

AHMA May 2009 Newsletter



... *finding new ways to serve as a catalyst for positive change in healthcare.*

This newsletter is published for members and friends of the AHMA.

To submit articles or ads, please contact Newsletter Editor, David S. Riley, MD dsriley@integrativemed.org or the AHMA office at 216-292-6644.

Message from the President

This continues to be an exciting time for Integrative Medicine. During the days of February 25-27, I along with Donna Nowak, David Riley, and Bill Benda from the AHMA Board of Trustees, attended the Summit on Integrative Medicine and the Health of the Public, sponsored by the Bravewell Collaborative and the Institute of Medicine. There were many key opinion leaders present, including Memmet Oz, Mimi Guarneri, Dean Ornish, and others. Attendees also had opportunities to share their thoughts during working lunches and general sessions. The entire conference can be viewed online at www.insummitwebcast.org.



I encourage you to support Senator Tom Harkin and his efforts in healthcare reform. I was impressed that many of the right questions were being asked, and I am hopeful that those who do have a real say in how health care gets reformed are considering everything from medical education to health care delivery, medical records, and payment. There is an increasing awareness that the USA has the largest per capita health care expense, and one of the worst health statistics of any developed country. We are one of the only developed nations that does not provide healthcare for all of its citizens. For me, the most moving talk came from the aisle by a Canadian businessman who mentioned what the USA had brought to the world in the last eight years and what that has done to its reputation. He stated that the USA could indeed lead by creating a system that would show the world how to do healthcare.

Along the lines of promoting the effectiveness of integrative health, I recently became aware of a medical study for treatment of chronic fatigue syndrome. It is being funded by NCCAM, and seeks to discover what treatment you provide for these patients and how effective it is. If you treat CFS patients and are proud of your treatment efficacy, I encourage you to participate as an investigator. If you are interested, see the article in this newsletter.

The AHMA has three working local chapters, one in Cincinnati, Cleveland, and Minneapolis. These groups are piloting our local/regional efforts. As we work out the bugs, I encourage you to give thought to whether a local chapter could be created in your area in 2010, and who is around to organize it with you.

Plans are moving along well for our national conference in Cleveland scheduled for the first weekend of November. Donna and Kathleen have done a wonderful job, as well as board members David Riley and David Forbes. We will be offering PRA-Category 1 CME, and may for the first time also be able to get category II credit for sessions we listen to

later on CD. Please make plans to attend, and make reservations early as space will be limited.

I wish you well, and hope to see you at our annual conference in Cleveland in November.

Hal S. Blatman

AHMA President

2009 AHMA Annual Conference (Cleveland, Ohio: Nov 5-7)

The AHMA will once again be holding an annual conference - *Holistic Health Now* - November 5-7, 2009 in Cleveland, Ohio. We have put together an outstanding event that will be held at the historic Renaissance Hotel in downtown Cleveland.

Confirmed keynote speakers include *Leland Kaiser*--healthcare futurist and acknowledged authority on the changing American healthcare system; *Ben Kligler*--co-founder and one of the directors of the Continuum Center for Health and Healing; *Larry Rosen*--co-founder of the IPC and one of the leading voices for holistic pediatric care; and *Tieraona Low Dog*--the Director of Education for the Program in Integrative Medicine at the University of Arizona and inspiring public speaker.

Other highlights include a "Pangea" or pediatric track based on the highly successful Pangea conferences on pediatric integrative medicine, last held in November 2008 in New York City.

We have assembled a diverse group of leaders who have created successful holistic and integrative practices to offer insights and advice on how these practices can be started and maintained.

The Integrated Therapies Committee of MetroHealth Hospital in Cleveland (in collaboration with the AHMA) will offer an exciting half-day pre-conference on November 5th. Three tracks are planned: Power of the Heart, Passion & Purpose, and Positive Aging.

More details on all of this will be posted at www.holisticmedicine.org.

Why I am coming to Cleveland for my 18th AHMA Conference...

I Love AHMA Conferences. I only missed one conference since 1992, and I really *missed* that one. Our conferences have been a professional life saver and a joy for me for so many reasons. They have been very valuable to me in my 23 years of being an AHMA member.

