



Starting a Career in Alternative Medicine:

Everything You Need to Know

Introduction



If you're considering a career in alternative medicine and want to dive more into what it involves, we have just the guide for you. In this e-book, we'll go over what alternative medicine includes and the different forms that are practiced. Then, you'll learn more about what type of coursework and knowledge you'll gain to prepare you for this career. Finally, we'll go over rewarding careers and job prospects in alternative medicine.

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CHAPTER 01

What is Alternative Medicine?

Alternative healing, which stems from Eastern Medicine, dates back to ancient traditions and has seen an increase in popularity due to its less expensive treatments and non-invasive procedures.

The term “**alternative medicine**” is used for medical products or practices that aren’t typically part of standard care. This type of medicine serves as an “alternative” to standard medical care. This can include vitamins, herbal supplements, massage therapy, mind-body interventions for healing, and many more types of therapies.

One study found that the majority of individuals who use alternative medicine use it “because they find these health care alternatives to be more congruent with their own values, beliefs, and philosophical orientations toward health and life” says the **Jama Network**.

The demand for alternative medicine services is expected to **continue growing** - and with that will come more career opportunities.

There are several common forms of alternative medicine, and their benefits are extraordinary and have been helping people in need for hundreds of years. In chapter 2 you’ll learn more about the different types of alternative medicine that you can specialize in.

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CHAPTER 02

What You Can Expect to Learn in an Alternative Medicine Program

If you feel called to heal others, but want to embrace a natural, holistic approach, there are many avenues to explore. You might feel unsure which path is right for you. By choosing a **Bachelor's degree in Alternative Medicine** from Everglades University, you can learn about each subject individually. This will help you focus your career and also give you a well-rounded perspective as a holistic health practitioner.

Our Bachelor of Science Degree in Alternative Medicine focuses on areas such as:

- > Naturopathy
- > Dietary Influences on Health and Disease
- > Introduction to Homeopathy
- > Ayurvedic Medicine
- > Traditional Chinese Medicine

> Manual Therapies; Massage, Reflexology, and Acupressure

> Nutrition and Aging

> Principles of Acupuncture

> Introduction to Chiropractic

> The Herbal Medicine Chest

> Detoxification and Healing

> Antioxidants

The degree is a 123 credit hour program that will help you on your way to becoming the ultimate holistic healer and kick start your journey to alternative medicine careers.

Naturopathy

Naturopathic medicine is a broad term that encompasses many alternative therapies such as acupuncture, herbs, massage, nutrition, and exercise. The Alternative Medicine program at Everglades University has coursework on all of these healing modalities as well as a course specifically about naturopathy. The goal of naturopathy is twofold -- to treat the whole person (mind, body, and spirit) and to heal the root causes of illness -- not just the symptoms.

Dietary Influences on Health and Disease

The coursework will give you a deeper insight on how an individual's dietary choices and nutrition impact their wellbeing. Through looking at the individual as a whole and studying how food can be used to nourish and protect the body and mind. During your studies and coursework at Everglades University, you'll gain the tools you need to be equipped to understand these principles.

— Introduction to Homeopathy

Homeopathy is a system of medicine based on two theories. The first is “like cures like.” This means that a disease can be cured by a substance that produces similar symptoms in healthy people. The second is “law of minimum dose.” This is the idea that the lower the dose of the medication, the greater its effectiveness. Homeopathic products come from plants, minerals, or animals. Remedies are often made as sugar pellets to be placed under the tongue, but are also found as ointments, gels, drops, creams, and tablets.

— Ayurvedic Medicine

Ayurvedic medicine is a medical model that originated in ancient India. This system is based on a natural, holistic approach to physical and mental health. Contrary to Western medical beliefs, Ayurveda practitioners believe every person is made of five basic elements found in the universe: space, air, fire, water, and earth. These elements combine in the human body to form three life forces or energies, called doshas, which control how your body works. Ayurvedic treatment includes natural products, diet, exercise, and lifestyle.



