

PRESS KIT

Dr. Anita McDaniel, Ph.D.

DOCTOR OF HOLISTIC & FUNCTIONAL MEDICINE

*Helping high-achieving women regulate from the inside out —
so their body, brain, and identity can finally move forward together.*

The McDaniel Institute

Integrative Health & Leadership

WholeHer Wellness

Podcast · Community · Programs

Greensboro, NC

anitamcdaniel.com

ABOUT

Dr. Anita McDaniel, Ph.D.

Short Bio

Dr. Anita McDaniel, Ph.D. is a Doctor of Holistic & Functional Medicine, Board Certified Master Mental Health Coach, and founder of The McDaniel Institute — Integrative Health & Leadership. Through her WholeHer Restoration Method™, she guides high-achieving women through the physiological, neurological, and identity-level shifts that reclaim full function in midlife and beyond. Her methodology integrates nervous system regulation, metabolic recalibration, brain health, and strategic identity work — rooted in a conviction that whole healing is the right of every woman.

Long Bio

Dr. Anita McDaniel, Ph.D. is the founder of The McDaniel Institute — Integrative Health & Leadership and the creator of the WholeHer Restoration Method™ — a proprietary three-phase clinical framework (Regulate · Restore · Build) designed specifically for high-functioning women navigating the compounding demands of midlife hormonal transition, metabolic disruption, and identity recalibration.

Holding dual doctoral degrees — Doctor of Holistic Medicine and Doctor of Functional Medicine, both conferred as Ph.D. by Rockwell School of Holistic Medicine — Dr. McDaniel also holds Board Certification as a Master Mental Health Coach and Certification as a Brain Health Coach under the training of Dr. Daniel Amen through Light University. She is a member of the American Association of Christian Counselors (AACC) and the Guardian Ecclesiastical Holistic Association (GEHA).

Her clinical focus spans hormonal health, nervous system stabilization, metabolic recalibration, cognitive performance, and emotional regulation — anchored by a systems-based methodology that treats the woman as a whole: physiological, neurological, emotional, and purposeful. Dr. McDaniel operates from the foundational belief that symptoms are not the diagnosis — they are signals of deeper dysregulation. Her root-cause approach prioritizes identifying and correcting the underlying drivers before layering in behavioral strategy.

Dr. McDaniel's origin story spans fourteen years — beginning with early brand work under "Commit to Fit" and "A Voice of Healing," through a Bachelor's in Complementary and Alternative Health, and ultimately a faith-directed path to her Doctorate and the founding of The McDaniel Institute. Her work is built on lived experience, clinical precision, and an unwavering commitment to delivering premium, structured wellness to women who deserve more than surface-level

solutions.

Credentials & Affiliations

- Doctor of Holistic & Functional Medicine, Ph.D.
- Board Certified Master Mental Health Coach — Light University
- Certified Brain Health Coach — Dr. Daniel Amen / Light University
- Member, American Association of Christian Counselors (AACC)
- Member, Guardian Ecclesiastical Holistic Association (GEHA)
- Holistic & Functional Health Practitioner
- Integrative Health Strategist

BRAND OVERVIEW

The McDaniel Institute

The McDaniel Institute — Integrative Health & Leadership is the institutional home of Dr. Anita McDaniel's clinical practice, intellectual property, and wellness education ecosystem. Based in Greensboro, NC, the Institute serves as the parent brand under which all clinical programs, media channels, and community platforms operate.

Brand Ecosystem

Brand / Platform	Function
WholeHer Restoration Method™	Proprietary 12-week private clinical program (3 tiers)
WholeHer Restoration Experience	Signature client entry point
WholeHer Wellness Society	Skool-based community membership
Integrative Wellness Dispensary	Clinical supplement protocol support (Fullscript)
WholeHer Wellness Podcast	Audio media — Spotify
Unmute Her — The Wellness Movement	Long-form editorial — Substack

Core Methodology

The WholeHer Restoration Method™ operates through three progressive phases — **Regulate, Restore, and Build** — anchored by the Tri-F Triumph Framework™ (Faith · Focus · Foundation = Triumph). Each phase addresses a distinct layer of physiological and behavioral recalibration, moving the client from crisis-mode dysregulation to sustainable, structured forward momentum.

