



HIGH LEVEL NEWS

ED. 04



# PROFESSIONALS

IN HEALTHCARE WHO **CROSS BORDERS**

WHEN CARE GOES BEYOND TERRITORY



## THE POWER OF MUSIC AS THERAPY

Fábio Peluso presents the power of music in treating ADHD and Autism.

## CONTINUING EDUCATION

Why Extension and Continuing Education Programs are on the rise this year.

## SECURE YOUR SPOT IN THE U.S. JOB MARKET

Discover how to position yourself in one of the world's most promising and competitive markets.



# People on the Move: Careers that Grow Globally

What do healthcare professionals, career specialists, entrepreneurs, and leaders in different fields have in common? Each of them, in their own way, is redesigning their trajectory and building paths that allow them to grow beyond borders.

In this edition, we share stories that inspire and connect with a strong sense of opportunity. We highlight remarkable accounts of Brazilian healthcare professionals who are making a difference abroad — doctors, therapists, psychologists, physiotherapists, nutritionists — men and women who take their talent and knowledge wherever they go, leaving an inspiring legacy.

If you are a healthcare professional, a foreign professional seeking to build this path, you will find in these stories — filled with empathy, resilience, and adaptability — a true guide for your own journey.

For foreign professionals, working in the United States is not just about fluency or immigration processes. It is about growth, global visibility, joining multinational corporations, and working side by side with top-level professionals. Many fight hard to earn this place and to build their space here in the United States.

Although American professionals have access to the best training opportunities and some of the world's most prestigious universities — located right here in the U.S. — the country still needs qualified foreign professionals, not only for operational roles but also for high-level positions that demand leadership, strategic vision, and international experience.

We also discuss the growing trend of Continuing Education Programs — courses designed for professionals who wish to expand their academic background and boost their careers in pursuit of greater recognition.

And for an even broader perspective, we bring reflections on franchises that are making history in the American market — and how foreign entrepreneurs are also bringing investments into the country, significantly contributing to driving the economy and generating new opportunities.

**More than just information, this edition is an invitation to reflection, to action, and to expansion.**

Because when quality content is created and produced with purpose, it transforms and moves people!

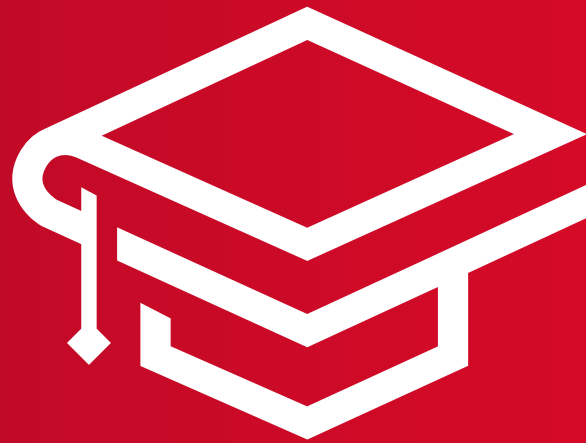
**Shall we go together?** 🚀



**With affection,**  
Dani Seixas

*Founder of High Level USA &  
Editorial Coordinator of  
High Level News*

Instagram: @daniseixas\_usa



**HighLevel**  
BOOKS

credits

**PUBLISHER**

High Level USA – High Level Books Publisher

**EDITORIAL COORDINATOR**

Dani Seixas

**ASSOCIATE EDITOR**

Renato Gomes

**WRITING**

Dani Seixas

**CONSULTANTS**

Dani Seixas  
Dr. Fabio Peluso

**RESEARCH AND ORIGINALITY REVIEW**

Kelly Santana

**ART DIRECTION**

Noak Marketing Corporativo  
Priscila Costa  
Renato Gomes

**FINAL REVIEW**

Dani Seixas

**PRODUCED BY**

High Level USA

Instagram: @highlevel.usa

Facebook: @highlevel.usa

YouTube: @highlevel.usa

LinkedIn: High Level USA

Website: www.highlevelbooks.com

*High Level News magazine is a publication of Better You Institute LLC – DBA High Level USA.*

*The signed articles and interviews are the sole responsibility of their authors and do not necessarily reflect the opinion or institutional stance of the company.*

**Our mission:** to inspire, inform, and connect professionals, entrepreneurs, and leaders by sharing real stories, strategic knowledge, and global trends that drive careers and businesses to a level of international excellence. *carreiras e negócios para um patamar de excelência internacional.*

ISSN: 2968-7427



04

Cover Story

*Healthcare Professionals Who Cross Borders*  
When care goes beyond territory

26

Special Feature

26 *When Music Becomes Medicine:*  
Transforming the lives of children with ADHD and Autism

32

*Enber University:*  
Students from Enber University participating in the High Level Conference USA in Cambridge

34 Study

*The New Trend of Continuing Education:*  
Why Extension and Continuing Education Programs are on the rise this year

38

Career

*Soft Skills*  
The 5 skills that stand out in the American job market



42

Entrepreneurship

*Entrepreneurship with Care*  
The rise of Brazilian-founded clinics making their mark in the U.S.

44

*The Franchise Game:*  
Opportunities being created by Brazilians in the U.S. and the attraction of international franchises to the American market.





# PROFESSIONALS IN HEALTHCARE WHO CROSS BORDERS

# WHEN CARE GOES BEYOND BORDERS

By *Dani Seixas*

**Doctors, therapists, dentists, nurses, psychologists, and physical therapists born in Brazil are making their mark abroad, bringing technical expertise, empathy, and innovation to transform international healthcare systems — with a direct impact on thousands of lives.**

As the world faces increasingly complex health challenges — from the rise of chronic diseases to the pressure on public systems and the growing aging population in countries like the United States — a group of well-prepared, resilient professionals has become a reference in many regions.

What truly sets these professionals apart is not just their résumés. It is the way they combine technical excellence with empathy, technology with human connection, and strategy with sensitivity. Their commitment to comprehensive, patient-centered care — along with their ability to adapt across cultures — positions them as leaders in the global healthcare landscape.

In this cover story, we highlight inspiring journeys: Dr. Marcelo Bechara, who turned his expertise in leadership and management into a competitive edge; Shethfane and Sandra, who bring together technical skill with a welcoming approach; Dr. Graça, Cíntia, and many others who represent a new generation of specialists that not only provide care — but also reshape the very meaning of it.

This movement is not isolated. It is part of a new era in global healthcare — one where highly skilled professionals from different countries combine their expertise to address increasingly human and complex demands.

Over the next pages, you will discover stories marked by resilience, innovation, and vision for the future. Narratives that inspire and show how healthcare can cross borders, redesign systems, and set new standards for the future of health — both within and beyond the United States.

# Dr. Marcelo Bechara:

## When medicine finds purpose, borders disappear

By *Dani Seixas*



In medicine, it is not enough to understand the body. One must also understand life stories, cultures, and purpose. This is exactly what distinguishes Dr. Marcelo Bechara — a physician who has turned his career into a movement of human, technological, and global impact. Today, he is part of a group of professionals from different countries who are writing a new chapter in international healthcare with excellence and purpose.

Marcelo — or Dr. Marcelo Bechara, as he is known in the professional field — is 45 years old, but carries a rare maturity in the way he leads his career and the transformation processes he provides to his patients. With refined active listening, technical expertise, and a deep human connection, he has been gaining ground in one of the most challenging and promising sectors today: integrative medicine focused on performance and longevity.

## *A journey that begins within*

Graduated in Medicine from the Metropolitan University of Santos in 2009 and with a residency in General Surgery completed at the ABC Medical School in 2012, Dr. Marcelo did not limit himself to the traditional foundation. In the following years, he immersed himself in studies on Obesity Sciences, Hormone Therapy, and Injectable Nutritional Therapies — areas that brought him even closer to real patients with real struggles.

His personal experience with obesity became a turning point. “I know the patient’s pain firsthand, not just from books,” he says. This experience transformed into empathy, dedication, and an individualized approach that goes beyond prescriptions.

## *Heading to the U.S.: medicine with global impact*

With his eyes set on the future, Dr. Marcelo decided to begin his international transition. His goal? To practice in the United States with a focus on performance and metabolic longevity medicine. He is currently preparing for the USMLE Steps and undergoing the immigration process, with plans to open a clinic aimed at both the American public and the Brazilian community.

“American medicine attracts me because of its structure, technology, and respect for professionals. I want to deliver excellence in an environment where there is real space for innovation,” he explains.

Cultural immersion, targeted studies, and strategic brand building are already part of his routine. More than just moving to another country, Dr. Marcelo is repositioning his career with a global vision — doing so on a solid foundation and with a well-defined purpose.