Great learning opportunities--new material I can use to help my patients on a daily basis. The three-day holistic medicine course of the early 90's which really helped me on my way morphed into the five-day American Board of Holistic Medicine review course. AHMA members formed the ABHM (now ABIHM) to advance the cause of holistic medicine and give it greater credibility in the mainstream community.

Going deeper into things I already do in my office by learning from great speakers I haven't met and from new and familiar colleagues who are also in the trenches working with the same issues I am every day with their own patients.

Learning how to make my practice holistic, refine the business of my practice and help guide others to do the same. I look forward to sharing my insights of working in different holistic settings with you.

Great fellowship with like-minded, like-hearted people who are fun to be with. Many of the people I met at AHMA conferences have become important friends, as well as valued colleagues.

And of course I always come home from the conference **feeling renewed and refreshed**, like going to the well between periods of drought.

Getting CME for all this is nice, too!

Mark Hoch, Past-President
Minnetonka, Minnesota

Executive Director Update

One of our members called the other day wanting to talk with me. He was perturbed when Shakirra asked if he would share what his call was regarding. His perception was that the AHMA had become so large and bureaucratic that people had to jump through hoops to talk



with the CEO. I felt sad to hear that anyone would have that impression about the AHMA staff.

The truth is that we love talking directly with our members. We also love talking with patients looking for health-care providers, reporters asking us names or information for stories, and prospective partners wanting to know about our conference and other upcoming events. We also enjoy talking with other nonprofits which have heard about our collaborative ideas and want to join in. The list of callers goes on and on.

If there was a candid camera showing what happens when the phone rings here, you might see us sprinting across the room in order to get it (I bruised my leg on the desk last night doing just that). Or, or we'll reverse course if we've been headed down the hallway to the restroom or were leaving the building. Believe me, we would much rather talk to you in person than make you talk to AT&T. And even when you've talked to our Voice Mail system, we look forward to retrieving your message. You and so many others who call each day are reminders about the important work we are doing.

In order to be more responsive to the ever-increasing workload, we are currently trying to recruit another staff member. In the meantime, Kathleen, Shakirra, and I will continue to jump through hoops to let all who seek AHMA services know how much we care!

Donna Nowak

Executive Director/CEO

Conference to Help Doctors Erik Goldman, Editor



Given the current economic conditions, it is reasonable to ask why anyone would try to launch a new medical conference, let alone one focused on such a specific niche as humanistic, holistic medicine. Holistic Primary Care's publisher Meg Sinclair and Editor Erik Goldman have certainly asked themselves that question many times over the last few months, as they

work toward production of "Heal Thy Practice: Transforming Primary Care," their new conference on practice development for holistically-minded physicians, slated for June 5-7 at the Westin La Paloma, in Tucson.

The answer remained clear in their hearts and minds. They are undertaking the "Heal Thy Practice" meeting because they see an unmet need, and they are working hard to ensure that "Heal Thy Practice" will offer you equal measures of inspiration, empowerment and practical business skill-building.

Come out to Tucson and join in reshaping medicine, one holistic practice at a time. Thanks to HPC's generosity and our longstanding partnership, AHMA members are eligible for a 15% discount. For more information or to register, visit www.holisticprimarycare.net.

Thanks to Our Special Friends



Thank you to these generous donors who are opening the door to AHMA's growth and success.

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Physicians Wanted for NCCAM-funded Pilot Study of Alternative Treatments of Unexplained Chronic Fatigue

AHMA physicians are invited to participate in a study of treatments for unexplained chronic fatigue. The study is an observational study only; it will not alter how you manage patients. The NCCAM-funded study wants only to record the treatments the patient receives and the patient's symptoms at baseline and at three and six months of follow-up.

Patients will be managed by four groups of clinicians: 1) primary care physicians, 2) physicians trained in integrative medicine, 3) naturopathic doctors, and 4) chronic fatigue specialists. The four groups of patients will be compared for their characteristics, treatments received, and outcomes, and an assessment will be made of whether differences in outcomes are due to differences in baseline characteristics.

Participation in the Study requires the following:

1. Give an enrollment packet to your new patients who have had unexplained chronic fatigue for six months. (We only want to enroll patients at the time that you begin treating them for unexplained chronic fatigue and the associated symptoms. The patients will be asked to complete these forms and send them to the research coordinating center at the University of Utah.)

