will apply many tools to acquire such understanding. They will experience their own personal growth journey in order to have empathy for others on that path. They will acquire the first tools necessary to create performance solutions for their clients and, with some effort, the wisdom necessary to be successful health and human performance coaches.



# HEALTH AND HUMAN PERFORMANCE COACHING (HHPC): PRINCIPLES AND PRACTICE

This course presents the concepts, careers, and agencies important to the field of HHPC. It presents multiple approaches to coaching, along with Pacific's unique concept of integrating modern coaching methodology with insights from traditional Chinese medicine. Ethics, safety, scope of practice, regulations, career opportunities are explored. Students encounter the challenges, goals, and desires of clients and become familiar with resources for performance solutions. Students develop core coaching skills through instruction, role play, self-evaluation and peer review

## Why this course?

The ability to engender trust, intimacy and presence. The habit of listening actively. The skill of insightful questioning. These are fundamental coaching skills. Possessing them naturally and in abundance requires awareness and practice. With that, they can reside at the core of our coaching identity. Patiently starting the process is the goal of this course.





## HEALTH AND HUMAN PERFORMANCE COACHING (HHPC): PROFESSIONAL SKILLS

To develop their health education skills, students identify important health resources in their communities. They become familiar with essential concepts and agencies, as well as ethical issues in public health education. They apply their evidence-informed practice skills to access health-related information and write health-related articles suitable for publication to varying demographics.

the coach, and clients who need financial training and assistance.

In each of these four courses, students develop coaching skills through instruction, role play, self-evaluation and peer review. Additionally, they study, analyze, compare and contrast the habits and achievements of highly successful individuals across a wide spectrum of endeavors to discover the common threads of excellence.

As a result of this series of courses, students will be able to articulate their personal philosophy of health, human performance, and health education. They will also develop a plan for career development and networking activities.

To assist in their career development, the course also addresses marketing and financial management skills that are applicable to both

### Why this course?

This course takes student from one-on-one and group coaching to mass distribution of health and performance knowledge. Developing this skill broadens employment opportunities. Financial and marketing training provides students with a launching pad to their new careers, while also providing information they can share with clients with financial challenges.

## HEALTH AND HUMAN PERFORMANCE COACHING (HHPC): INTERPERSONAL SKILLS

Students hone their coach-client communication and interpersonal skills. Integral to these, students research personality types and traits, and consider the role of empathy, intuition, compassion, body language, and more. Students learn to teach clients methods by which they can be more effective in their personal and professional communication.

### Why this course?

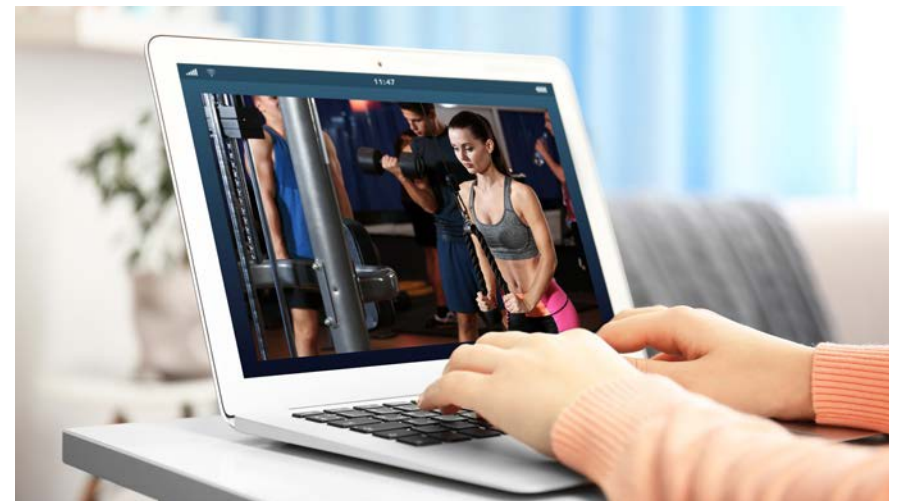
Let's face it. Interpersonal and communication issues are challenging. They lie at the base of many clients' concerns. The ability to convey our thoughts and feelings in a constructive way is essential for both coaches and their clients.