## *Technology, trends, and the future of medical practice*

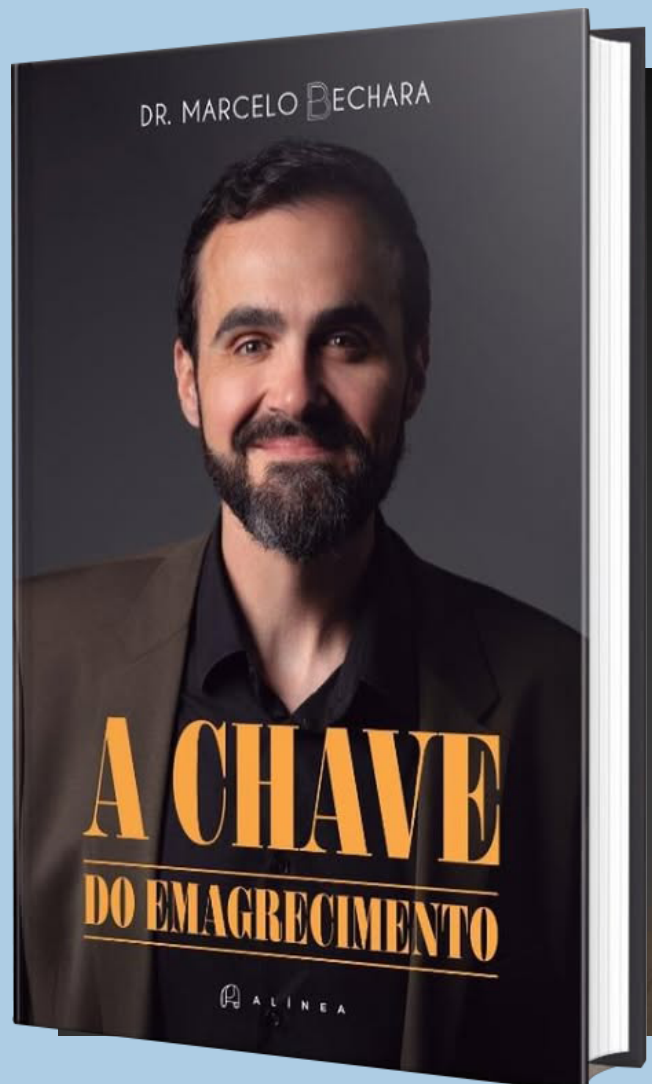
With a sharp eye on industry transformations, Dr. Marcelo already uses resources such as artificial intelligence to support diagnostics and clinical management, without neglecting what he considers irreplaceable: human care. “Technology allows me to focus more on the patient, on the bond, on clinical reasoning. It is a tool, not the goal,” he emphasizes.

His flexibility, curiosity, and drive to grow make the process of cultural adaptation more natural — and position him strategically to excel anywhere in the world.

## High Level 3 and the Power of Sharing in Motion

Amid a phase of international transition and expansion, Dr. Marcelo received an invitation from Dani Seixas, founder of the High Level USA movement, to join the High Level 3 – Professionals of the Future collection. The work brings together names from the STEM field who combine the power of technology with the value of human care — and Dr. Marcelo is one of those professionals who represents this intersection with authority.

"Sharing my story while it is still being built has an even greater value than showing the final result. I want to show the 'during' — with its stumbles, learnings, and cutting-edge technical strategies that are already generating real results for my patients. In this way, others can also see that it is possible to transform not only their own lives but also the lives of those who seek our help," he affirms.



*"I want to deliver excellence in an environment where there is real space for innovation,"*

*Dr. Marcelo Bechara*

In addition to participating in the collection, Dr. Marcelo is also launching his solo book titled "The Key to Weight Loss", a work in which he reveals, with honesty and depth, the emotional and physiological causes of weight gain and the real path to transformation — based on his own experience overcoming obesity. The book proposes more than just weight loss: it is a journey of reconnecting with health, identity, and patient autonomy.

*"Being the author of your own story is as important as being a doctor. Writing is also a form of care — for myself, for others, and for the message I want to leave in the world."*



**"Being the author of your own story is as important as being a doctor."**

*Dr. Marcelo Bechara*

## *Advice and Connections that Build Paths*

When asked what he would say to those who wish to follow a similar path, Dr. Marcelo is direct: "Have clarity of purpose and take care of your energy — mental, physical, and financial. Going international is a medium- to long-term project. It requires strategy and consistency."

For him, sharing the journey is essential. He is open to exchanges, partnerships, and mentorships. "The journey is lighter when we do not walk alone," he summarizes.

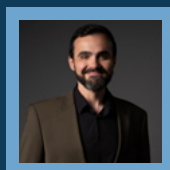
Building his international visibility includes strategic digital presence, bilingual content, and consistent positioning. All based on a non-negotiable foundation: real results and authenticity.

## *Beyond Borders: an Impact that begins now*

Dr. Marcelo Bechara is writing a new story — and not just his own. By bringing his trajectory, personal experience with obesity, and integrative approach to the United States, he is not crossing borders by chance: he arrives to contribute to one of the country's greatest public health challenges.

With over 40% of the U.S. adult population affected by obesity, according to the CDC, what Dr. Marcelo brings goes far beyond technique: it is lived experience, genuine connection, and conscious dedication. His entry into the American market has the potential to transform not only patients but also practices, perspectives, and standards of care.


More than a doctor, he represents an agent of change. And the impact to come will be measured not only in lost pounds — but in lives restored, journeys redefined, and a new model of medicine that values the human being as a whole.



*Dr. Marcelo Bechara*

Physician specialized in hormone therapy at Harvard with Dr. Morgan Tyler

 **WhatsApp:** 13 99790-1980

 **Instagram:** @drmarcelobechara

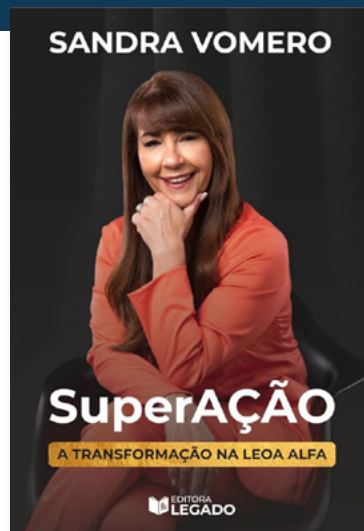
 **TikTok:** @drmarcelobechara



# Sandra Vomero:

## Mental Health that Connects Emotion, Purpose, and Life Experience *By Dani Seixas*

When it comes to mental health, technical knowledge alone is not enough — it is necessary to live what you teach. This is precisely Sandra Vomero's hallmark: an educator, therapist, and neuroscience specialist who has been transforming lives for 21 years. Graduated in 2004 from Faculdade de Sumaré and with an extensive portfolio of international training, she is now expanding her presence to the United States, aiming to open a clinic and bring her unique combination of expertise, experience, and empathy to a new audience.



Born in São Paulo, Sandra has accumulated training in NLP – Neuro-Linguistic Programming (Practitioner and Master Practitioner), Master Coaching, Positive Psychology, Quantum Activism, Self-Knowledge, People and Human Resources Management, Systemic Family Constellation, and Family Litigation, in addition to having completed management studies at Harvard. She is also the author of the book “SuperAÇÃO”, a speaker, and a reference in emotional intelligence..

### *A Journey Marked by Overcoming Challenges*

For over 10 years, Sandra was the director and owner of a preschool. After the birth of her second daughter, she decided to stop working — and faced a period of panic attacks at a time when diagnoses were still uncertain. Her search for answers led her to various therapies until she discovered Neuro-Linguistic Programming, which became a turning point in her healing process, opening a new perspective on life.

At 40, she transitioned her career and became a coach and therapist, helping people facing similar challenges. Her lectures, courses, and consultations focused on emotional intelligence gained prominence — until a new challenge arose: the loss of her husband, with whom she had been married for over 30 years. Facing grief and taking over his company required resilience, but as she says, ***“Faith and knowledge gave me the strength to overcome this period.”***

## *International Expansion and Future Vision*

Sandra has been visiting the United States since 1995 and adapts easily to the local culture. She is currently enrolled in the Science of Happiness course at Must University in Boca Raton, building step by step her positioning to establish a clinic in the country.

For her, artificial intelligence and new technologies are allies in mental health, enhancing diagnostics and interventions without replacing the human factor. “The impact of mental health is related to the whole human being, strengthening positive emotions, purpose, and clarity about patterns that affect relationships,” she affirms.

Over the past three years, Sandra has given lectures across different U.S. states, sharing knowledge and building authority through networking, netweaving, and participation in strategic events.

## *Participation in the High Level 3 Collection – Professionals of the Future*

By joining the collection, Sandra sees an opportunity to immortalize part of her story and expand the reach of her message:

“It is an honor to participate, as I have great admiration for High Level and respect the didactic way it is conducted. I decided to tell my story through the work and lectures I have been giving across the United States. It represents a responsibility to pass on knowledge through communication.”

***“Never give up, but persist, because you will surely succeed.”***

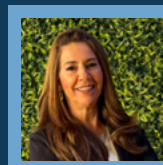
*Sandra Vomero*



## *Advice for Those Following a Similar Path*

Sandra is direct: “Never give up, but persist, because you will surely succeed.”


Open to exchanges and mentorships, she believes that sharing the journey with others shortens distances and strengthens results.



*Sandra Vomero*

Educator, Coach, Mentor,  
Author, and Family  
Constellation Practitioner

 **site:** sandravomero.com

 **Instagram:** @sandra.vomero

 **LinkedIn:** sandravomero

# Dr. Graça Melo Araujo:

A Life Dedicated to Child Neurology and Families. Now Guiding Families in the U.S.