Phase 1 — Regulate	Nervous system stabilization, hormonal assessment, circadian rhythm anchoring, and metabolic baseline establishment.
Phase 2 — Restore	Root-cause identification, gut-hormone-brain axis recalibration, protocol implementation, and identity work.
Phase 3 — Build	Sustainable behavioral architecture, leadership activation, and systems design for long-term physiological alignment.

Mission Statement

To deliver precision-driven, integrative wellness to high-achieving women — restoring physiological function, neurological clarity, and purposeful identity so they can lead, build, and live without compromise.

Signature Topics

Dr. McDaniel is available for podcast interviews, keynote and conference speaking, panel participation, and brand partnership conversations. Her topics bridge clinical precision with leadership psychology — delivering content that is simultaneously evidence-informed and immediately actionable for high-achieving women.

- 01 The Midlife Metabolism Myth**
Why slowing down, eating less, and pushing harder are the wrong prescriptions — and what hormonal and metabolic science actually says about body composition shifts after 40.
[Metabolic physiology](#) · [Perimenopause](#) · [Nervous system regulation](#) · [Hormonal health](#)
- 02 Regulated Before You Lead**
The nervous system is the foundation of executive performance. This talk reframes leadership burnout through the lens of dysregulation — and delivers a clinical framework for sustainable high performance.
[HPA axis](#) · [Leadership psychology](#) · [Burnout recovery](#) · [Brain health](#)
- 03 Your Hormones Are Not the Problem**
A root-cause conversation about the gut-hormone-brain axis, perimenopause physiology, and why symptom suppression is not a strategy. A paradigm shift for women who have been told their labs are 'normal.'
[Hormonal health](#) · [Functional medicine](#) · [Women's health](#) · [Root-cause methodology](#)
- 04 Identity After the Shift**
Navigating the psychological and neurological identity disruption that accompanies midlife transition — and building a coherent, embodied sense of self that leads from the inside out.
[Identity rebuilding](#) · [Emotional regulation](#) · [Brain health](#) · [Leadership voice](#)
- 05 The WholeHer Framework: Regulation as Strategy**
An in-depth look at the WholeHer Restoration Method™ — how systems-based thinking, clinical protocols, and behavioral architecture create lasting physiological alignment.
[Integrative methodology](#) · [Systems design](#) · [Wellness strategy](#) · [Program architecture](#)

SOCIAL PROOF

Media & Recognition

Dr. McDaniel brings credibility, clinical authority, and a compelling personal narrative to every platform. Her work sits at the intersection of functional health, brain science, and leadership development — making her a distinctive voice for audiences seeking depth over inspiration, and strategy over motivation.

Audience & Community

Platform	Channel	Content Focus
WholeHer Wellness Podcast	Spotify	Root-cause women's health, perimenopause, nervous system & metabolic topics
Unmute Her — The Wellness Movement	Substack	Long-form editorial on women's health, identity, and integrative strategy
WholeHer Wellness Society	Skool	Private membership community for high-achieving women in midlife transition
The McDaniel Institute	anitamcdaniel.com	Institutional home for clinical programs, resources & practitioner work

Testimonials

“Dr. McDaniel doesn't just give you information — she gives you a framework. For the first time, I understood what was happening in my body and exactly what to do about it. My energy is back. My mind is clear. I feel like myself again.”

— Private Client, WholeHer Restoration Method™

“Working with Dr. McDaniel shifted everything. She connected dots my other doctors never even looked for. The protocol was precise, the strategy was clear, and the results were real.”

— WholeHer Restoration Experience Participant

“I came in thinking I needed a nutrition plan. I left with a complete understanding of my nervous system, my hormones, and why my body had been holding on to everything. This is not coaching. This is clinical.”

— Community Member, WholeHer Wellness Society

Ideal Booking Fit

- Podcasts focused on women's health, functional medicine, brain health, or leadership
 - Conferences serving high-achieving women, executives, or midlife professionals
 - Brand partnerships aligned with premium wellness, nutraceuticals, or women's empowerment
 - Media outlets covering integrative health, perimenopause, or the female performance conversation
 - Corporate wellness programs targeting women in leadership roles
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BOOKING & MEDIA INQUIRIES

Website www.anitamcdaniel.com

Booking www.bookwithanita.com

Practice Location Greensboro, NC

Media Kit Available upon request