



Blue Cross Starts Hypnotherapy Referral Network

Blue Cross of California, one of the states largest health care providers, breaks new ground this month with the launch of their new Hypnotherapy Network. The goal of the program is to introduce Blue Cross customers to the idea of using hypnotherapy to prevent illness by reducing stress, and to lead more productive and rewarding lives.

Blue Cross Senior Contract Manager Kathleen Brozee explains this latest move to stay one step ahead of the competition; "We at Blue Cross want to do more than just help our customers when they are sick. We also want to help them stay well by helping them to live well."

Hypnotherapy involves the use of hypnosis to access the subconscious part of our mind, considered by many as the root or source of many of our behaviors, emotions, attitudes and motivations. A Hypnotherapist is not a psychologist or medical doctor, but rather a professional who has completed a one year specialized training to use the power of hypnosis to help people achieve their personal self-improvement goals. Blue Cross has created a referral network of Hypnotherapists who have graduated from an accredited college of hypnotherapy and offer special discounts to Blue Cross customers.

The official introduction of the Blue Cross Hypnotherapy Network, expected to reach customers in May, marks a big step towards mainstream acceptance for hypnotherapists and foretells a huge windfall of interest in this unique treatment. "Helping people to sleep better, to stop smoking, to be motivated to exercise and to learn to release the tension of their job, those are just some of the ways we see Hypnotherapists helping Blue Cross customers develop healthier lifestyles," says Brozee.

"There is no doubt that this landmark move by Blue Cross will have profound impact on the acceptance of hypnotherapy into mainstream health care," states George Kappas, M.A., M.F.T., Director of the Hypnosis Motivation Institute (HMI) in Tarzana. HMI, a nationally accredited college of hypnotherapy that transforms natural people helpers into Certified Hypnotherapists. "With Blue Cross paving a path for customers to experience the potential life improving benefits of hypnotherapy, we expect the demand for those services to skyrocket."

HMI's college has geared up for the surge of demand for training by offering evening classes so that students can continue to work full time in their traditional careers, while preparing for the future with a new career helping others. HMI also offers Federal Financial Aid to qualified applicants, making it

possible for literally anyone to afford the training required to transition into this rapidly evolving new health care profession.

"With over four million Blue Cross customers in California, and less than 400 qualified Hypnotherapists state wide," adds Kappas, "hypnotherapy represents a ground floor opportunity for anyone interested in a career helping others."

Thinking about a career change? If so, maybe it's time for you to get motivated and start motivating others with a new career as a Certified Hypnotherapist!