

AHMA JULY 2008 Newsletter



Healthcare is changing. The world of holistic medicine is changing as well. The American Holistic Medical Association has embraced change, we are in the midst of an internal transformation serving as a catalyst for positive change across the country.

Message from the President

The older I get, the less important my birthdays seem to be. On the other hand, anniversaries continue to hold a high degree of importance. This summer is the 30th anniversary of the founding of the American Holistic Medical Association. The AHMA has come a long way since those early days, and healthcare also has been through many changes over the years.

I have been an AHMA member for the past 6 years. During this time, our organization has solidified its mission to help catalyze the change in our healthcare system to one of holism and sustainability. To this end, our Board has worked hard to lead our organization through restructuring that will help us keep pace with the changes of our times.

Have you noticed the renewed sense of energy and optimism coming through the AHMA? The restructuring of our organization will help ensure that the AHMA provides real value to our member practitioners, as well as to the public which is hungry for better health. With that goal in mind, our membership voted to open its arms more widely by ratifying a new set of bylaws that extends voting rights to all licensed healthcare providers. In June, a slate of well-qualified professionals was proposed to join our Board of Trustees. David Forbes, currently serving as AHMA's treasurer, has been appointed by the Board to become our President-Elect.

Excitement is building as we prepare for our first-ever "co-joining" with the American Association of Naturopathic Physicians. Naturopathic education graduates doctors who are already holistic in their thinking. At this conference, MD's, DO's, ND's and other healthcare providers will be learning together, as the holistic practitioners we all strive to be. Please join us at the "Embody Nature, Redefine Health" conference at the Arizona Biltmore Resort & Spa this August. Here you will have an opportunity to gain new knowledge, reinforce or perceive differently previously-learned information, and accumulate CME's in a relaxed setting. Networking opportunities abound. Discounted registration and hotel reservations end on July 11, so be sure to act quickly.

Lastly, I would like to extend a special invitation to you to join me, along with AHMA board members, friends and colleagues, at the AHMA 30th Anniversary Party planned for Thursday evening, August 14, in Phoenix. A dessert reception, including a walk down memory lane and the camaraderie with friends new and old, will remind us of sweet moments we have experienced through AHMA history.

Hal Blatman, President Board of Trustees

AHMA Website

The AHMA website is the first website that comes up in a Google search for "Holistic Medicine". It does not get any better than that! The percent of global internet users who visited our site has increased 13% in the past three months.

Other website information includes: Alexa Score – how we rank with the other 12 billion websites on the internet. A lower rank is better: 1,192,559 in February, 2008 and 644,278 on May 29, 2008. Traffic increased in the last three months with 84,453 page views and users. Page views per day increased 30% in three months from 1.8 in February 2008 to 2.9 at the end of May.

In May, the AHMA home page ranked 5 on a scale of 1-10, which is a typical ranking for a very good site.

Between November and June, Forum Views by AHMA members more than doubled, from 4707 to 9521.

Molly Roberts, Board of Trustees

AHMA Member Benefits

The AHMA is more dedicated than ever to playing a vital role in helping to reshape the practice of medicine in this country. Through your membership, you are part of an integrated community that is committed to maximizing the optimal health of patients, practitioners, and the healthcare system itself. As a member you gain access to the leading experts and finest minds in the healing professions.

Another benefit of AHMA membership we have recently cultivated is a partnership with CAM PPO of America, Inc. We negotiated a waiver of the initial application fee, providing AHMA physician members with a cost savings of \$100. CAM PPO is a nationwide network of providers that shares the AHMA's commitment to advancing an integrative approach to medical practice. With a goal of guiding and encouraging the use of CAM medical services, the network currently brings wellness and healthcare ser-

vices to more than 60,000 members nationwide (including 25,000 Parker Hannifin employees and their dependents) and has plans to expand the availability of this distinctive network to other companies, creating even more growth opportunities for participating providers.

To receive a provider application, contact Danelle Canzoni, Network Coordinator, at 1-866-922-6776 x 2 or e-mail danellec@campppamerica.com. To learn more about the network, visit www.campppamerica.com.

Cost savings on medical journals and magazines include: complimentary electronic subscriptions to *Alternative Therapies in Health and Medicine* (the integrative medicine journal with the highest impact factor in 2006) and *Integrative Medicine: A Clinician's Journal*, both published by InnoVision Health Media. You should have received an e-mail from InnoVision with an electronic file of these journals which you can download and read at your leisure.

