



Complementary & Natural
Healthcare Council

CNHC News

January 2012

- **Private health cash plans recognise CNHC registration**

CNHC registration is now recognised for reimbursement with a number of private health cash plan providers. Westfield Health recognises CNHC registration for reimbursement on its corporate plan for Aromatherapy, Hypnotherapy, Nutritional Therapy, Reflexology and also for those CNHC registered Massage Therapists who practise Indian Head Massage and Sport Massage. From 1 January 2012 Health Shield will reimburse for Aromatherapy, Hypnotherapy, Nutritional Therapy and Reflexology. Health Shield will also reimburse for those CNHC registered Massage Therapists who use Chair Massage, Indian Head Massage and Sport Massage. Simplyhealth includes reimbursement for CNHC registered reflexologists.

This means that clients who are members of these plans can claim for the cost of the treatments outlined above, when they visit CNHC registered practitioners.

CNHC's CEO, Margaret Coats said: *"I am really pleased that these private health cash plan providers recognise the value of CNHC registration and the standards it represents. This expands the availability of affordable complementary healthcare provided by CNHC registered practitioners and is something that registrants can promote with clients who may be signed up to one of the schemes."*

CNHC will continue to work with these and other private health cash plan providers to widen the scope of reimbursement and will provide further updates in due course.

- **New CNHC PR tip available**

CNHC registered practitioners may now download CNHC's third **PR Tip – How to market your practice**, by logging into [My CNHC](#). This latest PR Tip provides guidance and advice for practitioners wanting to increase their business. Previous CNHC PR Tips have outlined how to write a press release and how to gain more media coverage. All of CNHC's PR Tips and other resources are available to CNHC registered practitioners. For more information about CNHC's Resources check CNHC's website at: [MyCNHC Resources](#)

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