

Njideka N Olatunde VITAE



Dr. Njideka N. Olatunde, the visionary and creative energy behind Focus On Healing Wellness Institute and the Touchology Wellness Experience™, is an accomplished Naturopath and leading authority on the cultural integration of non-traditional health care with conventional medicine for mind, body and emotional wellness. She is an acclaimed speaker and author of *Reflexology Today: A Family Affair* and *My Happiness Factor: The Health Wealth Connection to Optimum Wellness*, in addition to being a contributing writer to many local and national healthcare publication.

To add to her credits she is the creator of The Feminine Factor Educational System™ a program for women on how to live a better quality of life, Marketing Your Way To Success™ a marketing program for health and beauty care professionals; The Work and Life Balance Wellness Program™ for worksite employee wellness programs; HELP Youth Healthcare practitioner program, introducing youth to Reflexology and Massage therapy as a healthcare career and the Touchology Wellness Experience™ program introducing Reflexology as a pain relief alternative to the opioids that's plaguing our community.

Dr Olatunde is a Master Reflexologist, Pain Relief educator, media personality, mentor, and consultant who has helped thousands of women and men make healthy stress-free life style changes in their personal and professional lives. For over 40 years she's been a promoter of "*Health is Wealth and Wealth is Health, It's Your Birth Right To Have Both*" the key to achieving optimum wellness. Dr. Olatunde has extensive experience in consultation, mentorship, professional speaking and training in the areas of mind, body and emotional wellness.

With an education background that establishes her as a Reflexology Master, because of her training nationally and internationally from the Institute for Integrated Therapies in Washington, D.C.; advanced and instructor training in California at Digits International Reflexology Institute; International Academy for Reflexology Studies in Cincinnati, Ohio; Traditional Chinese Medicine and Reflexology at the Xuan Hospital-Capital University of Medical Sciences, Beijing, China; and the Traditional Healing Arts Society of West Africa in Nigeria. She holds a bachelor's degree in Social Work from Long Island University; a master's from Rochville University and a Naturopath and doctorate degree in Natural and Traditional Health from Clayton College of Natural Health and is a licensed Naturopath Health Practitioner and certified Reflexology practitioner and instructor.

Njideka Olatunde's life dedication as a health care activist promoting the cultural integration of complementary health care approaches with conventional medicine, allowed her to serve as a founding board member on the American Reflexology Association Board, establishing a private practice, developing a certification program and organizing the first Washington, DC Reflexology Association has awarded her the honor of being the first African American to represent America and nontraditional healthcare approaches at the Adult Wellness Conference in the People's Republic of China and the International Congress on Natural/Traditional Bio-Energetic Medicine in Holguin, Cuba and the BioNatural Health and Wellness Conference in Havana, Cuba.

In addition to her healthcare practice, in August 2000, she founded the Financial Empowerment Services Network, financial education training and support services network that supports the goal of Health Is Wealth and Wealth Is Health it is your birthright to have both". The program was a collaborate effort with a group of health care practitioners and financial business professionals who came together to support the vision of helping people know more about money, make healthy lifestyle changes and erase poverty consciousness mentality.

In 2005 as an extension of the Healthy Beginnings program, gave birth to the Feminine Factor Be Empowered Support Network for women suffering with the emotional syndrome Low Self Esteem and Lack of Self Worth, which lead to creating Be Empowered, LLC in 2007, a self-development training and support network for the Feminine Factor programs and services and in 2011, she publishing the book The Courage to Be Yourself: How to Be a Powerful, Confident, Successful Woman.

In 2020 because of the pandemic and so many practitioners and their patients/clients were suffering financially, inspired her to recreate the same program used during the 2007-2009 recession with a new name, the crowdfunding benefit plan using a new program system, crowdfunding.