

AHMA JANUARY 2009 Newsletter



Healthcare and holistic medicine are changing. The American Holistic Medical Association is in the midst of its internal transformation and is serving as a catalyst for positive change in healthcare across the country.

Message from the President

We have more wonderful news as the winter holiday season passes and the new year begins. The board had its 2009 planning retreat in November in Cleveland, Ohio. While there, we sponsored a reception for the local holistic community. Approximately 60 people attended, some from 3 hours away. The Board enjoyed meeting our members and prospective new members, and we hope to continue these meetings in association with future board meetings.

With the leadership change in this country, it is likely that there will also be changes in healthcare policy. The AHMA is working to see that holistic medicine is on the radar and agenda of those in our leadership as healthcare policy is reexamined.

As our membership is growing, our staff is slowly growing too, so that we can continue to provide services for our

members and the public. We are once again stepping forward as a healthcare leader, this time with a focus on collaboration and integration. I am grateful for the trust you have placed in the Board for leadership, and the support you have given us during the past year as we have worked to rebuild and redefine our organization.

In 2008 we accepted the invitation of the AANP to join with their organization for our yearly conference. Many of you attended, and the conference was a wonderful experience. We knew from our membership meeting that it was important to create an AHMA conference. The board has responded and we are in the process of planning two distinct conferences for our members in 2009. One is a return to an annual AHMA conference and the other is a collaboration with A.R.E. Both have a goal to enhance our experience, and integrate our members with other communities.

This spring we will have our first "spring break" for personal enrichment and community-building. It will take place in Virginia Beach, May 1-3, in conjunction with the A.R.E. workshop entitled, "Your Body Speaks Your Mind". There will be sessions created specifically for AHMA members.

Our annual scientific and educational meeting is scheduled for November 5-7, 2009 in Cleveland, Ohio. Planning is underway for an exciting experience in cooperation with other organizations. We will be working with some of the organizers of Pangea conference that was held in New York City this past November and in other locations around the United States (San Francisco, New York) for the past four years..

The winter holidays for me - from Thanksgiving through the New Year - have always been a time for giving thanks, reconnecting with family and friends, and appreciating the many good things we have in our world. I consider it a privilege to support the important work that the American Holistic Medical

Association is doing, not only by paying my membership dues but through personal contributions and work. Many of you demonstrate your support in that same way, and for that, I give you my personal thanks.

As 2009 begins, please consider joining the Board and making a tax-deductible contribution to the AHMA for our 30/30/30 fund-raising campaign. We have much to do in 2009, and your continued support through membership, participation, and financial contribution, will make it all possible.

I look forward to seeing you at our meetings in 2009 this year and wish you the best,

Hal Blatman, President

November Board Meeting Summary

Present: Pat Belisle, Hal Blatman, David Forbes, John Laird, Paul Mittman, John Neely, Donna Nowak, David Riley, Molly Roberts, Henri Roca, Robert Wickiewicz

The November AHMA board meeting was held in Cleveland, Ohio and among the "good news" items reported was that membership has stabilized and for the last quarter the physician renewal rate has steadily climbed.

The AHMA Board of Trustees voted unanimously to further refine our Physician member category (now called "Doctor" members). Doctor members shall be persons who have earned a recognized doctorate degree from an accredited institution (DC, DDS, DMD, DMP, DO, DOM, DSC, MD, ND, PharmD, PhDNP, PhDPsych, and PsyD) and are currently licensed to diagnose, treat, and practice their profession by the applicable licensing or examining board and who have been accepted for membership by such procedures as the Board of Trustees may designate.

2009 AHMA Meeting & Conference

The AHMA is collaborating with the

A.R.E. May 1-3 in Virginia Beach at the conference titled "Your Body Speaks Your Mind: Learning the Language of Your Body/Mind Connection". We'll be joining authors of "Your Body Your Mind", Deb & Ed Shapiro, Dr. Eric Mein and others for three days of learning how to decode the emotional, psychological and spiritual message that underlies your health and understand the intricate relationship between the mind and body.

You'll also have a unique opportunity for community building with AHMA colleagues, A.R.E. members and friends, and time for spa treatments and tourist attractions. For more information on this and other A.R.E. events, go to www.edgar-cayce.org. We will soon share more details regarding this AHMA activity.

