



## About Roberta

My name is Roberta Fernandez. I am certified:

- by the National Guild of Hypnotists as a Board Certified Hypnotist
- by the National Guild of Hypnotists as a Certified Instructor
- by the National Guild of Hypnotists in their Complementary Medical Certification in Pain Management from the American School of Clinical Hypnosis, International
- as a Consulting Hypnotist and NLP Master Practitioner by the Minnesota Institute of Advanced Communication Skills
- as a 5-Path Consulting Hypnotist and Certified Professional Hypnosis Instructor with the Banyan Hypnosis Center

I am the author of *Breaking Free from Pain and Opioids: Discovering the Hypnosis Option*. I have 30 years experience in consulting, education, training, and finance, working across public and private sectors. Past clients include Kemps, Pentair, Sam's Club, Starwood VO, JP Morgan Chase, the MPCA and DNR, and many government and educational institutions.

Having used hypnosis successfully in so many ways for myself, I feel compelled to help others become more positive, productive, and purposeful in achieving their life goals.

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## BREATHE DEEP SMOKING CESSATION PROGRAM

Smoking is an expensive habit - for employees and for you as their employer. The estimated cost of healthcare costs per pack of cigarettes in Minnesota is \$9.00. Smoking is also the leading cause of preventable death in the United States.

Provide your employees with this important tool to help them kick the habit with the Breathe Deep program in your organization today.

# Breathe Deep for Groups

## Corporate Group Fees

Minimum Participants	Cost Per Person, Per Session
5-9	\$50.00
10 -19	\$40.00
20 - 50	\$30.00

## Three Sessions

Each participant completes a smoking survey

Session 1: Hypnosis education, goals and expectations, group experience (90 minutes).

Sessions 2, and 3 are held on consecutive days (60-90 minutes).

Participants practice self hypnosis and stress management techniques and are given suggestions for smoking cessation based on survey results.

Reinforcement session: Each participant is entitled to one individual reinforcement session within 6 months of last session at my office if needed. The cost will be 1/2 of the normal hourly rate of the hypnotist.

## Do You Know?

- The only pre-existing condition remaining under the Affordable Care Act is smoking, and insurers are allowed to charge up to 50% more for Smokers
- The CDC reported in 2004 that cigarette smoking cost more than \$193billion annually. Half the cost was related to health care expenses, and half to productivity
- A 2013 study by Ohio State University found that businesses pay an average of \$6,000 more per year per employee who smokes. More than half of those costs are attributed to lost productivity from smoke breaks alone, while other costs are attributed to absenteeism due to illness, lower productivity while on the job due to nicotine withdrawal, and of course, additional health care costs
- 29 states and the District of Columbia either specifically prohibit employers from refusing to hire or firing an employee for off-duty tobacco use, or prohibit employment discrimination for engaging in "a lawful activity." Minnesota is one of those states

The Breathe Deep program is based on a tried and true method developed by Dr. Harold B. Crasilneck and Dr. James A. Hall. In an article in the American Journal of Clinical Hypnosis, published 9/21/2011, Dr. Crasilneck states that he has seen 4,355 patients over 35 years to help them stop smoking using hypnosis, achieving a success rate of 81% from the fourth session through the one year mark.

For more successful outcomes, I recommend that employees share in the money and time investment of this program with their employer.

## About Hypnosis

Hypnosis is a heightened state of awareness and focus, when a person is open to new thoughts and ideas.

Our goal is to help participants utilize this natural state of mind intentionally and purposefully by teaching them self-hypnosis. This enables them to reach their goals easily and more effectively, and empowers them by providing tools for their self-care.

Hypnosis is a 100% consent state. The person is always in complete control and will only accept ideas that are congruent with their values. No one can not be forced to do or say anything that they would not normally do outside of hypnosis. It is non-invasive and has no negative side effects. There are many scientific studies and research on the efficacy of hypnosis for pain, fears, worry, sleep and other physical ailments.

FARE Hypnosis offers group programs and workshops to help employees use the power of their own minds to manage their stress and pain, stop smoking and lose weight. Among them are:

Strain Drain  
Breathe Deep  
FARE Weight  
Breaking Free from Pain

Programs on other topics such as confidence building and organizational change are individually designed to meet the needs of your goals and culture.

Helping employees gain control over their own physical and mental health can change their lives for the better and save your organization money.