## COACHING OPPORTUNITIES

During their training, students may offer coaching services to patients from Pacific College's three clinics or at approved wellness programs, clinics, human resource departments, gyms, yoga studios, etc., or work with individual personal trainers. Upon graduation, alumni may offer their services to Pacific's extensive database of patients.

Video conferencing is a common way to deliver coaching. Optimal and innovative methods for such delivery will be presented, encouraged, and practiced. Because all courses are delivered online, students will be very comfortable with the tools and techniques in teleconferencing environments.

A *Health Coach certificate* is awarded to qualified individuals who have applied for the certificate and complete the above series of four health coaching courses.



# EVIDENCE-INFORMED PRACTICE (EIP): THE LITERATURE OF PERFORMANCE AND PERSONAL GROWTH

This course presents the importance of EIP and its application. It familiarizes students with the resources available and how to access them. Through their research, students become familiar with the fascinating and challenging ideas in the field of human performance and personal growth. Students demonstrate their ability to analyze conflicting information, compare, contrast, and decide on the relative merit and applicability of the sources.

## Why this course?

Today's world is awash in information. It has never been more important to determine its validity. To create appropriate solutions and to advance the field of health and human performance, master's graduates consider multiple sources, scrutinize methodology and conclusions, and determine the applicability to the clients' needs. This professionalism and critical thinking distinguish the master's graduate.



# CHINESE MEDICINE: WELLNESS, LONGEVITY, AND PEAK PERFORMANCE

Chinese medicine has a long history of techniques that improve health and extend the healthy lifespan. This course introduces concepts, methods, and therapies from Chinese medicine that are applicable to coaching, wellness, longevity, and peak performance. It presents historical and modern figures who evidence the results possible from energetic practices (e.g., qi gong, meditation, etc.). Particular attention is paid to the traditional Chinese understanding of the causes and prevention of disease, and the preservation of one's inherited constitution through diet and lifestyle. Students will study the correlations between traditional Chinese and modern Western physiology.

## Why this course?

For over thirty years, Pacific College has trained practitioners of Chinese medicine. The study of holistic medical paradigms deepens students' knowledge of personal, social, and environmental influences on human behavior. Students gain not only a better understanding of their clients, but of themselves, as well. Chinese medicine provides students a fascinating and useful tool chest of self-discovery and personal growth techniques.



# NUTRITION I: HOLISTIC APPROACHES TO WELLNESS AND LONGEVITY

This course presents the practice of evidence-based nutrition coaching for optimal health and peak performance. After a review of digestion and metabolism from the perspectives of bioscience and Chinese medicine physiology, students receive a systematic methodology for assessing a client's needs and developing a coaching plan to help the client achieve their goals. The course will use a case-based format to explore a wide range of issues related to food groups, food safety and sourcing, common diets, and the use of diet to achieve optimal health.

## Why this course?

Americans spend billions on nutritional supplements and, while they have their place, the answers to most nutritional needs rest with a sound, whole food diet. Of course, defining a sound diet is not without controversy. Nor does we suggest that one diet fits all. This course enables students to understand the wide range of options, their relative merits, and ways to determine the needs of the client.



# NUTRITION II: SUPPLEMENTATION APPROACHES TO PEAK PERFORMANCE

Students explore the frontiers of nutrition through pharmaceutical, nutraceutical, herbal supplementation, and more aimed at peak, even extreme, personal and athletic performance.

## Why this course?

As mentioned, Americans spend billions on nutritional supplements. Our graduates can ensure their clients are getting their money's worth. MSHHP graduates access the fascinating scientific and popular literature to determine the applicability of supplementation strategies for specific performance goals.