By *Dani Seixas*

Medicine, when practiced with purpose, goes beyond borders. This is the legacy of Dr. Maria das Graças Melo de Araujo — or simply Dr. Graça — a Brazilian child neurologist, specialist, master, and PhD, with more than 45 years of work in Brazil and now a reference in consulting and mentoring focused on child neurological development in the United States. At 77 years old, she not only remains active but continues to reinvent her impact on the world, now based in Orlando, Florida.

Born in Currais Novos, in the countryside of Rio Grande do Norte, Dr. Graça graduated in Medicine from UFRN in Natal in 1971. Her passion for children and neurology led her to deepen her studies at institutions such as the Hospital dos Servidores do Estado in Rio de Janeiro, PUC-RJ, USP São Paulo, UNICAMP Campinas, and Bristol University in England, consolidating her as one of the most respected voices in child neurology in Brazil.



## *A Journey that Expands: From Brazil to International Leadership*

The transition to the U.S. began in a remarkable way. In 2012, she was invited by American university professors to organize and chair the 3rd International Congress of IASEIE – International Association of Sciences, Ethics, and Integrated Education.

The event was held at the International Leadership Institute in Arlington, Virginia, in 2013, and marked the beginning of her international academic leadership journey in the U.S.

Between 2013 and 2016, she completed her training in International Leadership in the U.S. In 2016, she founded the American branch of IASEIE alongside law professors and PhDs from Liberty University in Lynchburg, Virginia, with the support of her son, Mauro Henrique Melo Araujo, who also coordinates international social projects.

Her permanent residence in the United States began in 2021 which enabled her to work in consulting, lectures, mentoring, and, more recently, to complete a postdoctoral degree in Education and Child Development at FCU in Orlando.

## *Consulting with Purpose and Humanized Care*

Today, Dr. Graça provides in-person and online consultations, offering guidance to parents and caregivers interested in understanding and fostering their children's neurological maturity. Her approach is preventive and personalized, based on decades of experience and continuous learning.

With consultations carried out through the Mentt's USA platform and at Easy Work Space in Orlando, she also provides home visits and delivers educational lectures.

Her mission is clear: to transform knowledge into a tool for family empowerment.

*"It's not enough to treat symptoms. We must educate parents about their children's neurological development. This prevents future problems, saves time, health, energy, money — and fosters healthier and happier families."*

## *Technology, Ethics, and Artificial Intelligence*

With a critical and balanced view, Dr. Graça closely follows the evolution of new technologies. In her experience, artificial intelligence can be a great ally — as long as it is used responsibly, ethically, and with clear criteria.

She highlights that AI may reproduce biases depending on the knowledge or beliefs of those who train it, and stresses the importance of using it as support to the human clinical perspective. In her field, she foresees important advances in the coming years, such as child neurological assessment platforms, personalized interventions for autism and ADHD, and the integration of health and education in childhood care.



## *Participation in the High Level USA Collection*

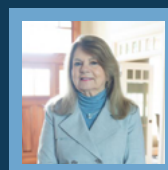
As a coauthor, she saw the book as an opportunity to document her journey and share the purpose that has guided her career. "I wrote to show that medicine is made of people. Our mission is to care, to teach, and to inspire."

## *A Voice that Inspires*

Dr. Graça concludes her interview with a powerful reflection: "Are you prepared? In all pillars of your life — emotional, spiritual, mental, physical, intellectual, family, financial — to live an international career? If the answer is no, there is still time. But walk alongside those who have already been where you want to go."

And she leaves direct advice: invest in postgraduate studies, build your network, balance the pillars of your life, and keep your life mission as your compass.

*"It's not just about career. It's about purpose, vocation, prosperity, and legacy."*



*Dr. Graça Melo Araujo*

Physician, child neurologist, specialist, master, and PhD, driven by life purpose

✉ **e-mail:** [gracamaaraujo@gmail.com](mailto:gracamaaraujo@gmail.com)

📷 **Instagram:** [@dra.gracameloaraujo](https://www.instagram.com/dra.gracameloaraujo)

# Gloria Pimenta & Marinonima Gomes Serra:

## A Professional Partnership That Combines Excellence, Humanized Care, and Specialized Management

By *Dani Seixas*

When it comes to international healthcare with purpose, few trajectories represent the union of compassion, technical expertise, and innovative vision as well as the partnership between Gloria Pimenta and Marinonima Gomes Serra. As business partners, they combined their expertise — inclusive dentistry and humanized nutrition — to transform the care experience, especially within the integrated Home Care model.



### *Roots in Health and Family*

This story begins long before their arrival in the United States. Daughters of a family dedicated to medicine — their father a cardiologist and former geriatrician, and their mother an intensivist — Gloria and Marinonima already worked side by side in Brazil, integrating multidisciplinary care teams at the family clinic.



The workflow was simple and efficient: a patient would first see their father and then proceed through the full team, including dentistry and nutrition. This experience showed that many patients faced significant challenges receiving proper care outside a hospital setting — not only due to distance but also logistics, such as dismantling wheelchairs or stretchers, managing oxygen tanks, or other equipment, making each trip complex.

Gloria realized it was not enough to perform a dental procedure; it was essential to prepare family members and caregivers to maintain care daily. Marinonima, in turn, developed tailored meal plans and diets, ensuring each meal was appropriate for the patient's limitations and needs — including delivering ready-made, nutritionally balanced, personalized meals.

By proposing integrated care that incorporates often-overlooked areas such as dentistry and nutrition, they seek partnerships to unite two highly important specialties, closely linked to systemic health, quality of life, and patient socialization. This approach is particularly relevant for elderly patients receiving home care or living in assisted-living facilities.

## Gloria Pimenta

### *Inclusive Dentistry with Purpose*

Born in João Pessoa, Paraíba, Gloria graduated in Dentistry from UEPB in 1996 and built a solid career in clinical, hospital, and academic practice. She is a specialist in Care for Patients with Special Needs, holds a master's and doctoral degree, and is recognized for her expertise in Hospital Dentistry, in addition to being trained in Laser Therapy and Inhalation Sedation with Nitrous Oxide.

In the United States, she was invited to serve as faculty at the University of Illinois Chicago, collaborating for one year with the Inclusive Care Clinic, focused on patients with disabilities. Currently, she teaches in the Pediatric Dentistry Residency at Boston University and is in the process of validating her degree to expand humanized Home Care services in Florida.





# Marinonima Gomes Serra

---

## *Clinical Nutrition and Sensitive Management*

Graduated in Nutrition from Anhembi Morumbi University (2005) and with a postgraduate degree in Food Safety, Marinonima gained experience leading teams in hospitals and multinational companies, focusing on food safety and multidisciplinary care.

Her distinguishing feature has always been personalization: creating solutions tailored to each patient, from adjustments in food texture and consistency to specialized meal plans for specific conditions. In 2024, she moved to the U.S., was accepted into master's programs, and is awaiting her license to practice fully.

## *Looking to the Future in Florida*

Together, Gloria and Marinonima are building an integrated Home Care model that combines dental care, nutrition, and family support. Their vision for the future includes expanding into specialized centers, reinforcing the idea that healthcare must be comprehensive, technical, and human.

## *Participation in High Level – Professionals of the Future*

For Gloria, participating in the collection is “a way to show that even after a successful career in Brazil, it is possible to start over in another country, embrace challenges, and turn them into positive impact.”