Members are eligible for discounted print subscriptions to these two journals (including electronic library access) as well as *Explore: The Journal of Science and Healing* published by Elsevier. Members are eligible for a discounted subscription to *Natural Solutions*, a magazine for consumers, and a free copy of *Holistic Primary Care*.

External and Professional Affairs

August 13-16, 2008 marks our conjoined annual conference with the American Association of Naturopathic Physicians at the Biltmore Resort and Spa in Phoenix, AZ, as well as the celebration of the 30th anniversary of the founding of the AHMA. All members should have received printed brochures in the mail, as well as multiple electronic notices over the past several months.

2008 will be known as a year of transition for our organization, and the upcoming conference will be the point from which we will chart our new direction. The Board of Trustees has moved through the difficult and uncomfortable work of charting new territory while retaining our core principles, and it is now up to our membership to support the AHMA as a whole stepping

forward into the 21st Century. A strong attendance will demonstrate a strong union of thought and action, and serve as a mandate to move forward. We urge everyone to register now – CMEs will be available for MDs and DOs, and you will be the founding members of a regenerated and reinvigorated organization representing the tenets of holistic medicine in a new healthcare paradigm.

Our students are already showing us the way forward. On Sunday, August 17th, over 100 students from the AMSA Humanistic Medicine section, the Naturopathic Medical Student Association, and the American Holistic Nurses Association will convene at the Biltmore to discuss the future of our healthcare system. Any attendee, practitioner or student, interested in collegial activism is invited to participate.

The tipping point is upon us, and membership organizations representing many fields are playing important roles. The future of our calling lies with those who envision what we must become, and who understand that we must become it together. The American Holistic Medical Association stands poised to take its role within such a future. And to do so, we must show up, now, in August, and always.

Bill Benda, Board of Trustees

August 13-16, 2008: AHMA & AANP Conference

Help us celebrate by attending the annual conference. History will be made at the fabulous Arizona Biltmore Resort and Spa in Phoenix on August 13-16.

The AHMA is joining the American Association of Naturopathic Physicians in their annual meeting. This is a bold and exciting move for the AHMA, demonstrating our commitment as holistic practitioners to integrate ourselves with other licensed healthcare practitioners.

By now you should have received your brochure for the August event. Special rate of \$115/night is available through July 10 by calling the Arizona Biltmore at 800-950-0086. Register for the conference at AANP's website at www.naturopathic.org.

Want to be a sponsor or help with the party planning? Contact David Riley by e-mail at dsriley@integrativemed.org or by phone at 505-983-0546.

October 15-18, 2008: True North's Annual Conference*

"Relationship: Integrating the Science & Spirit of Healing" will take place at the Regency Hotel & Spa, Portland, Maine. Keynote speakers include:

- Mark Houston, MD
- Joseph E. Pizzorno, Jr., ND
- Gladys McGarey, MD

The conference will look closely at many "upstream" contributors to health and disease: environment, genetics, epigenetics, beliefs and perceptions. Visit www.truenorthhealthcenter.org/conference for more information.

*Note: AHMA is a Joint Sponsor for this conference.

November 14-16, 2008: Pangea 2008 Annual Conference

"Pangea: A Conference for the Future of Pediatric Wellness" is a multi-track pediatric integrative medicine program, offered to all doctors, nurses, allied health professionals, complementary therapy practitioners, residents, students and others in healthcare training programs. It will be held at the New York Marriott Downtown in New York City. Keynote speakers include:

- Michael Balick, PhD
- Roberta Lee, MD
- Martha Herbert, MD, PhD
- Scott Shannon, MD
- Tieraona Low Dog, MD

For more information or to register, visit: <http://www.pangeaconference.com>

May 12-15, 2009: CAHCIM - 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 is a follow-up to their very successful first conference pre

sented in Edmonton, Alberta in May 2006, which was itself the third in a series of international meetings initially co-sponsored by Harvard Medical School and the University of California, San Francisco.

AHMA members are invited to submit abstracts.

*Note: AHMA is a participating organization for this conference.

Online Resources

Following are some organizations, most with online directories, that may be helpful to you or your patients.

