

Portland Health Alliance

A New Generation of Healthcare

Press Kit 2009

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Portland Health Alliance Quick Facts

- ◆ The Portland Health Alliance was founded in Portland, OR in 2009 by Erin Moline, MA and Amber Spradlin BA, LMT.
- ◆ PHA is an organization dedicated to creating a vibrant community of wellness practitioners in the Portland Metro area. As a part of its service to the community, the PHA maintains wellpdx.com, an educational resource for the public and a practitioner directory of whole-health care providers in Portland, OR.
- ◆ PHA's goal is to provide high-quality healthcare education in every part of the city and to have every eligible healthcare provider in the Portland Metro area be a member of PHA by 2014.
- ◆ PHA currently accepts members from the following modalities: Acupuncture & Chinese Medicine, Chiropractic, Life Coaching, Massage Therapy & Bodywork, Holistic Modern Medicine, Movement Therapy, Naturopathic Medicine, Nutrition & Health Counseling, and Therapy & Counseling.

Why Are We Unique?

While there are any number of forums, practitioner directories, and professional membership organizations out there, none of them are exhibiting the far-reaching potential for engaging **local** practitioners in their **local** communities to the extent that we believe is both desirable and necessary.

It is vitally important for practitioners to know and respect their colleagues across the nation and the world, but we all practice in a specific city and we should have a strong investment in our local communities. PHA is here to help practitioners **participate fully** in their local community.

What Does It Mean To Be a PHA Member?

PHA members are a diverse group of practitioners committed to creating the best healthcare environment possible for Portland's citizens. Our members are provided easy and inexpensive access to every opportunity we can think of that will support them as practitioners and as business owners.

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What Is the Member Give and Take of PHA?

Membership in PHA requires:

- ◆ \$100 membership fee
- ◆ Two positive peer references
- ◆ License verification if applicable
- ◆ An office visit and interview

Membership benefits include:

- ◆ A listing on wellpdx.com
- ◆ The opportunity to present at wellpdx Panel discussions
- ◆ The opportunity to publish articles on PHA and wellpdx
- ◆ The opportunity to promote classes and workshops on PHA and wellpdx
- ◆ Free or steeply discounted entry to PHA & wellpdx events

What Is the Community Give and Take of PHA?

PHA hopes to offer the community a comprehensive resource for health and wellness in Portland through wellpdx.com and as a natural result of practitioners acting in community with each other. As a result of practitioners acting concertedly, we are better able to send clear and effective messages about whole-health care to the general public.

We believe that when practitioners and local organizations are united in their efforts to educate the public about holistic health care, the public will be more informed about their healthcare options and better able to make good decisions about their long-term health. Additionally, this relieves practitioners of the burden of individually educating each patient about their modality and frees them to spend more time practicing.

The end result is that practitioners experience the joy of being fully connected to their colleagues and of having thriving practices full of ideal and educated patients. The community will benefit from the wealth of resources with which they can become their healthiest selves.

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The Portland Health Alliance Story



**Erin Moline (l) and Amber Spradlin (r)
PHA Founders**

Amber Spradlin and Erin Moline met in 2007 and quickly bonded over the experience of having started their own wellness practices, a massage and therapy & counseling practice, respectively. Over the next several months, they realized that their experiences as passionate practitioners struggling with the difficulty of being a solo business owner was neither unique nor particularly necessary (the struggle part, that is). That is when they began to direct their energies into creating wellpdx.com, a resource for health and wellness in Portland.

wellpdx launched in July 2008 but it quickly became apparent to the women that they had not achieved their mission. Over the next eight months, they refined the project and finally launched the practitioner arm of the endeavor, the Portland Health Alliance, in March of 2009.

Amber and Erin's first-hand understanding of the ins-and-outs of being a wellness entrepreneur has allowed them to craft a strong and useful framework for providing support to the entire community. With their backgrounds in social service non-profit, community education, and the nitty gritty of administrative humdrum, they have been able to work their way through to a viable structure for Portland Health Alliance and wellpdx.

Through the course of the work, Amber and Erin have had the chance to discuss their mission and vision with a wide range of wellness practitioners. They have been profoundly inspired by the universal enthusiasm for the project and are working hard to create a useful and vibrant organization to support wellness practitioners as they support the health of Portland's citizens.