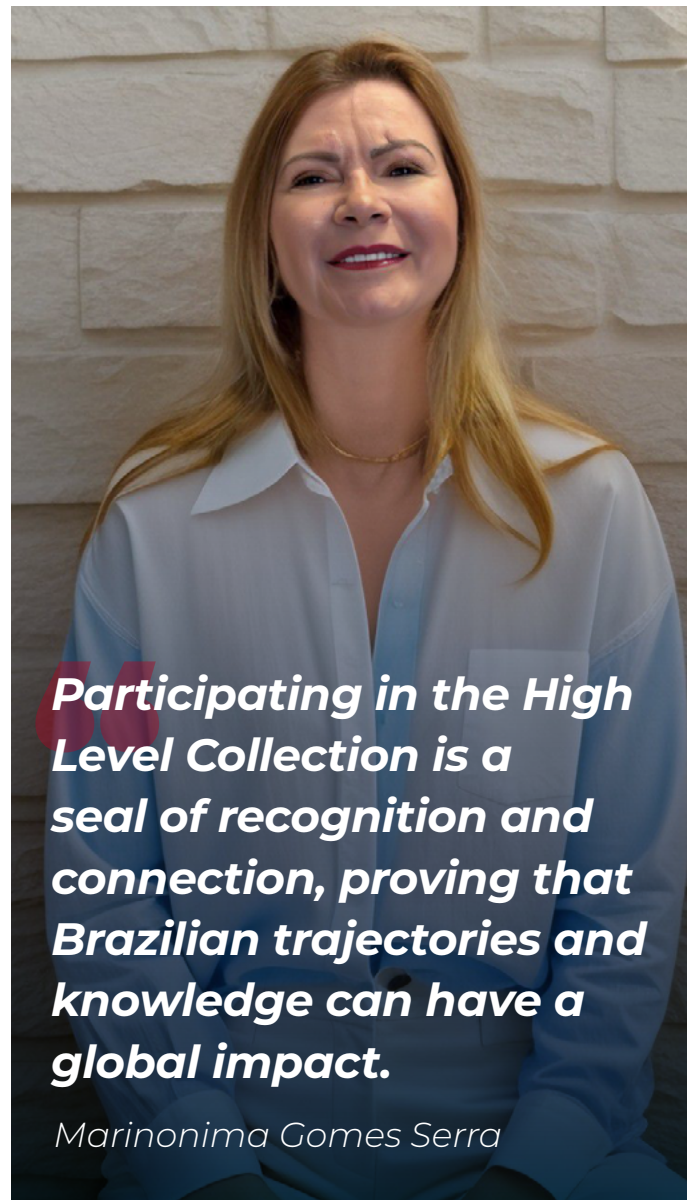
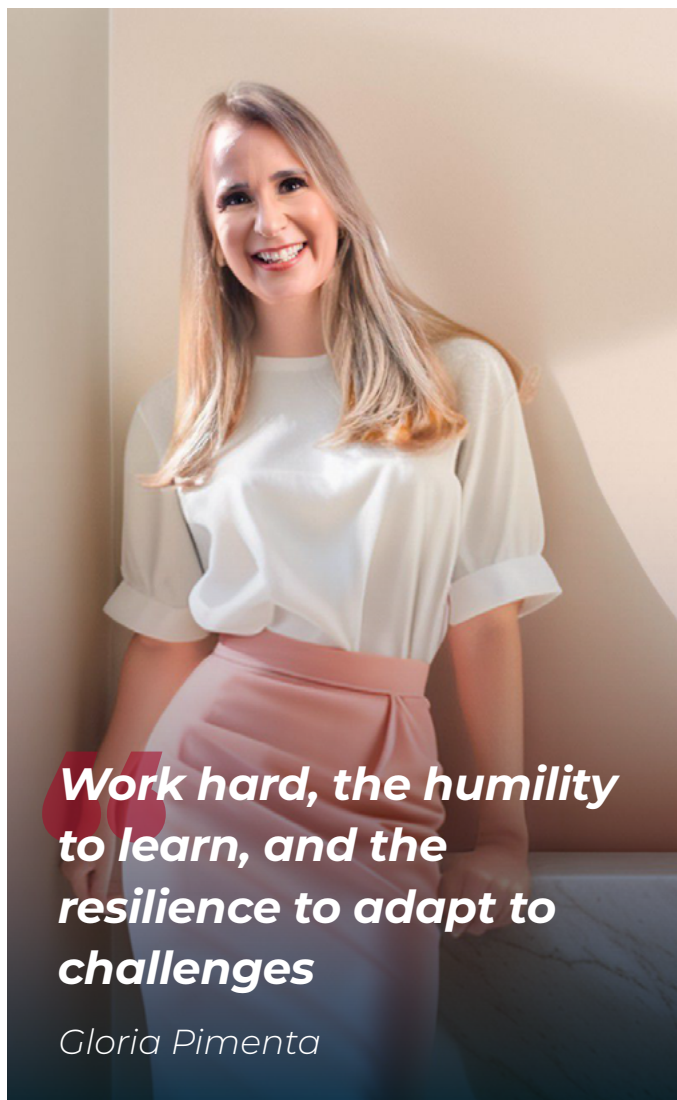
For Marinonima, it is “a seal of recognition and connection, proving that our Brazilian experience and knowledge can have a global effect.”

Both believe initiatives like High Level bring stories together, strengthen networks, and inspire Brazilian professionals to reinvent themselves abroad with excellence.

## Advice for Those Following the Same Path

Gloria: "Work hard, the humility to learn, and the resilience to adapt to challenges — every step strengthens the journey and brings you closer to your dream."

Marinonima: "Invest not only in technical skills but also in human values and meaningful connections. That is what sustains a strong and lasting career."



*Gloria Pimenta*

Dentist, specialist in Pediatric Dentistry and Inclusive Care

 **Instagram:** @institutogloriapimenta

 **LinkedIn:** Gloria Pimenta



*Marinonima Gomes Serra*

Nutritionist, specialist in Clinical Nutrition and Humanized Care

 **Instagram:** @maryserra\_8

 **LinkedIn:** Marinonima Pimenta

# Dr. Thiago Morais:

A Life Dedicated to Psychiatry and Human Care. Now Heading Toward New Horizons in the U.S.

By *Dani Seixas*



## *A Journey That Expands: From Brazil to Professional Internationalization*

Born in Passos (MG) and currently residing in Patos de Minas (MG), Dr. Thiago graduated in Medicine in 2000 and completed his Psychiatry residency between 2002 and 2004. He later obtained his Master's degree in Health Sciences (2010–2012). His career is marked by broad expertise: general psychiatry, child and adolescent psychiatry, psychogeriatrics, forensic **psychiatry substance** use disorders, and hospital management.

With a background as a university professor for 10 years and extensive experience as a clinical and technical director, he built a solid career in Brazil. He currently maintains a private practice and also works as manager/ clinical advisor for a virtual unit of Medstation, a clinic that primarily serves Brazilians in the U.S.

Medicine, when practiced with purpose, transforms destinies. This is the legacy of Dr. Thiago Lemos de Morais — a Brazilian psychiatrist, Master of Health Sciences, with nearly 25 years of clinical experience. Recognized for his dedication to complex cases and active listening, Dr. Thiago is now preparing to expand his work to the United States, with the mission of offering human-centered care and technical excellence to Brazilian families abroad.

## *Human-Centered Care and Clinical Excellence*

Recognized by patients for his persistence, empathy, and results in treatment-resistant mental health disorders, Dr. Thiago has developed a distinctive practice. His approach combines active listening, availability, and personalized therapy.

He emphasizes that, in psychiatry, the physician is both a diagnostic and therapeutic instrument, acting in an individualized way in each clinical

case. This human-centered perspective is his hallmark and will be the foundation of his purpose in the U.S. market.

“The U.S. healthcare system is demanding and competitive, but it also offers unparalleled resources. I want to combine the most advanced aspects of American medicine with the empathy and closeness that are typical of Brazilian medical practice.” — Dr. Thiago



## *Technology, Ethics, and Artificial Intelligence*

With an innovative vision, Dr. Thiago sees Artificial Intelligence as a powerful ally in psychiatry. Among the advances he highlights are:

- Real-time monitoring of at-risk patients
- Clinical decision support through complex data analysis
- Automation of medical documentation and reports
- Expansion of access to digital therapies, such as guided CBT programs

He stresses, however, that technology will never replace the essence of the profession: human interaction.

## *Psychiatry remains an art. AI should amplify our expertise, not replace it.*

*Dr. Thiago*

## *Challenges and Inspirations*

Dr. Thiago does not hide that adaptation will require resilience. Among the main challenges he foresees are the high certification standards, rigorous documentation, and the competitiveness of the American healthcare system. Even so, he faces this transition with purpose and determination.

“My distinguishing feature is not giving up on difficult cases. Persistence is my mark. I know the challenges in the U.S. will be great, but I also see in this journey the chance to serve more people and grow as a professional and as a human being.”

## *Participation in the High Level USA Collection*

Dr. Thiago is part of the High Level USA – Professionals of the Future collection, where he shares his vision on mental health, artificial intelligence, and internationalization. He defines his participation as a meeting with his life purpose.

## *A Voice that Inspires*

“Networking, studying, and persistence. Love for your profession and for others. Always stay close to good people.”



*Dr. Thiago Morais*

Psychiatrist, Master in Health Sciences, Specialist in resistant and complex treatments

**in LinkedIn:** Thiago Lemos de Morais

# From Brazil to the U.S.:

## When Human Care and Entrepreneurship Walk Side by Side

By *Dani Seixas*

In an edition that highlights the strength of Brazilian healthcare abroad, we close our cover story with two journeys that not only complement but intertwine in purpose, vision, and impact. Sthefany Sanchez and Augusto Giacobbe represent a new chapter of Brazilian presence in the United States: professionals who not only care — but transform, educate, and inspire others to do the same.

### Sthefany Sanchez:

#### *From Beauty to the Essence of Care*

Born in Aracruz (ES), Sthefany began her professional journey back in 2013 in the beauty field. Over the years, she broadened her expertise through international training and established herself as an aesthetic nurse, now working in Palm Bay, Florida. Her journey is marked by resilience and reinvention: mother, immigrant, entrepreneur, and a reference in advanced aesthetics.

Her decision to move to the U.S. in 2015 was driven by the stagnation she felt in Brazil during the economic crisis. Even in the face of initial challenges — such as briefly working in a restaurant — Sthefany did not allow herself to drift away from her field. In a short time, she was once again working with beauty and aesthetics, and later, founded her own personalized care space.



With training in countries such as England, Spain, Portugal, South Korea, Dubai, Mexico, Canada, and Brazil, she carries a global vision of aesthetics — blending technological innovation with empathy and responsibility. Her focus lies on high-performance procedures aimed at regeneration and well-being, valuing self-care as an essential part of health.

# Augusto Giacobbe:

## *Education as a Legacy of Transformation*

A native of Timóteo (MG), Augusto Giacobbe is an orofacial surgeon and educational leader. He arrived in the U.S. in 2023 with a clear objective: to expand the impact of his work and offer international recognition to other healthcare professionals. In Orlando, he built an educational hub that connects education to aesthetics and to professional credentialing.

