

AHMA July 2009 Newsletter



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

The AHMA newsletter is published for members and friends of our nonprofit organization. To submit articles or ads, please contact Newsletter Editor David S. Riley, MD at dsriley@integrativemed.org, or Executive Director Donna Nowak at donna@holisticmedicine.org.

Message from the President

As time passes through June and July, I reflect on where we were two years ago at this time relative to the state of the AHMA and our conference in Portland. It was a meaningful conference, and yet one of the most stressful times of my life. I had just become AHMA president, and we were considering a decision to fold the AHMA with the comment of “job well done,” or alternatively, reinventing the organization and committing to its future.

My opening speech to the AHMA discussed these issues, and our



membership responded with strong support to continue the organization. Over the next several months, our dedicated board members gave their time and resources beyond what any of them expected when they signed up. These people included Molly Roberts, John “Wadude” Laird, Henri Roca, Kjersten Gmeiner, Larry Palevsky, Robert “Wick” Wickiewicz, Jacob Sands, David Riley, and David Forbes. As we came through the transition, our basic organization was changed as we reinvented who we were. Everyone stepped up in some important way, and Henri Roca spent many hours leading the work of rewriting the bylaws.

Another huge change was the decision to hire our own staff instead of using the services of an association management company. Through a series of circumstances we were fortunate to retain Donna Nowak as our CEO. She offered a strong business background, as well as experience in the holistic healthcare arena, and has worked countless hours and late nights, and donated much to our organization.

As a result of all these people rising in extraordinary fashion, we are renewing the AHMA. When David Forbes takes over as president in November, he will inherit an organization on its way to being revitalized. After focusing on internal work in 2008, we are delighted to have put together an exciting national conference that will take place November 5-7 in Cleveland, Ohio. Co-Chairs David Riley and David Forbes, along with Donna Nowak, and Kathleen Alter from the AHMA office, have done considerable work to make this conference possible. I am excited about this conference. Registration and information are on our website; I encourage you to make your reservation early.

What are some of the changes that have occurred? We have worked to offer our members a new medical malpractice policy from Fairway Insurance. It is refreshing for me to feel comfortable telling my patients and my insurance company everything that I do in my

practice, without fear that a particular therapy or test will be unrecognized or not be covered.

I am also looking forward to the potential of a “big tent” event in the next few years where several integrative organizations could come together to hold a joint conference. The Integrative Medicine Consortium, of which we are a part, is conducting a feasibility study during the next several months to help determine whether this effort can proceed.

The AHMA is currently networking to bring people and organizations together so that holistic medicine can be brought more to the forefront as healthcare changes in the coming years. I encourage you to get involved and participate in our leadership. Three different metropolitan areas are participating in an experiment to determine AHMA activities on a local basis. Please get involved with your local holistic community, and also consider whether you or someone you know might want to contribute by serving the AHMA on its national Board of Trustees. If you are interested, contact Donna Nowak, our Executive Director, for more information.

Lastly, I named the people who worked so hard behind the scenes to reorganize and promote the survival of the AHMA because their names may not be known by many of us. I want to encourage us all to let them know how much we appreciate all they have done.

I look forward to seeing you this fall in Cleveland, Ohio.

Yours truly,

Hal Blatman MD, President

Do You Have an Interest in AHMA Board Service?

Your AHMA Board of Trustees is in the process of accepting nominations for new positions on the Board beginning with the annual conference November 5-7, 2009. If you are interested, or if you have another person to nominate, please let us know soon.

We are interested, first and foremost, in having Board members with a heartfelt commitment to the AHMA, its Core Principles, and its future. Available time and energy and a commitment to accountability and follow-through are critical prerequisites. There are also specific capability areas that we would like to enhance at the present time such as **fundraising** experience and expertise, **legal** expertise, **marketing/sales**, and **information technology**. This is not an exhaustive list of needs, however, and all members are eligible regardless of credentials or health care field of specialty. If you have skills you think would be of service to holistic medicine and the AHMA, let us know!

