

BIO

Lidia Ivanova Myhre is originally from Bulgaria and has 15 years of management experience from the public and private sector in Norway. Today she works as secretary general of The Norwegian Association of Natural Medicine (NNH).

She has a degree in Art and Culture Communication from *UIT The Arctic University of Norway*, a master's degree in music from *The Bulgarian State Academy of Music* and a master's degree in Security and Cultural Understanding from *BI Norwegian Business School*. Through her recent education, she has gained knowledge about safety culture and its significance for organizations and companies.

Lidia has represented Norway in several bi- and international collaborative projects within culture, health and community life. She is concerned that the naturopathic treatment tradition gets a deserved and respected place in the overall health service. She believes the lack of dialogue between natural therapy and conventional medicine is detrimental to the patient's treatment and work on preventive health. Together with NNH, she works to ensure that the two fields build bridges rather than walls - for the patient's best interests.

About NNH:

The Norwegian Association of Natural Medicine (NNH) is Norway's largest professional organization for naturopaths. Through a focus on patient safety, skills development and health innovation, we work continuously to provide patients and users with a safe natural medicine treatment offer.

NNH was established as an independent organization in 1994. Today NNH encompasses requirements and regulations of approval for a great many therapeutic modalities, and new groups are steadily in contact with us regarding therapeutic approval by NNH.