— Traditional Chinese Medicine

Traditional Chinese medicine (TCM) began in ancient China, evolving over thousands of years. TCM is based on concepts radically different from Western medicine. The most important concept is that our bodies have a vital energy flowing throughout - called Qi - and the uninterrupted movement of this energy is critical to health. TCM includes many different practices, including:

- > Acupuncture

- > Moxibustion (burning an herb to apply heat to acupuncture points)

- > Chinese herbal medicine

- > Tui na (Chinese therapeutic massage)

- > Dietary therapy

- > Tai chi and Qi gong (Specific movements or postures, coordinated breathing, and mental focus).

— Principles of Acupuncture

Acupuncture, a key element of Traditional Chinese Medicine, has been widely adopted in the United States. According to a **National Health Interview Survey** (NHIS), over 14 million Americans had tried acupuncture as of 2017. Acupuncture involves the insertion of needles at specific points on the body, also called acupoints or meridian points. The practice helps improve the flow of Qi (life force energy) for the treatment of ailments and general well-being.



— Acupressure

Acupressure also originated from Traditional Chinese Medicine and is based on the same principles of stimulating Qi throughout the body for health. The difference is that acupressure uses massage and firm pressure to stimulate the meridian points, whereas acupuncture uses thin needles. Although acupuncture has more applications and can treat a broader range of ailments, acupressure can be taught to clients, giving them an immediate way to manage their illness.

— Reflexology

Although reflexology does not fall under the umbrella of Traditional Chinese Medicine, it does have some similarities. Reflexologists believe there are certain points or "reflex areas" on the feet and hands that connect to specific organs and body parts through energy channels. By applying pressure to reflex areas, practitioners remove energy blockages and promote health in the related body area.

— Massage Therapy

Massage therapy is another form of manual treatment. The therapist uses pressure and movement to manipulate soft tissues — muscle, connective tissue, tendons, ligaments, and skin. There are numerous forms of massage therapy, each with its own therapeutic goal. For example, cranial-sacral therapy focuses on the bones of the skull, spinal column, and sacrum. This can help alleviate the pain of TMJ (jaw pain), migraines, and back or neck pain.

— Nutrition and Aging

Aging is a natural and beautiful process, and there are alternative medicine practices that are proven to work when it comes to aging in a healthy way, with nutrition being one of them. Through understanding the aging process, the basics of nutrition, and how they intertwine, one can better understand nutrition-related diseases, and create solutions and plans for individuals to improve their wellbeing and lead a better quality of life.

— Introduction to Chiropractic

The Alternative Medicine program at Everglades also provides a background in chiropractic. According to the **American Chiropractic Association**, “Chiropractic is a health care profession that focuses on disorders of the musculoskeletal system and the nervous system, and the effects of these disorders on general health.” They use manual techniques called spinal manipulations or adjustments. Chiropractors most often treat neuromusculoskeletal complaints, such as back pain, neck pain, pain in the joints of the arms or legs, and headaches.