Before that, he consolidated an impressive career in Brazil, where he owns 11 health-focused universities. Through his company, Giacobbe Franco, he now leads one of the largest processes for diploma revalidation for Brazilians seeking to work legally in the health and aesthetics sectors in the U.S.

Augusto believes that in the United States there is space and appreciation for professionals who are serious, committed, and well-prepared. This belief is reflected in his individualized support, through which he guides, trains, and accompanies hundreds of Brazilians who aspire to follow a similar path.



## *Partners, Team, and a Shared Mission*

United by the same purpose, Sthefany and Augusto share a strategic role that expands the Brazilian presence in a demanding, innovative, and ever-growing market. Both are coauthors of the collection High Level 3 – Professionals of the Future, a book that gathers minds from the STEM and healthcare fields with a focus on technology, human care, and international leadership.

More than success stories, their journeys reveal a collective commitment to transformation — of patients, of professionals, and of narratives.

***We believe that sharing the ‘during’ with those who are still preparing can be one of the most powerful ways of driving collective transformation.***

*Sthefany e Augusto*

The Brazil they represent is one that thinks big, that offers excellence, that refuses the label of a “third-tier country.” And above all, one that has the competence, technical expertise, and courage to claim its rightful place in the most competitive markets in the world.

## *Mentorship and Support Network*

Both offer support to other professionals seeking to follow the same path. Sthefany, through personalized mentorships and free digital content, and Augusto, through Giacobbe Franco, focusing on the professional revalidation of physicians, dentists, biomedical professionals, and nurses. They understand that knowledge must be shared and that no one needs to walk this journey alone.

## *High Level 3*

### *An Invitation to Global Transformation*

In line with their transformative work in the United States, Sthefany Sanchez and Augusto Giacobbe were also invited by Dani Seixas to join the collection High Level 3 – Professionals of the Future. The book brings together strategic voices from healthcare, science, and technology, highlighting professionals who combine technical innovation with empathy, purpose, and social impact.

For the partners, being part of the book is more than an editorial achievement — it is a commitment to inspiration and legacy.

“We are living a phase of expansion, with many challenges, tests, and achievements. We believe that sharing the during with those still preparing may be one of the most powerful forms of collective transformation. Showing the behind-the-scenes, the choices, and the lessons learned generates real connection and courage in those who are just beginning.”





## *Where aesthetics meets education, and care becomes legacy*

With a keen eye on new technologies, both closely follow innovations in artificial intelligence and its impact on aesthetics and healthcare. Sthefany envisions a future with less invasive procedures, integrative aesthetics, and a direct connection with mental health. Augusto, in turn, sees education as the main tool for democratizing access and strengthening professional value in this new technological landscape.

Closing this feature with their story is not just an editorial choice — it is a symbolic one. They represent a Brazil that thrives, that moves beyond the statistics of need and into the statistics of excellence.

By uniting aesthetics, education, science, and purpose, Sthefany and Augusto demonstrate that care can cross borders, forge new paths, and transform the world — one patient, one professional, and one story at a time.



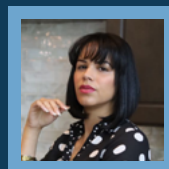
*Augusto Jacobbe*

Oral and Maxillofacial Surgeon  
| Educator | Specialist in  
Professional Development

 **site:** [giacobbefrancoeducacional.com.br](http://giacobbefrancoeducacional.com.br)

 **instagram:** @gutogiacobbe

 **linkedin:** Augusto Jacobbe



*Sthefany Sanchez*

Aesthetic Specialist |  
Mentor | Speaker | Expert in  
Humanized Care

 **e-mail:** [sthefanyqueen@gmail.com](mailto:sthefanyqueen@gmail.com)

 **instagram:** @sfharmonizacao

**demails contatos e agendamentos:** via instagram



# WHEN MUSIC BECOMES MEDICINE:

*Transforming the Lives of Children with  
ADHD and Autism*

By **Fabio Peluso**

When I began to study music more deeply, I discovered something surprising: music is not only art but also applied science for care. For children with Attention Deficit Hyperactivity Disorder (ADHD) or Autism, music has proven to be more than just a form of expression — it is a powerful therapeutic tool.

Music seems to be a universal language that transcends cultural, social, and even biological barriers. Even though it is developed, played, or sung differently in each culture, it is present everywhere in the world. And it makes even more sense when we understand how it acts on our mind and body, the connections it creates, and how beneficial it is for our development and well-being.

During my years in the healthcare field and over years as a singer, composer, and music producer, I discovered that this universal intuition about the power of music has foundations that go far beyond what we imagine. And when it comes to children with ADHD and autism, music is not just art, it becomes true medicine.



## What science reveals

Through my curiosity and the experiences I have had, I discovered some fascinating things about how music works in our brain. When we listen to music, our brain activates more areas simultaneously than any other human activity. It's like a "full exercise" for our mind.

### Some discoveries that caught my attention:

- The brains of people who play instruments have 25% more connections between the right and left hemispheres, which may explain why music can "reconnect" brains with communication difficulties.
- Music releases dopamine, the same neurotransmitter released when we feel pleasure from food or when we fall in love. This explains why a melody can instantly improve our mood.
- Singing in groups releases oxytocin, the hormone of connection and love. That's why collective musical activities are so powerful for children with social difficulties.

## When Music Meets Autism

I encountered an interesting story that made me reflect more on the importance of music. My wife, Paty, who is a teacher, told me about Davi, one of her six-year-old students with severe autism. When he became agitated in class due to sensory and auditory stimuli, Davi found self-regulation in a surprising way: by being taken to a separate room where he could listen to children's music.

In that controlled environment, with soft melodies playing, he would completely calm down. His breathing normalized, his repetitive movements ceased, and he could regain emotional balance. Music had become his personal tool for sensory self-regulation.

I discovered that approximately 95% of children with autism demonstrate preserved or even superior musical abilities. The brain processes music differently from language — while speech primarily uses one side of the brain, music activates both sides, creating "bridges" that can compensate for areas with difficulties.

## Music as an Organizer of Mental Chaos in ADHD

Throughout my career, I observed how children with ADHD respond extraordinarily to music. For these children, the world often seems chaotic, with thoughts, emotions, and stimuli mixing without apparent order. Music offers something that medication cannot always provide: internal structure.

I encountered fascinating cases of children who could not concentrate for more than two minutes on traditional activities but could play instruments or sing for much longer periods. Music seems to function as an "internal metronome" that helps organize these children's brains.

What impresses me most is how specific rhythms can literally synchronize brain waves, creating natural states of focused attention. Children with ADHD who participate in regular musical activities often show significant improvements in concentration, impulse control, and emotional self-regulation.

I also observed that when these children find "their music" — whether rock, classical, or even nature sounds — they can use this discovery as a tool to study, relax, or calm themselves during moments of agitation.



## **A Personal Experience that Changed My Perspective**

I vividly remember when my wife was pregnant with our daughter. I used to sing to her and play guitar, and we already noticed some reactions from the baby still in the womb. The songs I sang during pregnancy sounded very familiar to her when she heard them after birth.

Today she is a singer, with a highly developed and sensitive musical ear, and enjoys singing and playing instruments. I believe much of this came from the early stimulation she received. Later, I discovered that there is scientific basis for this: babies recognize melodies they heard in utero up to one year after birth. The developing brain is extraordinarily receptive to musical patterns, and this early exposure can profoundly influence future musical abilities.

Studies show that children exposed to music during prenatal development and early childhood exhibit greater development of brain areas related to language, memory, and motor coordination.

## **Music Without Borders**

Throughout my career, I have observed how families from different backgrounds find music as a bridge to overcome challenges. I encountered cases of Latin families in the United States who discovered that their children with ADHD responded better to learning when traditional rhythms from their cultures were incorporated into educational activities.

Music becomes a bridge between cultural heritage and cognitive development, proving that the most effective approaches are those that honor the child's cultural identity.

## **The Universality of Music: A Language That Touches the Soul**

What impresses me most is how music is present in all known human cultures, and many use it specifically for healing and well-being. From African healing drums to Tibetan mantras, from lullabies sung by mothers everywhere to hymns that elevate the human spirit, music is universal.



## From Sound to Healing: Sharing Discoveries

All these experiences and discoveries led me to write *From Sound to Healing: Music Therapy in Education and Pathology Treatment*. This book was born from the need to share not only what I learned about the therapeutic power of music but also the real human stories I witnessed and experienced.

Today, Davi uses music as his personal tool for self-regulation, navigating sensory challenges in daily life more effectively. My daughter developed a deep and natural relationship with music that began in the womb.

## A Message of Hope

For all families facing challenges with ADHD and autism: music can be a powerful and accessible ally. It does not require expensive equipment or specialized training. Sometimes, a childhood lullaby, a rhythm that makes a child smile, or a melody that touches the heart can open doors that seemed closed.

Music is within our reach. Each child carries a unique symphony, influenced by their cultural heritage and shaped by their individual experiences. Our role is to help them discover and develop this inner music, knowing that we are touching not only neurological and emotional aspects but also something profoundly spiritual and transformative.

There is something deeply spiritual about music that transcends the physical and mental. Observing how hymns and chants unite people from different backgrounds, bring peace in moments of pain, or elevate the human spirit to states of transcendence, we realize that music touches something sacred in our essence.

