

CORE COMPETENCIES



APPLIED BEHAVIORAL HEALTH PRODUCTS:

- **TELE-MENTORING:** Enhancing individual psychology and relationship skills by establishing a mentoring relationship with portal assisted technologies (www.learntoleap.ca)
- **WORKPLACE WELLNESS:** Enhance overall mental health well-being and relationship skills. (www.wellness-factors.com)
- **DEVELOPMENT OF PSYCHOMETRICS:** Measuring the therapeutic alliance between provider/therapist and client by using evidenced-based algorithms (www.myoutcomes.com)
- **INTERACTIVE GROUP TRAINING:** Health Masters is an interactive seven week workshop that helps people enhance their mental health or overcome a mental illness using distance education and social media technologies. (www.strongmentalhealth.net)

DISTANCE EDUCATION:

- Interactive web tool
- Graphic design, photography
- Videography - post production editing
- Copywriting
- Print and digital publishing: books, newsletter, posters
- Telephony: Interactive voice response and group conferencing
- app development

INFORMATION TECHNOLOGY (IT)

- **DATA BASE:** Design and security
- **SERVER:** Tier 3 level and network management
- **IDS:** (Intrusion Detection System) to meet state, provincial, and federal confidentiality acts
- **HIPAA (US), HITECH (US), PIPEDA (Canada):** Compliance to meet legislative requirements for confidentiality on personal health data. All our data resides on dedicated servers behind our own CISCO firewalls and encrypted pass code entry

SOFTWARE DEVELOPMENT

- **BUILDING** robust web applications to automate administrative processes using web robotics
- **INTUITIVE** multi-media online training tools
- **ALGORITHM** development
- **SMART PHONE** applications using MVC Framework – which allows one code base to be used for all mobile devices
- **PROGRAMING** in PHP, Linux, and Microsoft .net
- **COACH DASHBOARDS** to enhance the efficiency and effectiveness of coaches and counselors

SOCIAL TOOLS FOR ENGAGEMENT:

- **SOCIAL MEDIA:** Creating online communities via: Blogging, Twitter, Facebook, LinkedIn, Google Plus, and Pinterest
- **SOCIAL MARKETING:** Evoking individuals and groups to engage in prevention-focused health activities and campaigns

INDUSTRY RELATIONSHIPS:

- **ESTABLISHED INTERNATIONAL** relationships with behavioral health academic researchers
- **ESTABLISHED RELATIONSHIPS** with professional practitioners in the advanced behavioral sciences
- **CLIENT BASE** of private and public institutions: John Hopkins Medical Centre, U.S. military, U.S. Navy, several U.S. state groups and large private behavioral health groups in 10 western countries

AWARDS:

- 2015 Medipex Mental Health Innovation award
- Benjamin Franklin Encyclopedia book award
- Three Benjamin Franklin book publishing awards for the Alive Natural Health Guides
- 1994 nominated for Ernst & Young entrepreneur of the year award and the Waterloo Technology award (1992)