American Academy of Environmental Medicine www.aeonline.org (Physician organization focused on the interaction between humans and their environment)

American Association of Integrative Medicine (AAIM) www.aaimedicine.com (Integrative physicians and licensed practitioners)

American Association of Naturopathic Physicians (AANP) www.naturopathic.org (Naturopathic doctors)

American College for the Advancement of Medicine www.acam.org (Online Physician Finder plus Referral Hotline 888-439-6891)

American Holistic Health Association (AHHA) www.ahha.org (Holistic practitioners; healing centers)

American Institute of Homeopathy (AIH) www.homeopathyusa.org. Physician organization for homeopathic specialists

American Medical Student Association (AMSA) www.amsa.org

Health World Online (HWO) www.healthy.net (Practitioners, conditions)

The Holistic Option www.holisticoption.com (Up-to-date info on complementary & alternative medicine, including practitioner listing)

International Academy of Oral Medicine and Toxicology (IAOMT) www.iaomt.org (Network of dental, medical and research professionals)

International College of Integrative Medicine (ICIM) www.icimed.com (Practitioner search)

Institute for Functional Medicine (IFM) www.functionalmedicine.org (Practitioner search)

Online resource by naturopathic medical students www.medfinds.com.

Clinical Pearls

Dr. Cathy Rosenbaum (Cincinnati HARP) has graciously shared some of her notes from a talk by Dr. Roizen. Dr. Michael Roizen and Dr. Mehmet Oz have written a series of books including *You: The Owner's Manual* and most recently *You: Staying Young*. Here are some ideas shared by Dr. Roizen in his presentation at the Cleveland Clinic Integrative Health & Medicine Center May 20, 2008.

"Plastic water bottles contain phthalates that are phytoestrogenic and may act as weak estrogens or weak anti-estrogens in our body. If you plan to refill these bottles, look for bottles with the numbers 4 or 2 on the bottom, not 7 or 1. The former have fewer phthalates and are "safer" to reuse.

Vitamin D3 helps the "spell-check gene" stay turned on. Drs. Roizen and Oz recommend a dose of 1000 IU daily. The toxic dose is 2000 IU daily. Most people get 400 IU in their diet or daily calcium supplementation. Somewhere between 600 IU – 1000 IU seems reasonable for this fat-soluble vitamin.

In women, the HDL (good cholesterol) is more important than LDL (bad cholesterol). Women need HDL > 55, men need LDL < 70 if high risk for heart disease. It's good to monitor blood homocysteine levels to reduce risk of heart disease. Homocysteine can be lowered by taking a B Complex 50 tablet plus folic acid 800 mcg daily.

Turmeric 31 mg daily reduces memory loss (antioxidant and anti-inflammatory). So does 1 teaspoonful of yellow mustard daily, which has turmeric added for color. Turmeric is a main ingredient in curry, used in Indian cooking."

Cathy Rosenbaum, Cincinnati HARP

New Guidelines for CAM and Cancer Patients

The first practice guidelines on CAM therapies for cancer patients come from the Society for Integrative Oncology (SIO). The newly developed guidelines recommend that health care providers ask all cancer patients specifically about their use of complementary and alternative therapies, advise them about the advantages and limitations, and warn them to avoid therapies promoted as "alternatives" to mainstream care.

Among the adjuncts to mainstream cancer treatment recommended by the SIO are mind-body therapies that might help reduce the patient's anxiety or ease chronic pain and improve the quality of life. These include meditation, hypnosis, relaxation techniques and guided imagery. Massage therapy to relieve anxiety and pain is recommended except for patients with bleeding tendencies.

The guidelines strongly recommend acupuncture by a qualified practitioner when pain or nausea and vomiting associated with chemotherapy are poorly controlled. It's also an option for patients suffering from dyspnea, fatigue, chemotherapy induced neuropathy or post thoracotomy pain.

The complete guidelines are available at www.integrativeonc.org/documents/JCI_2007_002.pdf

Board of Trustee Update

On May 30th the 2008 Nominating Committee submitted to the AHMA membership the following slate of officers to serve as members of the Board of Trustees:

- Patrick Belisle, BS
- Williams Boggs, MD
- Tanya Edwards, MD
- Paul Mittman, ND
- John Neely, MD

Unless additional names garner 35 percent support from AHMA members by July 10th, these five dedicated and highly qualified individuals will begin to serve a two-year term beginning August 10th at the board meeting in Phoenix. If you have any questions, please contact Executive Director Donna Nowak.