— The Herbal Medicine Chest

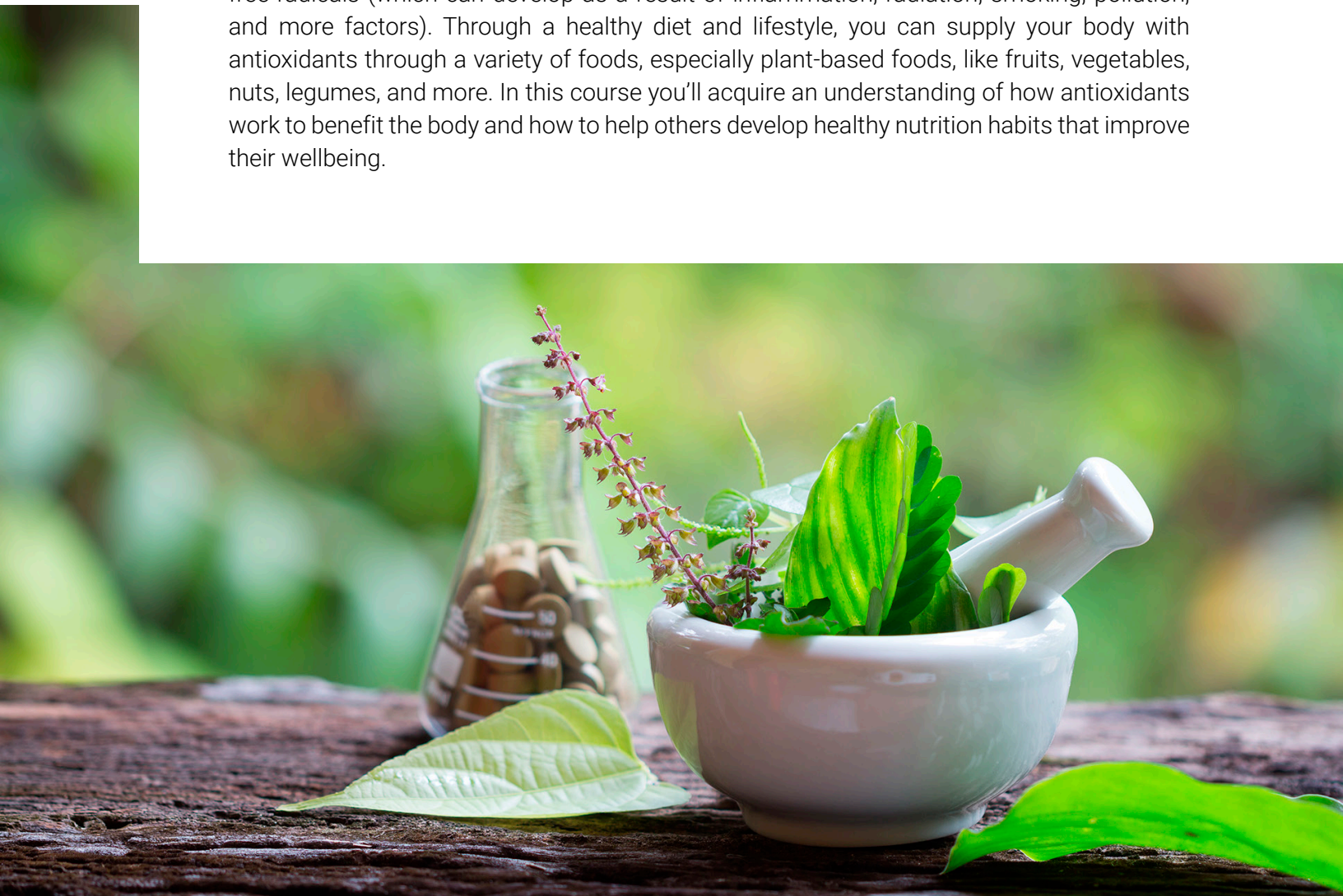
As there is a growing demand for alternatives to pharmaceuticals when treating common ailments, herbal medicine has risen in popularity. An **herb** is a plant or a part of a plant that's used for the flavor it gives or for its therapeutic properties. Herbal medicine can come in many forms, ranging from tea to pills to topical creams. You'll learn about different types of herbs, their properties, and how they can be used to heal and provide relief from a variety of ailments.

— Detoxification and Healing

Detoxification involves removing toxic substances from an individual's body. These toxins can lead to ailments and slow down a person's energy, among a variety of different effects to a person's physical and emotional wellbeing. By removing these toxins, an individual can restore their energy levels, improve digestion, and experience healthy weight loss. Through this course you'll gain an understanding about what these toxins are and how they do harm to the body, along with a variety of methods and safe solutions for detoxification.

— Antioxidants

Antioxidants are substances that work to slow down or prevent cell damage that's caused by free radicals (which can develop as a result of inflammation, radiation, smoking, pollution, and more factors). Through a healthy diet and lifestyle, you can supply your body with antioxidants through a variety of foods, especially plant-based foods, like fruits, vegetables, nuts, legumes, and more. In this course you'll acquire an understanding of how antioxidants work to benefit the body and how to help others develop healthy nutrition habits that improve their wellbeing.





