

Options Center

June 20, 2020

Options Center's 35 Year Anniversary!



I am pleased to congratulate Options Center on their 35-year anniversary by interviewing the director, Helen Cox, for this article. I have been a client with Helen for 21 of her three plus-decade business, and I am grateful for the opportunity to share information about Options Center's holistic health and nutrition issues. Enjoy the conversation below.

Helen, can you tell me what sparked the idea to create the Options Center?

I became quite ill in the late 1970's. I went to a chiropractor and after 10 months felt better than I had ever felt in my life. The chiropractor let me read his library of books and allowed me to ask 10 questions per visit. I attended his classes. I began to understand and then believe in holistic health. People started asking me for iris eyes and give herbal recommendations. Options Center business mushroomed as a result.

Was it just you, or were there other people that played a key role in the years of the building Options into a holistic health center?

I couldn't have done it without:

- my mentors for herbal training, Brain Gym®, Touch for Health functional medicine
- workshops
- office staff and independent contractors
- clients and customers

What has changed in the holistic health scene since you started Options Center?

Much has changed. There continue to be more and more holistic health/functional health/integrative practitioners. And I think there are more and more customers that are interested in their health and are willing to pay out of pocket for these services. They are more motivated to prevent disease and not just feel better after they get sick.

What issues related to holistic health keep you up at night?

I really don't have any issues about holistic health that concern me. I like the trends that I see. I hope that holistic health is always available to everyone who chooses to use it. It is more important now than ever; we need to have a strong immune system with the current COVID virus spread.

What are you optimistic about?

For 35 years, I have seen people take responsibility for their own health by following a healthy protocol, faithfully buying supplements, eating healthy foods and reducing their stress. I love my work and feel great to be making a positive difference in the world by helping people feel better and have more joy in their life. I look forward to the future.

Speaking of the future, what is the future of Options Center looking out 5 or 10 years from now?

I have been giving thought to this. I hope that Options Center continues on - both the health and education parts of Options Center. I may always like to be involved in some role in the business.

How can people cope and innovate to stay current with the holistic health curve and stay well?

Keep your focus on self-responsibility. Don't be spoiled and let others take care of you. Be the leader of your own health, or if that is not possible, then an active partner. Know what your body, mind and soul need and then take the necessary steps to meet those needs.

Added Becky Montgomery, a long-time Options Center employee and Options Center office manager: "We are in changing and challenging times. The healthier we are, the more resiliency we have in coping with these challenges. The Options Center team is currently exploring ways to adjust our services to meet our customers' needs.

In summary:

Thirty-five years is a long time in the alternative health field. Let's give a big virtual pat on the back to Helen and all the current and previous employees, mentors, and advisors who have built and grow the Options Center business. We thank you.

With gratitude, Amanda Beadles

We would love to hear from you. What are some ways that Options Center could serve you better? Drop a line to Helen at options@mtco.com if you have ideas.