2. If you are notified that the patient qualifies for the study, you (or your staff) will be asked to complete a baseline questionnaire about the patient. (Completion time estimated for the questionnaire is about 15 minutes.) The baseline questionnaire will request information on the following laboratory tests that the CDC has determined should be ordered on all patients with unexplained chronic fatigue: liver panel, thyroid stimulating hormone, electrolyte panel, complete blood count, creatinine, erythrocyte sedimentation rate or C reactive protein, total protein, calcium level, and urinalysis. You will be reimbursed \$100 for completing this baseline questionnaire.)

1. Complete a description of the treatment that you plan for the patient. (We estimate that describing your treatment plan will require 5 to 10

minutes. You will be reimbursed \$25 for a description of your treatment plan.)

2. After six months of follow-up, complete a description of the treatment that you gave the patient. (Estimated questionnaire completion is 15 minutes.) You will be reimbursed \$100 for completing this follow-up questionnaire about treatment.)

If you are interested in participating, please contact the study coordinator, Kathleen O'Connor, at (801) 587-4741 or email kathleen.oconnor@hci.utah.edu.

Interested physicians are invited to participate in co-authoring any manuscripts submitted for publication. The researchers believe that addressing the questions in this study and learning how to implement this study design may be of benefit to clinical practice and clinical research.

With your help, AHMA is once again bucking the trends!

Despite the wild economy, donations to the AHMA are increasing. Why is this happening? Because people have seen the AHMA come alive again, and it feels good to support our ambitious agenda.

Catch the fever, and make a tax-deductible contribution today. Your support will help us achieve even greater results. Success is only one click away at www.holisticmedicine.org.



The Summit on Integrative Medicine and the Health of the Public

From the Bravewell Collaborative

SUMMIT PROVIDES MODELS FOR HEALTH CARE REFORM

Before one of the largest and most diverse audiences ever assembled at the Institute of Medicine (IOM), the Summit on Integrative Medicine and the Health of the Public held February 25-27, 2009 brought forth emerging strategies for addressing some of the major problems inherent in our current health care system.

As Congress and the Obama Administration tackle issues related to escalating health care costs and the rising incidence of chronic disease, distinguished scientists, leading clinicians, top policy experts and industry leaders articulated principles and practices from integrative medicine that could form the basis for effective health care reform. According to William D. Novelli, CEO of AARP, who spoke at the Summit, health reform done correctly with a focus on prevention will provide "the biggest return on investment this nation could ever have."

Integrative medicine is an approach to health care that places the patient at the center of care, focuses on prevention and wellness, and attends to the physical, mental and spiritual needs of the person. "What we have now is a 'sick care' system that is reactive to problems," said Ralph Snyderman, MD, Chancellor Emeritus, Duke University School of Medicine and Summit Chair. "The integrative approach flips the system on its head and puts the patient at the center, addressing not just symptoms, but the real causes of illness. It is care that is preventive, predictive and personalized."

The Summit, which was sponsored by the Bravewell Collaborative, also highlighted recent research results and success from clinical practices settings across the country. The 600 plus participants at the Summit discussed how advancing technology is finally allowing health professionals to identify and understand the pathways by which many integrative medicine interventions, such

as mind-body medicine and nutrition, actually work. "Genomics and advanced imaging technologies such as MRI are validating the mechanisms for integrative health care approaches that were difficult to prove before," said Mimi Guarneri, MD, Founder and Medical Director of Scripps Center for Integrative Medicine. Consequently, the new evidence is compelling.



Ralph Snyderman, MD, Chancellor Emeritus Duke University, gave the Summit's opening keynote, calling for healthcare reform that puts the patient at the center of care.

The Summit articulated the following important factors to be considered in upcoming health care reform:

- **The progression of many chronic diseases can be reversed and sometimes even completely healed through lifestyle modifications.** Lifestyle modifications programs have been proven to not only improve people's overall health and wellbeing but to also mitigate cardiac disease and prostate cancer, among other chronic conditions.
- **Genetics is not destiny.** Recent research by Dean Ornish, MD, and others has shown that gene expression can be turned on or off by nutritional choices, levels of social support, stress reduction activities such as meditation, and exercise.
- **Our environment influences our health.** Mounting evidence suggests that the environment outside one's body rapidly becomes the environment inside the body.
- **Improving our primary care and chronic disease care systems is paramount.** Participants widely agreed that our primary care system is in danger of collapse and that we must retool how both primary and chronic disease care are

delivered. The new system must focus on prevention and wellness, and put the patient at the center of care.