2009 AHMA Annual Conferences

The AHMA will once again be holding an annual conference, November 5 - 7, 2009 in Cleveland, Ohio. The focus will be *The Future of Integrative Health*. There will be a pediatric track drawn from the highly successful Pangea conferences in integrative pediatrics that does not have a conference scheduled in 2009. Invited keynotes include Michael Roizen, Leland Kaiser, and Tieraona Low Dog. More details coming soon.

Newsletter

Information for the March 2009 newsletter should be sent electronically to the AHMA by February 5th.

Executive Director Update

It's hard for me to believe that 2008 is over. When I accepted the position as AHMA's Executive Director and CEO nearly a year ago, I had little idea what I was getting into. And between you and me, that's probably a very good thing.

In many respects, this has been the most challenging business endeavor of my nearly 57-year life. 2008 has come to a close, and when I look back at what we have accomplished together since February 2008 (the membership, Board, staff and so many important others working side-by-side), I get goose bumps. It is exciting to consider the good things that

2009 holds for us.

The AHMA is blessed to have 815 members united around our shared mission of helping transform healthcare to a more holistic model. For those who know the organization's recent financial history, I am delighted to say that we will finish the year well in the black after having lost nearly \$34,000 in 2007. Yes, we must continue to invest in our infrastructure to ensure continued growth, but the prognosis is good.

There is no doubt in my mind that the AHMA's greatest asset lies within the rich diversity of our membership: We range in age from our 20's to 80's. We have MD's, ND's, DO's, DC's, DOM's and a host of other impressive and dedicated doctors. Our membership also includes a compassionate and committed group of licensed healthcare professionals, e.g., acupuncturists, massage therapists, and nurses, as well as those practitioners whose helpful services are, as yet, unlicensed (Reiki, for instance). We are also thrilled to have students, residents, business managers, interns, and a variety of others coming together under the AHMA umbrella. We are a wonderful eclectic mix, united behind an important mission. It seems to me that the time we spent in 2008 repairing relationships and building bridges, and laying the bricks/applying the mortar for a strong foundation, has restored our own sense of well-being and given us an incredible and appropriate optimism for the future.

Best wishes for a healthy and happy 2009. May your involvement in the American Holistic Medical Association - whether as a member, friend, donor, sponsor, or someone who benefits from our services - bring you many blessings.

Staff News

The AHMA must have been very good this year, because Santa delivered a very special gift after the holidays. Kathleen Alter, a creative professional with expertise in business development, corporate sales, event planning, public relations and executive management has joined us as Director of Business Development.

Over the past couple of months, Kathleen has volunteered her services in various ways. That means we already know how much she will contribute to our growing organization's needs. She has served as Executive Director of three different non profits during the past decade, and for five years prior, she was Director of Convention Sales & Marketing for the Ft. Wayne/Allen County Convention & Visitor's Bureau.

Kathleen will take the lead on corporate fund raising, grant writing, events planning, and general management support. Please help us welcome her to the AHMA team.

2009 Member Directory

A preliminary version of the 2009 member directory was posted on the AHMA website in November. Thanks to Heather El-Khoury and Shakirra Jones for all of their efforts in publishing such a helpful resource. In addition to listing members alphabetically and providing cross-references by both geographical area and specialty, the directory includes a glossary of CAM credentials, definitions of many modalities, other national organizations that may be of interest, etc.

Members can access the directory by going to www.holisticmedicine.org, choosing the Members Only tab, and then selecting "2009 Member Directory" from the drop-down menu bar. If any of your personal information needs to be updated, please make changes through the website by February 15, 2009, or contact Shakirra Jones for help by e-mail at Shakirra@holisticmedicine.org or by phone at (216) 292-6644.

Communicate Your Message through Advertising

If you would like to advertise your products or services nationally, or simply want to make it easier for AHMA members and friends to understand more about what you do, consider placing an ad in our newsletter or member directory.

Bi-monthly Newsletter Advertising

The AHMA's bi-monthly newsletter is sent electronically to all AHMA

members and “tipped inside” the digital edition of *Alternative Therapies in Health and Medicine*.

