

**A sampling of *ALTERNATIVE MEDICINE*
field placements available through
*The Philadelphia Center:***

Lux Spa and Fitness; Marketing Intern: Lux Spa and Fitness is a high end hotel spa located in the Independence Park area of Philadelphia. Lux is a full service spa providing hair, makeup, massage, facial, and skin care, fitness, and pool services. The student may be responsible for marketing plans, advertising outlines, local marketing, press releases, event planning, local media relation, front desk, management, and assisting manager/therapist. The student will have direct contact with manager and owner with marketing and public relations projects. The ideal intern will be responsible, creative, organized, motivated, passionate, and reliable.

Northeast Chiropractic Bodyshop; Chiropractic Intern: Northeast Chiropractic Bodyshop is a chiropractic office providing natural chiropractic care. Chiropractic Intern will be responsible for: Preparing new patient folder set ups, and making sure all other forms are stocked. Pulling scheduled patients charts and front desk cards daily of scheduled patients. Removing patients from therapy, and preparing the room for the next patient. Covering the front desk, checking patients in or out, in temporary situations. Answering the phone, copying, faxing, typing, organizing, and sorting. Assisting the Office Manager with special projects, marketing etc. Chiropractic Intern will be exposed to a means of natural healthcare without drugs or surgery. Opportunity to observe treatment and education of patients regarding natural forms of healthcare. Student will also learn office responsibilities and management. Candidate should have an interest in natural healthcare.

Washington Square Chiropractic Center; Marketing Intern: Established in 1993, Washington Square Chiropractic Center (WSCC) offers clients excellent chiropractic care in addition to a full range of other health and wellness services such as massage, food and lifestyle coaching, and psychotherapy. Referral Recruiter and Marketing Intern responsibilities include website design and maintenance, newsletter coordination, recruiting primary care physician referrals for chiropractic services, and learning/supporting the business end of the practice (scheduling, billing, answering phones, etc.). Primary responsibilities are to help WSCC get referrals from primary care physicians and help with other marketing efforts. This placement would work well for a student with strong writing and oral skills who is interested in marketing a business. This is a great learning opportunity for anyone interested in alternative medicine (not necessarily chiropractic medicine), as well as marketing. Dr. Weiser provides strong mentoring and terrific insider-information on effectively running a small business.