- **The reimbursement system must be changed.** The Summit grappled with the current reimbursement system that rewards procedures rather than outcomes and urged changes that would incentivize physicians to focus on the health outcomes of their patients.
- **Changes in education will fuel changes in practice.** Implementation of an integrated approach to health care requires changes in provider education. All health care practitioners should be educated in the importance of compassionate care that addresses the biopsychosocial dimensions of health.
- **Evidence-based medicine is the only acceptable standard.** Researchers and practitioners alike concurred that health care should be supported by evidence and urged further research and testing to expand the evidence base for integrative models of care.
- **A large demonstration project is needed.** Because funding for research on the effectiveness of specific models of care is difficult to obtain from standard grant channels, participants voiced support for pursuing a demonstration project funded by the government that would fully demonstrate the effectiveness of the integrative approach to care.



Addressing the Summit on the last day, Senator Harkin stated that it was time to make a large investment in prevention. "This (integrative medicine) is the model we need to build into health care reform."

"If we fail to seize this unique opportunity to adopt a pragmatic, integrative approach

to health care it will constitute a failure and we must not fail," said Senator Tom Harkin, D-IA when he addressed the assembly. "It is my intention to change our health system and to place integrative health care at the heart of the reform legislation we will pass this year."

Calling attention to the fact that the health care issues facing the United States are actually global issues facing the world, representatives from the Prince's Foundation for Integrated Health in the United Kingdom added their voice to the call for reform. A letter from HRH The Prince of Wales to Summit participants, which was read by Ralph Snyderman, MD, on the first day, urged both nations to support the creation of a health care system that places a greater emphasis on treating humans as whole beings — mind, body and spirit — and on prevention, as well as the cure, of illness and disease.

The Summit's leadership believes that the integrated approach to health care could provide the basis for our nation's health reform. "We intend to broadly share ideas expressed at this Summit for transforming health care; our key audiences are the Obama Administration and the Department of Health and Human Services," said Judy Salerno, MD, MS, Executive Director of the IOM.

"The Bravewell Collaborative looks forward to receiving the formal summary report of the IOM Summit and the Health of the Public on November 4, 2009," said Bravewell Executive Director, Diane Neimann. "There will be a major event in Washington DC to mark the release of the report."

"Immediately following the Summit, we will begin work with our Summit Coalition partners in consultation with the IOM on two major points of merging consensus," said Christy Mack, Bravewell's President. "We endorse Bill Novelli/AARP's call for a national campaign for health and wellness and will explore the potential for a public/private partnership to make it happen. We will also encourage demonstration models that will test the efficacy of the philosophy and approach to health care addressed through this historic Summit."

Complete video recordings of all Summit presentations are available at www.ims Summit webcast.org. For more information about the IOM Summit, visit www.iom.edu/integrativemedicine

Introducing the Samuelli Institute: Researcher in Integrative Medicine

The Samuelli Institute, located in Alexandria, VA, was founded in 2001 by Susan and Henry Samuelli (co-founder of the Broadcom Corporation, one of the most successful high-tech stories in the country) who saw a need for innovative and rigorous research in the areas of complementary and alternative medicine. Susan, who holds a PhD in nutrition from the American Holistic College of Nutrition and a diploma in Homeopathy from the British Institute of Homeopathy currently serves as President of the Board of Directors.

The Samuelli Institute is a non-profit, medical research organization supporting the scientific investigation of healing processes and their application in health and disease. Their mission is to help transform health care through scientific exploration of healing:

- Conducting rigorous science
- Acting as a catalyst for scientific exploration
- Disseminating authoritative information to the public and professionals

The vision of the Institute is a world where healing is the formative concept for achieving and maintaining wellness and ameliorating chronic disease. Their current concentration is in these four areas of research and exploration: 1) Integrative Medicine, 2) Optimal Healing Environments (OHE), 3) Center for Research on Integrative Medicine in the Military, and 4) Brain, Mind and Healing.

The Integrative Medicine program conducts clinical and health research that explores healing and wellness with a commitment to research that can be translated into clinical practice. The Institute applies the disciplines of modern science in the investigation of healing systems practiced in cultures across the world in an effort to understand how these modalities contribute to healing.