## PSYCHOLOGY OF HUMAN PERFORMANCE

This course explores performance from a psychological perspective in diverse areas such as academics, sports, creative pursuits, work performance and leadership. The students consider various theories of motivation, the role of emotion and personality, and the effect of cultural values and expectations. Students undertake a fascinating comprehensive exploration of flow states, their causes, benefits, risks and role in human performance.

### Why this course?

Over the course of the last century, every physical metric of human health has improved. Yet, anxiety is endemic in modern culture, and substance abuse is tragically too common. With ever-present distractions and stressors, it has never been more important to understand and manage our mental-emotional states and those of our clients. And when our goals extend beyond achieving balance and tranquility, effective use of the mind becomes that much more essential to success.



## PHYSIOLOGY OF HUMAN PERFORMANCE

This course introduces the integrative, evidence-informed, systems-based approach to the physiology of health and human performance. Students apply the functional medicine matrix, addressing genomics, biochemical individuality, environmental inputs, and core physiological processes. The physiological effects of mild to intense physical activity are studied. With a foundation in fitness assessment, students address physical, mental, emotional and cognitive goals. Solutions for common health complaints are also explored. Students and faculty examine the intersection of modern Western and traditional Chinese physiology throughout the course.

### Why this course?

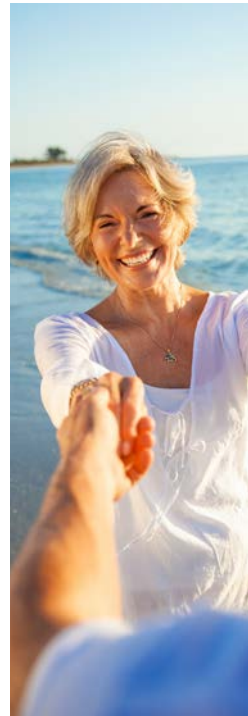
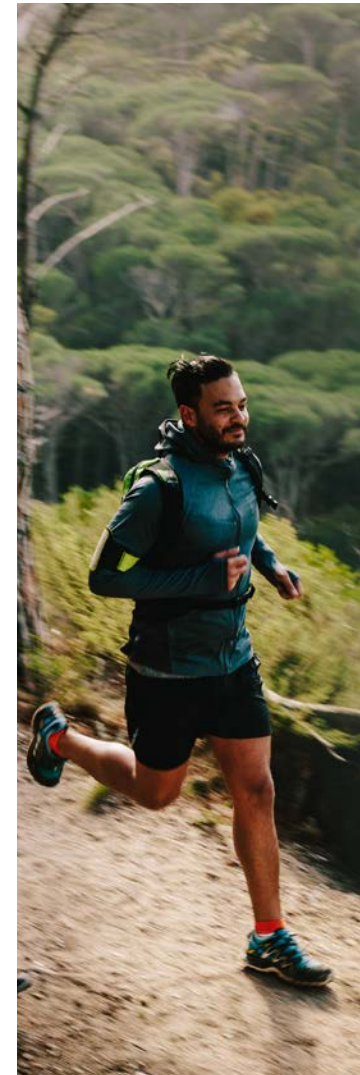
Daily we hear about artificial intelligence (AI). The goal of this class is to awaken individuals' natural intelligence (NI). By using both the latest scientific breakthroughs and the wisdom accumulated over the millennia, coaches empower clients to achieve optimal physical well-being.

# PERFORMANCE SOLUTIONS PORTFOLIO

Students build a professional portfolio of their work for presentation to employers and clients. The portfolio reflects a refinement and synthesis of the performance solutions created in each program course. These solutions go through an iterative process to create the portfolio that showcases the student's philosophy, professional interests, and human performance knowledge and skills. The student may also include work done in their professional life prior to or during the program.

# ELECTIVES

Students may be awarded up to three units of elective credit by taking an approved health coaching or personal training programs from such institutions as the CHEK Institute, Egoscue Institute, Institute for Integrative Nutrition, Health Coaching Institute, Human Potential Institute, KionU or similar Pacific-approved institutions. Programs approved by Center for Credentialing and Education (CCE) or the International Coach Federation (ICF) may also qualify. In addition to completing such a program, students will compare and contrast it with Pacific's coaching model. Additional electives will be developed based on the needs of clients and the interests of faculty and students.



