



Provider Referral Packet

Hormone Education & Lifestyle Coaching for Women
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Patient Education & Hormone Lifestyle Support Between Medical Visits.

Shawna Bowers spent 14 years as a clinical laboratory scientist working with physicians to analyze hormone panels and reproductive lab testing. As a certified hormone coach, she now helps women understand their menstrual cycles, hormone health, and the lifestyle factors that influence symptoms such as PMS, irregular cycles, and perimenopause changes.

Essentially Her provides structured hormone education and lifestyle coaching designed to complement medical care – not replace it.

When to Refer

Patients who may benefit include women experiencing:

- Irregular cycles or persistent PMS
- Hormone-related symptoms needing lifestyle support
- Perimenopause transition symptoms
- Desire to transition off hormonal birth control
- Confusion about hormone health or menstrual cycle patterns
- Need for deeper education and accountability between visits

How Referrals Work

1. Provide the patient with the Essentially Her Patient Information Sheet (p.2)
2. The patient schedules a complimentary consultation.
3. If appropriate, she enrolls in a structured coaching program.

Coaching services are privately paid and not billed through insurance.
Patients remain under your medical care.

Scope of Support

- Hormone & cycle literacy education
- Lifestyle and nutrition guidance
- Perimenopause support
- Birth control transition support
- Accountability between appointments

Services are educational and lifestyle-based and do not include medical diagnosis or treatment.



Hormone Coaching Information for Patients

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Understanding Your Hormones Starts Here:

If you've ever felt confused by your cycle, frustrated by persistent symptoms, or unsure how to support your hormones naturally – you're not alone.

Essentially Her provides personalized hormone education and lifestyle coaching designed to help women better understand their bodies and develop sustainable habits that support hormone health.

Programs are educational, structured, and designed to complement the care you receive from your healthcare provider.

Coaching May Help If You Are Experiencing

- Irregular or difficult menstrual cycles
- PMS or hormone-related symptoms
- Perimenopause changes
- Fatigue, mood shifts, or cycle-related symptoms
- Interest in transitioning off hormonal birth control
- A desire to better understand your hormones and cycle

What to Expect

Your first step is a complimentary 20-30 minute consultation.

During this call we will:

- Discuss your symptoms and goals
- Review your health history
- Determine if coaching is a good fit for you

If appropriate, we will discuss the coaching program that best supports your needs.

Helpful to Bring

You may bring the following to your consultation if helpful:

- Questions about your cycle or symptoms
- Notes from recent doctor visits
- Lab reports or health records you would like help understanding



Scan the QR code to schedule a complimentary consultation.
Or visit www.essentiallyher.com/coaching for more information.

I look forward to connecting with you,
Shawna Bowers
Certified Hormone Coach