CHAPTER 03

Salary & Job Prospects in Alternative Medicine

More than a third of Americans use some form of alternative medicine. This is according to the **National Center for Complementary and Integrative Health** (NCCIH), the US government's lead agency for scientific research on complementary and integrative health approaches. Their studies have consistently shown that Americans want and need more natural, effective health treatments.

As our society learns more about the **benefits of these alternative treatments**, the demand for services (and providers) will undoubtedly increase.

This trend shows no signs of slowing, so it's a great career if you want to empower others to reach their optimal health. We've highlighted three of the top careers in alternative medicine -- Chiropractor, Acupuncturist, and Holistic Health Coach. These careers show the most promise for growth and personal fulfillment.

— Rewarding Careers in Alternative Medicine

Holistic Health Coach

01. What They Do

A health coach is a trained professional who educates and supports clients to achieve their health goals through lifestyle and behavior adjustments. Holistic health coaches use an integrative approach, incorporating alternative medicine strategies when appropriate. Coaches will meet with clients individually to understand the full picture of their health.

They'll make recommendations such as diet changes, exercise, natural and herbal remedies, energy-based healing modalities, or manual therapies like massage or reflexology.

The theory is that positive change comes from within, and so working with the individual to overcome any behavioral or emotional blocks is equally important.

02. Education

At the moment, there is no single path to becoming a holistic health coach. In most cases, the level of education you need depends on the type of employer. To work as a health coach for a healthcare organization, school, fitness center, weight loss center, or workplace health program, a bachelor's degree is usually required. Our **Alternative Medicine Bachelor's Degree** is an ideal starting point for a holistic health coach because it covers a variety of alternative medicine theories and practices.

You'll have a distinct advantage over holistic health coaches who have a degree in nutrition or exercise science since your knowledge base will be much broader. If you choose to start your own business, having a degree in Alternative Medicine will add to your credibility as a competent holistic health coach.

03. Salary

While there are no specific growth predictions for the Holistic Health Coach field, the US Bureau of Labor Statistics projects that Health Educators and Community Health Workers can expect to see an **11%** increase in job opportunities between now and 2028. The average salary for a health and wellness coach is **\$58,684**, with the salary range depending on your experience in the field, level of education, and certifications.

Public Health Administrator

01. What They Do

The field of public health administration is quite versatile, and typically involves the administrator **overseeing the non-clinical operations** of healthcare organizations (both private and public). Some roles may include coordinating programs for treatment, maintaining the quality and standards of a department/organization, or managing finances. A career in public health administration provides the opportunity to specialize in a variety of fields, with a concentration in Complementary and Alternative Medicine being one of them.

02. Education

A Master's Degree in Public Health Administration will prepare you for a career beyond entry-level jobs in public health administration. Our **Master's Degree program** in Public Health Administration with a concentration in Complementary and Alternative Medicine (CAM) is designed to provide students with the opportunity to apply advanced theoretical concepts and knowledge from all functional areas of public health administration through an analytical, decision-making process that focuses on solving practical problems.

You'll need to earn 36 credit hours in order to complete the program, which will take approximately 12 months (though the length may vary if you transfer in credits).

03. Salary

While the field of public health administration is broad and the salaries may vary depending on what type of organization you work for and your level of experience, the average salary for a public health administrator is **\$67,178**. Jobs in healthcare administration are expected to **grow by 18%** between 2018 to 2028.

Life Coach

01. What They Do

While health coaches and life coaches may seem similar, they are actually quite different. Health coaching focuses on guiding you when it comes to your diet, exercise, and emotional wellness. However, life coaches focus on a person's life as a whole. This encompasses

relationships, career goals, finances, spiritual growth, and a person's health as well. A life coach can provide one-on-one mentoring, courses, group coaching, and seminars. This is a very rewarding career that allows for a flexible schedule and an opportunity to change people's lives for the better.

02. Education

There isn't a specific qualification required when it comes to becoming a life coach. Coaches come from different backgrounds and use their knowledge and experience to provide a unique service for their clients. With a **bachelor's degree in Alternative Medicine** from Everglades University, you'll graduate with a well-rounded understanding of the various aspects that encompass a person's wellness. This understanding will help you stand out from other life coaches in the industry, and this expertise will help you better serve your clients.