It is no coincidence that virtually all spiritual traditions in the world incorporate music in their practices. From Gregorian chants to Buddhist mantras, from African-American spirituals to contemporary hymns, music seems to be a natural channel to connect humans with something greater than ourselves.

For children with ADHD and autism, this spiritual dimension of music can be especially powerful, offering not only neurological benefits but also a sense of connection, purpose, and inner peace that goes beyond what science can fully explain..



### Fabio Peluso

Fabio Peluso é um especialista que combina anos de experiência na área da saúde com mais de anos de carreira musical, como cantor, compositor e produtor.

✉ **e-mail:** [fabioregis1996@outlook.com](mailto:fabioregis1996@outlook.com)

📷 **instagram:** [@fabioregispeluso](https://www.instagram.com/fabioregispeluso)



**HighLevel**  
BOOKS

# your book, **Your Global Brand**

Turn your professional journey into an international-positioning book—with launch events in the United States, multilingual editions, and a complete package that drives visibility, authority, and financial return.

## What you receive:



Full editorial support (structure, writing, and editing).



Professional production to international standards (ISBN + cataloging data);



Option to publish in other languages (portuguese or spanish);



Professional audiobook production (a high-demand format that expands reach);



Launch opportunities at networking events in the U.S. (Orlando, Boston, New York, and other hubs);



Physical and digital sales through Amazon, Barnes & Noble, Hotmart, and partner channels.



International author certificate and activation of your personal brand in other countries.

## Purposeful Financial Return

You profit from each book sold:

### Example\*:

**1,000 printed copies**

(average production cost: \$5 per unit)

**Suggested retail price:**

**\$29,90**

**Potential profit:**

**up to \$24.900**



Your book can also operate as a branded authority asset—an intelligent gift and strategic tool to nurture relationships, generate leads, and open doors for talks, consulting, and events.

# Authority & Global Expansion



## Why launch your book now?

- Immediate international recognition.
- A clear competitive edge for your career or business.
- Audiobook as an additional format for reach and impact.
- Access to new markets through multilingual editions.
- Participation in strategic events and presence in U.S. and international media.

## Authors who launched, **have seen results:**



Invitations for interviews, talks, and mentoring.



Presence in universities, bookstores, and digital platforms.



Expansion of personal brand and recognized authority at a global level.



Illustrative concept for editorial use.

## Now it's your turn.

Your book can be the milestone that transforms your story into influence, revenue, and legacy.

**Shall we build this high-level publication together?**

📞 **Contact:** +1 407 233-8326

📷 **instagram:** @high\_level\_books\_publisher

# Enber University Students Attend High Level Conference USA in Cambridge



*In March 2025, the city of Cambridge, Massachusetts, once again hosted the High Level Conference USA, held near the iconic Harvard Square.*

The conference's mission is clear: to give voice and visibility to Brazilian professionals who are eager to expand their horizons abroad—whether through study, career opportunities, entrepreneurship, or building strong networks with those already established in the United States. High Level provides access to information, connections, and partnerships, creating pathways for professionals to thrive and be recognized in the global market.

In this inspiring setting, Enber University students and professors took part in an experience that combined academic excellence and international exposure with the opportunity to connect directly with key decision-making spaces.

## What is Enber University?

Enber University is a U.S.-based higher education institution, legally established and operating in the United States, but with a special mission: to support Brazilian immigrants and aspiring professionals who want to expand their opportunities abroad.

The university offers fully online master's and doctoral programs, designed so that students can begin their academic journey even before moving to the U.S. Classes are structured to provide access to high-quality education with the added benefit of support in Portuguese, helping students bridge language and cultural barriers as they prepare for their international careers.

This unique approach allows students to remain in Brazil (or other countries) while already building academic credentials recognized in the United States, reinforcing both their professional and personal readiness for global opportunities.

## Memorable Experiences

As part of the program, participants visited Harvard University's campus, a global symbol of academic excellence. Walking through Harvard Square inspired many to envision the possibilities of building an international career.

Another highlight was the visit to the Massachusetts State House, seat of the state government. Experiencing this historic setting gave students a deeper understanding of the American political system and the importance of positioning themselves as global citizens.

## Voices from Enber University

***“We lived moments of intense learning. Our mission is to bring each of our students opportunities like this—experiences that broaden horizons and strengthen the confidence of Brazilians abroad.”***

*Professor Alcimar Martins,  
Founder of Enber University*

***“It’s an opportunity for growth, to show that the Brazilian community in the United States is strong and prepared to thrive across different fields.”***

*Professor Ozimar Araújo  
Enber University*

***“Participating in the conference and visiting these historic spaces reminded us that we belong in places where decisions are made—whether in politics, business, or the marketplace.”***

*Bernadette Silva  
Enber University student*



State House

## Also Present

Alongside Enber University's professors, the delegation included students Bernadette Silva, Marcelo Jacob, Beatriz Jacob, Laura Maria Jorjão, Ana Caroline Castanhari, Edebral Florest, and Nyara Leite.

The High Level Conference USA continues to strengthen its role as a platform for global networking and visibility. By bringing together education, entrepreneurship, innovation, and leadership, the initiative builds bridges for professionals eager to leave their mark on the international stage.

# THE NEW TREND IN CONTINUING EDUCATION:

## *Why Extension Courses and Continuing Education Programs Are on the Rise*

By **Dani Seixas**



In today's fast-paced world — from technological updates to the evolving demands of the job market — staying current is no longer optional; it's essential. The good news is that continuing education has never been more accessible, offering countless opportunities for professional growth.

If you've ever heard about extension courses or continuing education programs and felt curious about what they are and how they can transform your professional life, keep reading. This might be the key to your next big career step.

### **Lifelong Learning: A Requirement of Our Time**

We live in what is called the knowledge society, where information circulates at high speed, and changes demand professionals who are increasingly prepared, up to date, and open to new learning. Companies know this. That's why they are investing more and more in training their teams while also seeking talents who already come with a differential: a commitment to their own development.

This is where extension courses and continuing education programs come in. They are not just an extra line on a résumé — they are a true passport to new opportunities.



## So, What Are These Programs Exactly?

In practice, extension courses are short-term programs, up to 360 hours, designed to broaden knowledge in a specific area. Continuing education programs are somewhat broader: they include workshops, seminars, preparatory courses, certifications, lectures, and technical training aimed at both personal growth and professional development.

The focus? To prepare professionals for the challenges of the market, with emphasis on current topics such as artificial intelligence, sustainability, teamwork, effective communication, and social responsibility. In other words, everything the market values most today.

## Education Tailored to Your Routine

Do you have a busy schedule? Don't worry. One of the great advantages of this new wave of learning is flexibility. Courses are offered in various formats: in-person, online, or hybrid — so you can choose what best fits your reality.

In addition, the trend of personalized learning has been gaining strength. This means you can create your own study plan, track your progress, and decide how, when, and where you want to learn. With the support of technology, education adapts to the student — not the other way around.

## Recognition in the Job Market (and Beyond)

It's a mistake to think that these courses are just "extras." Many companies today see participation in continuing education programs as a decisive advantage in hiring processes — and even in promotion plans. Professionals who demonstrate proactivity in updating themselves have a better chance of landing good opportunities and advancing in their careers.

And there's more: in the United States, for example, these programs are also an excellent gateway for those who want to study, live, or work legally in the country. Many of them help in the visa application process since they are recognized by accredited universities and institutions.

Not to mention the advantage of allowing foreign professionals to update their knowledge and acquire new skills without the need to revalidate their degrees — a practical and effective option for those seeking an international career boost.



## Who Offers These Courses?

Renowned universities, digital platforms, technical schools, and even human resources departments of large companies have invested in this model. The competition is fierce, which has significantly increased the quality and diversity of programs.

If in the past it was difficult to find extension courses outside of undergraduate or graduate studies, today they are just a click away.

# Where to Study?

## Universities that offer continuing education programs

If you're wondering where to start, know that some of the most prestigious universities in the United States (and the world!) offer extension courses and continuing education programs — many of them available to international students and accessible in online format.

### Here are some options worth exploring:

#### 1. Harvard University – Harvard Extension School

The Harvard Extension School is one of the world's leading references in continuing education. It offers both online and on-campus courses focused on areas such as:

- » Artificial Intelligence and Machine Learning
- » Business Communication
- » Sustainable Business Strategy
- » Project Management
- » Data Analytics and Visualization

These courses can be taken individually or as part of professional certificates, recognized in the global market.

 **Website:** [extension.harvard.edu](https://extension.harvard.edu)

#### 2. Ohio University – Office of Professional and Continuing Education

With a tradition of practical and accessible teaching, Ohio University provides programs focused on career development and leadership skills. Options include:

- » Executive Coaching
- » Strategic Leadership
- » Healthcare Leadership Certificate
- » TESOL Certificate (Teaching English to Speakers of Other Languages)

It is an excellent alternative for Brazilians in career transition or seeking certifications tailored to the U.S. market.