The program brings together investigative teams who conduct rigorous research in the clinical practice setting and focuses its efforts on:

- Healing practices from conventional, unconventional, complementary,

alternative, traditional, and integrative medicine are investigated for their potential contribution to healing.

- Ideal integrative medical systems are documented and investigated for their potential impact and contribution in health care delivery.
- Particular components of integrative systems are investigated to evaluate their contribution to healing for selected conditions or populations.
- Traditional and indigenous practices from around the world are of interest to the Institute when they have the potential to fill gaps in integrative healing systems or if their application could have significant impact on conditions of global importance.

The Institute believes that collaborations are essential in creating changes in the current health care system, and they have created alliances with some of the nation's top academic and military institutions including the Walter Reed Army Medical Center, National Naval Medical Center, Veterans Health Administration, RAND, Georgetown University, Duke University and Indiana University to name just a few.

One such collaboration that the Institute is spearheading is the Wellness Initiative for the Nation (WIN). Its purpose is to proactively prevent disease and illness, promote health and productivity, and create well-being and flourishing for the people of America. One of the first goals of the initiative is to create a White House office, with a Director and staff, which will develop and oversee policies and programs for life-style based chronic disease prevention and management, integrative health practices and health promotion.

The WIN document is a collaboration of leaders in the fields of health policy, health promotion, lifestyle-based chronic disease prevention and management and integrative health practices. The leadership team will provide analysis and curriculum; develop policies and incentives that support these efforts in national health care reform. The WIN concepts are aligned with the Obama-Biden plan for health reform, the White House Commission on Complementary and Alternative Medicine Policy as well as other policies dealing with the national health care reform.

The Samuelli Institute is led by President and CEO Wayne B. Jonas MD, a former military physician and former Director of Alternative Medicine at the National Institutes of Health. In a very short time the Samuelli Institute has positioned itself as a pioneer and leader in the future of health care.

For more information on the Samuelli Institute and its involvement in complementary, alternative, healing and military medical research, go to www.samueliinstitute.org.

Fascinating New Report on Milton Erickson, MD Note from Norm Shealy, MD

The National Institute for the Clinical Application of Behavioral Medicine (NICABM) is putting out a new report that I think might interest you. This compelling new report, entitled *Milton Erickson, MD: Meeting with a Remarkable Man*, is by Bill O'Hanlon, MS, LMFT, who was a long-time student of Erickson's.

In recounting story after story, Bill captures the multi-dimensions of a most remarkable thinker, someone who brought phenomenal creativity to his teaching and practice. But who exactly was Erickson from the inside out?

- What inspired his insights?
- What motivated him to pursue the implicit rather than the explicit?
- How did he know to tap into the unconscious to bypass resistance?
- How did he know that indirect suggestion could be so empowering?

This *free* report shows the inner workings of a man who all of his life, practiced on the edge of what was known. He accomplished extraordinary results through story and hypnosis.

So, download your free copy at <http://www.nicabm.com/erickson>, and let Bill take you to the heart of the man, Milton Erickson, and to the essence of his practice. It both inspires and gives us hope... that we, too, in using such approaches with our own patients, can share in Erickson's astounding success.

Speaking of Dr. Norm Shealy... Did You Know?

AHMA co-founder Dr. Norman Shealy, a pioneer in holistic medicine, founded the first comprehensive pain and stress management facility in the country in 1971.

Norm is now retired from clinical services, but he continues his research and teaching. He says today that, "While the science of medicine is indispensable to the physician, it is the *art* of practicing medicine that heals the human body and soul."

Did you know that Norm Shealy acted as consultant to personal physicians of two Presidents? John F Kennedy and Dwight D. Eisenhower. Wouldn't it be great if an AHMA member were physician for/consultant to President Obama?

AHMA Chapters News

Cincinnati: The April 1st program with a nurse comedienne was the first pay-to-attend program in Cincinnati, and their largest turnout to date. Four attendees joined the AHMA that night.

Cleveland: An eclectic mix of 55 MD's, ND's, holistic practitioners, the media and interested others attended the April 2nd program, "The Truth About Diagnostic tests". Cleveland's next activity is an "AHMA Awareness Day" at Joseph Beth Booksellers, including an afternoon of networking and volunteer speaking on Sunday, June 28.