# LIBRARY RESOURCES

Evidence-informed practice is a key characteristic of this program. Students read and compare evidence from journals, websites, and the various media of leading scholars. Current best-sellers and works by well-known thought-leaders in each field are also opportunities for critical analysis and research.

Students have access to full-text periodicals and databases, including the Cochrane Library of Systematic Reviews, ProQuest, nursing and allied health databases, AltHealth Watch, CINAHL, Medline, and a significant selection of Ejournals through EBSCO Host and Ebook Central, OVID E-books.

The library is a member of the National Network of Libraries of Medicine (NN/LM) and is part of the DOCLINE Inter-Library Loan (ILL) system through the National Library of Medicine (NLM) at the NIH. This service agreement enables the library to provide users with journal articles from PubMed and other sources that are not in the library collection. The library accepts ILL requests for materials not available to students, faculty and staff affiliated with Pacific College.



# SCHEDULE

The MSHHP courses are offered online, primarily in synchronous formats. Most classes are live and in real time with audio and video connection to faculty and fellow students. The connection among participants is comparable to that of on-site classes with the added benefit of attending from the comfort and convenience of your home. Distance education extends students' network of opportunities internationally, while Pacific's synchronous instructional design fosters camaraderie often exceeding that of on-site models. Because much coaching and consulting is conducted online, Pacific's graduates will have a high level of experience and confidence in these media.

A full-time student may complete the program of four semesters in 16 months. A part time student may complete the program at their own pace, but must take at least one course each semester, unless approved for a term break. Financial aid eligibility requires enrollment in at least six credits per semester.

At the end of the program students complete an exit interview and indicate their satisfaction with each course and faculty member.

# WE CARE WHAT YOU THINK

**Students answer the following questions following each class:**

**What was the most important thing you learned this week?**

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**What important question remains unanswered?**

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**What improvements can be made?**



# ADMISSIONS

## Master of Science (Health and Human Performance)

The minimum admission requirements are:

- a bachelor's degree or higher
- a minimum grade-point average of 3.0.

Applicants for whom English is not their native language must demonstrate competence by TOEFL/iBT.

Applicants with a lower undergraduate GPA may be considered based on professional accomplishments, e.g., passing a health care licensing examination, work history, GRE scores, etc.

Prerequisite subjects include anatomy, physiology, and general psychology. Students may take accelerated, non-credit courses or competency exams offered by Pacific College to fulfill these prerequisites. Contact an admission representative for more information.

## Health coach certificate admission requirements are:

- a bachelor's degree or higher, or
- an associate degree in nursing or equivalent
- a minimum grade-point average of 3.0.

Applicants must indicate their program intention at the time of application. Applicants to the MSHHP may not be awarded the Health Coach certificate unless they complete the MSHHP.

Candidates may proceed through the program on a full- or part-time basis. It is designed for working adults.

# STUDENT SUPPORT SERVICES

## Financial Aid:

The financial aid department assists students with Title IV and specialized programs, including state grants and VA benefits, as well as budgeting and tuition planning.

## Career Services:

The career services office provides assistance in career development and publicizes employment and research opportunities.

## Advising:

The student advisor, program director and lead faculty provide educational guidance and assistance with class schedules, as well as academic and personal difficulties.

## Support:

The program director, registrar, student advisor, faculty and academic dean are available in person, by phone, teleconference, and email to provide student support in their respective areas.

## Well Connect:

Well Connect Students Resource Services provides assistance with housing, child care referral, domestic violence, finances, mental-emotional and other issues to students and their families.

## Tech Support:

The college provides technology support through a help desk ticket system. During the online courses, there is a technical support person available in the class to troubleshoot student or faculty difficulties.



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(855) 711-0955  
[PacificCollege.edu/HHP](http://PacificCollege.edu/HHP)