 **Website:** [ohio.edu/pcertificates](https://ohio.edu/pcertificates)

#### 3. Duke University – Continuing Studies

Located in North Carolina, Duke University is also a reference for short-term programs with high practical applicability. Highlights include:

- » Digital Media and Marketing
- » Paralegal Certificate
- » Cybersecurity
- » Project Management Professional (PMP)® Exam Prep

With online and hybrid options, Duke's courses are ideal for those seeking brand recognition and top-quality content.

 **Website:** [learnmore.duke.edu](https://learnmore.duke.edu)

#### 4. University of Central Florida (UCF) – Continuing Education Division

For those in Florida, UCF is one of the best entry points. Its courses are aimed at both local and international students, offering training in areas such as:

- » Healthcare Management
- » Leadership & Management Skills
- » Construction Management
- » Technology and IT Certificates

UCF also partners with companies to ensure its courses are aligned with market demands.

 **Website:** [ce.ucf.edu](https://ce.ucf.edu)





## 5. Other Universities and Platforms Worth Exploring

Beyond these, many other renowned universities and institutions offer continuing education programs:

- » **UCLA Extension** (University of California, Los Angeles): focused on film, design, business, and education.
- » **NYU – School of Professional Studies:** known for its courses connected to the New York market and global trends.
- » **MIT Professional Education:** specialized in courses for engineers, scientists, and technology professionals.
- » **Coursera e edX:** online platforms offering courses from universities like Stanford, Columbia, Yale, and more.

## And the Future of Education – What Will It Look Like?

All signs point to continuing education being here to stay — and to reinvent itself constantly. Personalization, the use of artificial intelligence in content, the rise of soft skills, and the focus on sustainability and innovation are already shaping this new era of learning.

Whether to change careers, pursue a promotion, or simply feed your intellectual curiosity, extension courses and continuing education programs are a powerful tool for transforming lives. After all, learning is a one-way path — and, fortunately, one without limits.

## Don't Wait for a Major Crisis to Seek Updates.

In a world where the only constant is change, continuous learning is the greatest investment you can make in yourself.

Seek a qualified professional to help you in this process!

# SOFT SKILLS:

*The secret behind careers that take off in the United States*



You may have advanced degrees, speak multiple foreign languages, and master the most sophisticated tools in your field—and yet, something may still feel missing when it comes to building a successful international career.

That's because technical knowledge alone is no longer enough. Many highly skilled professionals discover, once they pursue opportunities abroad, that the true accelerator of career growth lies in how you communicate, collaborate, and adapt to challenges across different cultures.

We're talking about soft skills—those socio-emotional and behavioral abilities that set professionals apart in a global marketplace. They are among the most powerful drivers of career success today.

## **Beyond the diploma**

Yes, diplomas matter. But they're only part of the equation. More and more, employers around the world are looking for people who can bring teams together, handle diverse work environments, and navigate the nuances of cultural differences.

In a world where professionals often work with colleagues, clients, and partners from multiple countries and backgrounds, knowing how to listen, negotiate, adapt, and lead makes all the difference.

## Do international professionals have space? Absolutely—more than ever.

With the growing demand for talent in areas such as healthcare, technology, engineering, and education, professionals who can combine expertise with strong soft skills have become essential to companies expanding globally.

### In this landscape, professionals from different nationalities stand out in unique ways:

» **Latin Americans (Brazilians, Colombians, Mexicans, Argentinians):** often valued for resilience, creativity, and their ability to build relationships in multicultural settings.

» **Europeans (Spanish, Italians, Portuguese):** bring adaptability and communication skills that help them integrate well in diverse teams.

» **Canadians and Australians:** admired for collaborative spirit, openness, and problem-solving across cultural boundaries.

» **Chinese and Japanese:** recognized for discipline, teamwork, and long-term strategic thinking.

**In other words: no matter where you come from, the way you connect, engage, and communicate across cultures can be the real passport to international growth.**



# The 12 soft skills that can shape your global career

If you want to stand out internationally, these soft skills are some of the most relevant in today's global workforce. Each one helps you adapt, collaborate, and lead across cultures.

## 1. ACTIVE LISTENING

Knowing how to truly hear others is key for effective communication in multicultural environments. It shows respect and helps you avoid misunderstandings.

## 2. CLEAR COMMUNICATION ACROSS LANGUAGES

Being able to express ideas clearly—whether in your native language or in a second or third language—is essential to connect with diverse colleagues and clients.

## 3. CROSS-CULTURAL AWARENESS AND ENGAGEMENT

Beyond knowing another culture, you need the ability to adapt, respect differences, and build bridges across traditions, values, and work styles.

## 4. EMPATHY & RELATIONSHIP BUILDING

Building trust is a global skill. Empathy helps you create long-term, respectful professional relationships anywhere in the world.

## 5. PATIENCE

International work often involves different time zones, processes, and cultural rhythms. Patience ensures smoother collaboration and reduces conflict.

## 6. TEAMWORK

Success abroad almost always comes through collective effort. The ability to collaborate with people from different backgrounds is a must.

## 7. CREATIVE PROBLEM-SOLVING

Global challenges rarely have ready-made solutions. Thinking outside the box allows you to adapt strategies and find new ways forward.

## 8. SELF-DISCIPLINE & SELF-MOTIVATION

When working remotely or across borders, no one is watching over your shoulder. Discipline ensures consistency and credibility in any context.

## 9. INITIATIVE

International employers value professionals who don't just wait for directions but propose, act, and anticipate challenges before they arise.

## 10. INTEGRITY

Ethical behavior is universally respected. Integrity strengthens your reputation and helps you build solid credibility abroad.

## 11. EMOTIONAL INTELLIGENCE

Being aware of your emotions—and sensitive to others'—is vital in multicultural teams. It helps you manage conflicts and foster collaboration.

## 12. FLEXIBILITY & MATURITY

Adapting to unexpected changes, cultural shocks, or new roles requires maturity. Flexibility is what makes global professionals resilient.

## How to develop these skills?

Many of these abilities are not innate—they can be developed. Professional experiences abroad, working in multicultural teams, volunteering, mentoring, and continuous learning are all powerful ways to strengthen them.

Exposure to diverse contexts, combined with intentional practice, helps professionals not only adapt but thrive in international environments.

## Conclusion: A new era demands new skills

Yes, technical expertise is essential. But in today's global job market, what truly makes you valuable is mastering yourself.

Technical knowledge makes you competent. **Self-mastery makes you valuable.**





# ENTREPRENEURSHIP

## with Care:

The growth of healthcare businesses founded by international professionals in the U.S.

By *Dani Seixas*

The immigrant community has been steadily growing in the United States, not only in numbers but also in professional impact. Among the most notable examples are healthcare professionals who have established clinics and wellness businesses that serve both their communities and the general public.

This entrepreneurial movement in healthcare reflects a broader trend: immigrants are not only creating opportunities for themselves but are also filling critical gaps in the U.S. healthcare system. With strong emphasis on innovation, cultural awareness, and integrated care, these clinics have become benchmarks in health and well-being.

### **TECHNOLOGY, CARE, AND MANAGEMENT:**

Many clinics founded by international professionals go far beyond basic medical care. They combine advanced technology, personalized care, and a strong focus on patient experience. Common areas include:

- » Preventive medicine
- » Functional and integrative medicine
- » Nutrition and lifestyle coaching
- » Physical rehabilitation
- » Mental health and therapy
- » Complementary and integrative practices

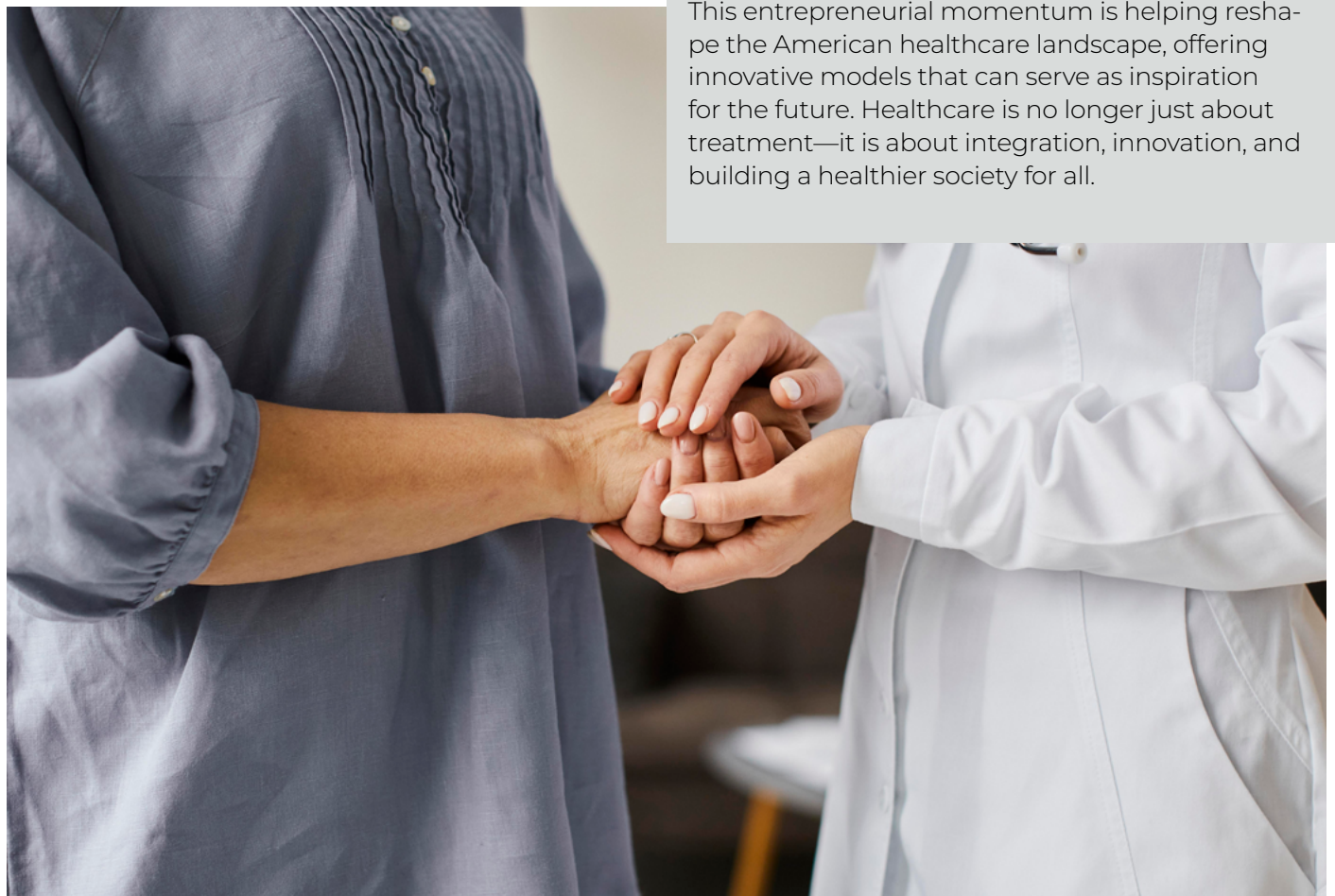
## ACCESSIBLE MODELS, PERSONALIZED SERVICE