Minneapolis: This local group has gotten so large that instead of meeting in a different member's home each quarter, they decided to move to a new location for the April 25th chapter meeting, which had ~50 attendees. Speakers were Carolyn Denton and Tom Sult talking about gluten sensitivity and celiac disease, and Donna Nowak giving an update on AHMA national activity, as well as the recent survey of Minnesota members and prospects.

Upcoming Conferences

For a more comprehensive list of integrative healthcare workshops, please visit the Events Calendar on the AHMA website at www.holisticmedicine.org. The events below are hosted by organizations whose missions are similar to ours.

May 12-15 (Minneapolis, MN) CACCIM's North American Research Conference on Complementary & Integrative Medicine

The Consortium of Academic Health Centers for Integrative Medicine hosts the third in a series of international meetings.
www.imconsortium-conference.org

May 15-16 (San Diego) Scripps' "Bringing Healing to You and Your Patients" Integrative & Holistic Nursing Conference

Scientifically-validated integrative and complementary approaches that promote health, healing and changes in the health care paradigm.

Email med.edu@scrippshealth.org or call 858-652-5400.

May 27-30, 2009 2009 Conference hosted by the Institute for Functional Medicine www.functionalmedicine.org

Jun 5-7, 2009 (Tucson, AZ) HPC's "Heal Thy Practice: Transforming Primary Care"

A conference highlighting physician empowerment through viable business models for successful Integrative Medical Practice. See article for more details or visit www.HolisticPrimaryCare.net

Jun 11-14 (Madison, WI) "Reflective Practice: Creating Sacred Space"

The American Holistic Nurses Association hosts its 29th annual conference. Discover the unique ways to enrich your practice, teaching, and research through the process of reflection.

www.AHNA.org

Aug 19-22 (Tacoma, WA) AANP 2009 Conference

The American Association of Naturopathic Physicians hosts its annual conference at the Greater Tacoma Convention & Trade Center and the Hotel Murano.

www.naturopathic.org

Oct 1-4 (Grand Rapids, MI) International College of Integrative "Detoxification"

ICIM's 51st Congress will be held at the Amway Grand Plaza Hotel in Grand Rapids. The lead-in workshop is entitled, "Advanced Course in Metal Toxicity."

www.icimed.com

Oct 4-9 (Chantilly, VA) ABIHM Review Course

The 10th Annual Integrative Holistic Medicine Review Course and Exam will be held at the Westfields Marriott. 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

Oct 29-Nov 1 (Chandler, AZ) AAEM's "Body Under Siege: Inflammation & Autoimmunity"

The 44th annual conference of the American Academy of Environmental Medicine will be held at the Wild Horse Pass Resort. www.aeonline.org

Nov 5-7 (Cleveland, OH) Holistic Health Now

A unique conference with Spirit. Cutting-edge concurrent sessions, pediatric track, tips for starting and maintaining a practice in challenging times, networking with like-minded individuals, helpful exhibits, music-comedy-entertainment-dinner and dance. SAVE THE DATES!

"HOLISTIC HEALTH NOW"

A unique conference with Spirit

November 5-7, 2009

Renaissance Hotel, Cleveland OH

www.holisticmedicine.org/events

AHMA's Conference will be held at the historic Renaissance Hotel in downtown Cleveland, within walking distance of the Rock & Roll Hall of Fame. Expert keynote speakers include Leland Kaiser (Healthcare Futurist/Intuitive), Ben Kligler (Vice-Chair of Integrative Medicine at Beth Israel), Tieraona Low Dog (*TIME* magazine "Innovator in CAM" award winner), and Larry Rosen (Leading Expert in Integrative Medicine in Pediatrics). A diverse group of other presenters (MD's, RN's, DO's, ND's, DC's, PhD's and others) will provide a phenomenal educational experience.



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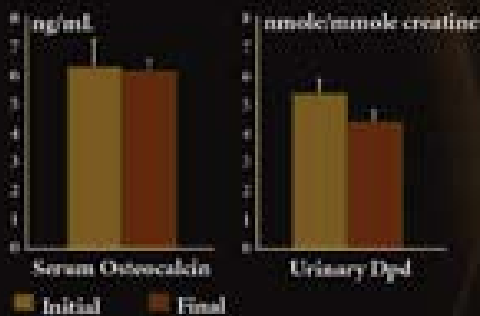
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*New Research
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