03. Salary

The salary of a life coach will range depending on your level of experience, location, and the type of services that you provide. The median salary for a life coach is **\$48,070**, while experienced life coaches can make upwards of \$126,000. There is ample room for growth as you build a client base and expand the services you provide.

If these sound like interesting career opportunities for you and you're interested in learning more about our degree with a **Major in Alternative Medicine**, do not hesitate to reach out to **request more information**. Starting a career in this growing field is incredibly rewarding, exciting, and versatile. Take the first step and apply today!

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OUR BACHELOR'S DEGREE IN ALTERNATIVE MEDICINE
MEETS THE PREREQUISITES FOR MANY MEDICAL
PROGRAMS TO BECOME A CHIROPRACTOR, NATUROPATHIC
DOCTOR, AND MORE.

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Chiropractor

01. What They Do

Chiropractors primarily treat pain in the muscles, joints, bones, and connective tissue, usually as a result of a traumatic event or repetitive stress. The theory is that proper alignment of the body's musculoskeletal structure, particularly the spine, will allow the body to heal itself without surgery or medication.

Chiropractors perform hands-on spinal manipulations, commonly called adjustments to restore mobility to stiff joints. They also provide therapies like the heat or ice application, electrical stimulation, orthotic supports, rehabilitative exercise, or counseling about diet, weight loss, and nutritional supplements.

02. Education

To practice as a Chiropractor, you'll need a Doctor of Chiropractic degree. However, candidates must first complete a bachelor's degree. You should choose a major offering coursework in chemistry, biology, and physics to meet chiropractic college prerequisites. The **bachelor's degree in Alternative Medicine** from Everglades University is ideal for your prerequisites. You can select the 21-credit science track to be qualified for admission into a Chiropractic College.

After getting your undergraduate degree and then obtaining your four-year Doctor of Chiropractic degree, you'll need to pass the licensing exam for your state before you begin to practice.

03. Salary

According to the **US Bureau of Labor Statistics**, Chiropractors earned \$70,340 on average in 2019. They also noted, "Employment of chiropractors is projected to grow 7 percent from 2018 to 2028, faster than the average for all occupations. People across all age groups are increasingly becoming interested in integrative or complementary healthcare as a way to treat pain and to improve overall wellness."

Naturopathic Doctor

01. What They Do

Naturopathic doctors are specially trained in diagnosing, preventing, and treating chronic ailments to promote the best levels of health for an individual. They utilize holistic approaches to support a person's self-healing abilities. Instead of simply finding a treatment and leaving it at that, they look at the root and underlying cause of the illness and create an effective treatment. They look into lifestyle patterns and habits that may be blocking the body's natural state, which is to be in good health. They also create solutions to implement lifestyle changes and/or use natural, holistic treatments to improve the body's function.

02. Education

To practice as a Naturopathic Doctor, you'll need to be licensed and complete the required education. First, you'll need to complete your prerequisites, which include a Bachelor of Science degree and 3 years of pre-medical training. Our **Bachelor of Science Degree with a Major in Alternative Medicine** is a great option to get your undergraduate education and acquire the foundational knowledge that you'll go on to develop and apply in your pre-medical and graduate studies.

Then, you'll need to complete your education at a 4-year, accredited naturopathic medical school, where you'll get hands-on clinical training. You'll also need to pass the **Naturopathic Physicians Licensing Exam (NPLEX)**.

03. Salary

Naturopathic doctors can make anywhere between **\$80k - 150k** a year, with the salary range depending on how many years you've been in the field and your level of experience. As an ND, you have the option to work at a medical clinic or open your own private practice. This field is quite versatile and continues to be in-demand, as more and more individuals are getting interested in holistic approaches to medicine.



The first step to starting your career in alternative medicine is getting the right foundational knowledge and skills for your future endeavors. Learn more about our Bachelor of Science Degree with a major in Alternative Medicine program or get started and enroll today.

[Get More Info](#)