Ad Sizes: Member /Non-Member

2-1/8” w x 2” h - \$100/\$150

2-1/8” w x 3” h - \$150/\$200

4-3/8” w x 4” h - \$200/\$300

2009 Member Directory Advertising

Ad Sizes: Member /Non-Member

3-1/2” w x 4-3/4” h - \$150/\$250

7-1/2” w x 4-3/4” h - \$350/\$450

Full page 7-1/2” w x 10” h - \$500/\$650

Full page inside front - \$725/\$850

Full page inside back - \$625/\$750

Full page center - \$750/\$875

Donna Nowak, Executive Director

**Letters from AHMA Members
Conflict of Interest**

Is there a conflict of interest when holistic doctors sell nutraceuticals for a profit?

I occasionally am asked by a medical student how I feel about holistic physicians prescribing nutraceuticals for patients and then selling them for a profit. I tell them that I believe that we are not doing our patients or our profession a favor by making a profit on anything we prescribe for our patients. That includes pharmaceuticals, nutraceuticals, laboratory tests, x-rays, ultrasounds, CT scans, and scores of other tests routinely done in our offices.

A number of studies have validated that when physicians make money off procedures, they end up prescribing more of them. The same is true for pharmaceuticals and nutraceuticals.

The vision statement by the American Medical Student Association (AMSA) is as valid for nutraceuticals as it is for pharmaceuticals. Vision: AMSA envisions a day when pharmaceutical companies are able to dedicate their resources to creating drugs that physicians choose to use because they are effective in treating disease, not because they are effectively marketed. We envision a day when every medical student and physician is aware of the professional, ethical and practical complications of the current relationship with pharmaceutical compa-

ny representatives. We envision a day when physicians demand integrity, honesty, and education (not biased information) from members of their profession, for the sake of our patients and their trust in us.

Of course, it is not just that we prescribe and profit from nutraceuticals. Some holistic physician colleagues have the same kind of close relationships with nutraceuticals companies and their representatives that have plagued the doctor/drug industry for many years. We are offered free or reduced rate conferences, free samples, free luncheons with a speaker presentation, and free or discounted products.

I believe there is a conflict of interest when a holistic physician makes a profit on something she or he has prescribed. I would like to hear from those holistic physicians who are making a profit on what they are prescribing. There may be some excellent arguments as to why it is a good idea, and a free exchange of ideas may be beneficial to everyone.

Bill Manahan MD
AHMA Past President
billmanahan@msn.com

HARPS are Changing

Creating a sense of community—nationally and locally—has always been of utmost importance to the AHMA and continues to be so. I’d like to thank everyone who has ever served as a Holistic Area Resource Person (HARP). Creating community will be important as we transition into our future. As we move into the broader landscape of advocacy and healthcare transformation, we will develop local communities that link components of our new membership—doctors, practitioners, and community members.

We are transitioning our local effort to a more organized AHMA “chapter” concept, that will be rolled out in 2009. There will no longer be an individual HARP. This transition will involve having a core group of leaders who all must be members of the AHMA (one of these core group must be a doctor as newly defined by the AHMA.

Locales that feel that their situa-

tion warrants individual consideration can contact me by e-mail at Henriroca@aol.com, by phone 225-266-8051, and/or Donna Nowak, Executive Director at 216-292-6644.

Henri Roca MD
AHMA Board, Community Liason

**Upcoming Conferences and Events
February 19-21, 2009**

Integrative Healthcare Symposium

Perhaps you remember this conference as CAM Expo from the past. This year’s event, entitled, “Advancing Integrative Medicine to Improve Patient Care”, will be held at the Hilton New York and Towers in NYC. The AHMA will hold a member/guest meeting at 5:45 pm on 2/19 in the Clinton room

www.ihsymposium.com.

FEBRUARY 25-27, 2009

**National Summit on Integrative
Medicine and Public Health**

Convened by the Institute of Medicine (IOM) of the National Academies and building on their 2002 report the National Summit on Integrative Medicine and the Health of the Public will be held in Washington, DC, on February 25-27, 2009. This National Summit will explore the science and practice of integrative medicine—health care that addresses the need for improving the breadth and depth of patient-centered care.

www.iom.edu/?ID=52555

May 1-3, 2009

**A.R.E. Conference - Your Body Speaks
Your Mind: Learning the Language of
Your Body/Mind Connection**

Decode the emotional, psychological, and spiritual messages that underlie your health, and understand the intricate relationship between the mind and body with Deb Shapiro and Ed Shapiro; Dr. Eric Mein, author of *Keys to Health*; and Istvan Fazekas, author of *Edgar Cayce and the Yoga Sutras*, revealing the Cayce body-mind-spirit connection.