By observing the U.S. healthcare scene, one can see a significant increase in demand for integrated health and wellness services. Immigrant professionals have played an essential role in meeting this demand by creating models that are both affordable and tailored.

This approach has helped break down barriers, providing care not only to immigrant communities but also to Americans seeking individualized, holistic solutions. These businesses represent a meeting point between technical excellence and cultural sensitivity—an increasingly valued combination in today's healthcare system.

## A HOLISTIC VISION OF HEALTH

More than treating symptoms, these professionals emphasize the human being as a whole. This integrative vision—blending medicine, wellness, mental health, and preventive care—has been gaining ground across the U.S. It represents an innovative and highly relevant contribution, especially in a country facing growing challenges in healthcare accessibility and cost management.



## OPERATIONAL CHALLENGES AND LEGAL REQUIREMENTS

Running a healthcare business in the U.S. also comes with hurdles. Immigrant-founded clinics must follow strict regulations to maintain compliance and build patient trust. Essential measures include:

- » Careful verification of professional licenses and credentials
- » Compliance with local and federal healthcare standards
- » Implementation of strict quality and safety protocols
- » Building trust and credibility with the American public

## THE HEALTHCARE SECTOR AS A BRIDGE TO THE FUTURE

The growing presence of immigrant-founded clinics and businesses shows that entrepreneurship in healthcare is not just about opportunity, but about transformation. By combining professional expertise with cultural adaptability and global vision, these businesses stand out as examples of how healthcare can be more human, accessible, and effective. This entrepreneurial momentum is helping reshape the American healthcare landscape, offering innovative models that can serve as inspiration for the future. Healthcare is no longer just about treatment—it is about integration, innovation, and building a healthier society for all.

# The Franchise Game:

*Cross-Border Opportunities between the U.S. and the Global Market*

By **Dani Seixas**



Imagine entering a competitive market, but with the security of a proven model, recognized brand, and ongoing support. That is the strength of the franchise system. In the U.S., this model is deeply rooted, with thousands of franchises across multiple industries.

For international entrepreneurs, franchising represents both an entry strategy into the American market and an opportunity to expand U.S. brands abroad

## **Franchises: A Global Model with Replicable DNA**

Franchising is much more than a business alliance. It is a system that allows entrepreneurs to replicate a successful model, ensuring standardization, training, and ongoing support. This not only minimizes risk but also accelerates results.

## **From the World to the U.S.— and from the U.S. to the World**

This movement works in two directions:

- » Foreign brands entering the U.S. benefit from one of the world's largest consumer markets
- » American brands expanding abroad gain access to growing international demand.

*In both cases, franchising is a vehicle for economic integration and cultural exchange.*



## Investing in an American Franchise: What to Know Before Starting

Anyone who dreams of entering the U.S. market through franchising must understand that it goes beyond just investing money. It requires commitment, cultural adaptation, and strong management skills. Key factors include:

- » Careful analysis of the franchise's history and financial health
- » Knowledge of consumer profiles in the region of operation
- » Detailed review of franchise contracts and obligations
- » Access to legal and financial advisors specializing in franchising

## Expanding a Franchise into the U.S.: More Than Just Translating the Menu

For international brands, expanding into the U.S. requires adaptation. This may include rethinking menus, service models, communication, and even pricing. Success depends on cultural understanding, operational excellence, and the ability to compete in one of the world's most dynamic and competitive markets.

## High Competition, but a Market Open to New Ideas

Competition in the U.S. is intense, but so is consumer openness to innovation. Emerging sectors such as wellness, fitness, technology services, and specialty food are gaining ground. This makes the U.S. a fertile environment for international entrepreneurs ready to innovate.

## Franchises and Investor Visas: A Path to New Markets

Franchising is also a gateway for those seeking investor visas. For example, the E-2 Visa allows citizens of certain countries to invest in businesses in the U.S. and manage them directly. This option has been widely used by entrepreneurs who wish to combine business opportunities with residence in the country.

## And you – can you imagine yourself being essential?

Expanding your professional presence with a consolidated brand in the United States can mean not only representing your background internationally, but also bringing innovation and qualified expertise to one of the most competitive markets in the world.

Whether in healthcare, beauty, engineering, or technology, the U.S. market remains open to foreign professionals and entrepreneurs who know how to position themselves. With strategy and planning, this could be your next step forward.

## Franchises on the rise: who's growing fast and why they attract so much attention

The American market is experiencing a strong wave of franchise expansion. Major chains are increasing their presence across states and winning over consumers who value trusted brands and quality services.

One example is Ulta Beauty, which announced the opening of 200 new stores in 2025, with the goal of reaching 1,500 units by the end of the year. The company relies on its loyal customer base to fuel continued growth, offering everything from affordable products to unique in-store experiences.

Other industries are moving in the same direction — from restaurants and gyms to health and wellness clinics. This trend shows how the franchise model continues to attract investors and entrepreneurs, thanks to brand recognition, proven operational structures, and market credibility.



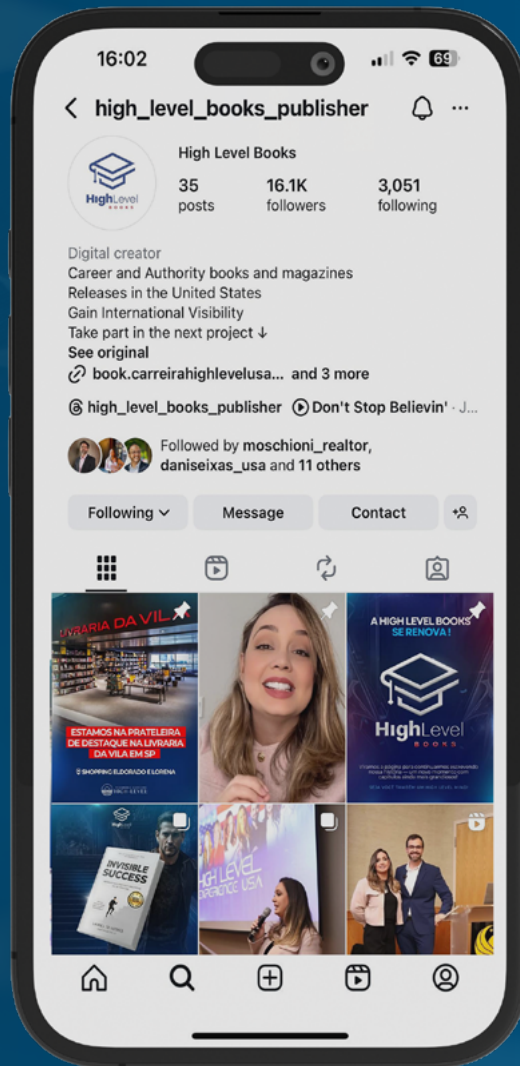
## Why do these franchises stand out?

What these companies have in common is the ability to understand both local and international audiences, tailoring products and services to regional needs while maintaining consistent quality standards.

They also represent a strategic opportunity for foreign professionals who want to invest in the U.S. — either as entrepreneurs or as specialists supporting these expansions.

In a highly competitive yet welcoming environment for innovation and diversity, the United States continues to be a growth hub for businesses that combine global vision, strong execution, and a results-driven mindset.





## **FOLLOW HIGH LEVEL ON INSTAGRAM:**

*@daniseixas\_usa*

*@high\_level\_books\_publisher*

*@highlevelnewsusa*



**2025**