www.edgarcayce.org/edgar_cayce/conferencesVaBeach.aspx

May 12-15, 2009

Consortium of Academic Health Centers for Integrative Medicine

The North American Research Conference on Complementary & Integrative Medicine will be held in Minneapolis, MN. CAHCIM consists of 41 leading academic medical centers from across North America. This conference is the third in a series of international meetings and follows a 2007 conference in Alberta, Canada. The AHMA is a participating organization at this conference.

www.imconsortium-conference.org/

July 23-26, 2009

Yoga, Science, and Selfless Practice Intensive

This retreat is an immersion into the practice and science of yoga asana practice and meditation. There are five to six hours a day of guided yoga practice with Richard Freeman. Roshi Joan Halifax, Abbot of Upaya Zen Center and longtime Zen practitioner, explores the shared principles of yoga and Buddhism. David Riley MD, a researcher and yoga practitioner explores the decades of biomedical research on the health benefits of yoga.

October 4-9, 2009

ABIHM Review Course

10th Annual Integrative Holistic Medicine Review Course and Exam will be held at the Westfields Marriott in Chantilly, VA. The site is about 6 miles from Dulles Airport west of Washington, DC. Scripps will again be partner to the American Board of Integrative Holistic Medicine and will arrange for CME credit.

www.holisticboard.org/

November 5-7, 2009

AHMA 2009 Conference: The Future of Holistic Medicine

The American Holistic Medical Association's 2009 conference will be held in Cleveland, Ohio at the Renaissance Hotel in downtown Cleveland on the future of Holistic Health. Invited keynote speakers include Michael Roizen, Tieraona Low Dog, and Leland Kaiser.

www.holisticmedicine.org/

Sponsor Highlights

INNOVISION
HEALTH MEDIA INC.

InnoVision Health Media Inc

InnoVision is a health-media company that offers print publications and professional education programs and services for healthcare practitioners and consumers interested in complementary and alternative medicine (CAM).

Through a cooperative agreement between the AHMA and InnoVision Health Media, our members receive electronically copies of their various medical journals as well as significant discounts on printed publications with access to an extensive library of articles in the field of integrative and holistic medicine.

Monroe Products' Hemi-Sync®

Hemi Sync®
Developed by The MONROE INSTITUTE

Nonprofit organizations like ours rely on the generosity of those who support our mission of helping transform healthcare to a more holistic model. The AHMA is, therefore, very appreciative of the generosity shown by Monroe Products, located in Lovington, Virginia.

Monroe's Hemi-Sync® has 50+ years of research and development behind their product. Perhaps you have experienced for yourself the enhanced physical and emotional states possible with Hemi-Sync®. Please visit www.hemi-sync.com to learn more about this technology that creates a focused, whole-brain state.

Ongoing experimentation, data collection and analysis are conducted at The Monroe Institute's laboratory facilities to demonstrate the correlation between subjective experiential reports and objective electronic measurements. Such research is indispensable in revealing the influence of specific Hemi-Sync® sound patterns on consciousness. Over the years, these efforts have resulted in the development of scores of individual products for specific applications such as focused attention, stress management, meditation, sleep enhancement, and pain management.

Member Classifieds

HOLISTIC WELLNESS CENTER OPENING APRIL 2009. Seeking holistic-minded professionals to join clinic in Salem, Oregon. Available positions: Acupuncture, Chinese Medicine, Chiropractic, Counseling, Massage Therapy, Naturopathy. Interested parties should contact Judy Auerbach, Ed.D., (503) 581-6059 or e-mail Ahavahmassage@aol.com.

**INTERNATIONAL POSTGRADUATE COURSE
IN ANTHROPOSOPHIC MEDICINE**

2nd Annual in the U.S. FOR PRACTITIONERS AND MEDICAL STUDENTS
May 8th-15th 2009, Petaluma, California

- Practical introduction to anthroposophic medicines and therapies, diagnostics and treatment
- Integrative approach to allergy, autoimmune disorders, back pain, and gastrointestinal problems with medicines and support therapies
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paamdrscourse@anthroposophy.org or 734-930-9462