We will be interviewing nominees during the next month, so please contact me soon!



J. David Forbes MD, President-Elect
Nominations Committee Chair
JDForbes7@aol.com



Are You Funny?

If you had a second career which might be as a stand-up comic, please contact Donna or Kathleen at 216-292-6644. We are currently accepting "abstracts" from a handful of AHMA members who will provide special entertainment at the Saturday evening gala.

Legal Matters by Al Augustine, JD

This is the first in a series of articles that will discuss legal issues that could or will affect members of the American Holistic Medical Association. For more than five years, Al Augustine was a former chief attorney in charge of disciplining doctors in Illinois. As author of this column, he will share his legal expertise in future issues of the newsletter. In addition, Al will be a presenter at the 2009 HOLISTIC HEALTH NOW conference in Cleveland in November.

For the last 29 years, I have represented doctors, nurses and other health care practitioners around the country, helping them stay out of trouble in carrying on their practice, and representing them when problems occur.

This article will focus on the basics of testing and record keeping. Although you likely know a great deal about these two issues, hopefully you will learn a little more after reading this article.

The traditional doctor orders or performs tests to detect and gain information which will lead to a diagnosis. There are many standard tests which help that process, including tests for diabetes, hypertension, heart disease, and so on. There are also many tests in the allopathic community that are non-standard, that many doctors feel are beneficial in helping to diagnose an illness or to further whole body health. Those tests might include hair analysis, various energy tests, blood-metal levels, and so on.

When using and acquiring test information and data which is not traditional, it is wise to make sure the patient understands that while you, the doctor, feel the testing is valuable, it is thus far not a traditionally-accepted test in the United States. You and the patient can then decide whether to proceed by correlating the potential value of the test with other medical information and clinical judgment. Practitioners should be very careful, and even avoid, using non-traditional tests as the sole basis for a diagnosis.

Many medical boards, insurance companies, plaintiff's attorneys, and others take the position that if something is not written in the medical records, it did not happen. Those who live in the real

world understand that this is not true, but we must be aware that this attitude exists and act accordingly. Therefore, it is recommended that holistic practitioners keep excellent records and notes--notes and records that are even better than a traditional practitioner, as the scrutiny of those records will be more intense. For example, instead of writing "patient better," it is much more helpful to be more specific: Patient said "I've never felt better in my life, and I now can walk two miles without stopping, whereas when I started seeing you, doctor, I could barely walk a block." Instead of writing "patient improving," write "patient's wife states that patient has more energy and is happier than he has been in two years."

Positive events, comments and feelings should be put into the records clearly and contemporaneously, because it indicates, in writing, the patient's real feelings and general health and well being at the time of the visit. We know that it's important to put down information the patient gives regarding his or her prior health history and especially their health leading up to the visit, but we often under-emphasize the feelings the patient expresses during and after a visit to a practitioner. The practice of documenting a patient's comments, feelings and observations should always be kept in mind, as it can actually make or break the outcome of a board action or complaint by the patient, in many situations.

In future articles, we will discuss other issues, such as informed consents, patient relationships, supplements, and a variety of other subjects. If there is a specific topic you would like us to address, or if you need to contact us for any reason, please call or e-mail me, at the contact information listed below.

Augustine, Kern and Levens, Ltd. is a law firm in Chicago, Illinois, with affiliated offices in New Jersey and New York. AKL concentrates in professional licensing and regulatory issues and general health law. The ideology of the firm centers on the premise that competent adults should be able to choose their health care, and pursuant to that premise, AKL represents doctors, including alternative care practitioners, all over the country in licensing matters often involving medical or other health-related boards. Mr. Al Augustine is the Senior Partner at AKL and can be contacted at aa@akllaw.com.

AHMA's Generous Donors Help us Meet the Challenge



Donors unlock many doors for non-profits like ours. We extend special thanks to these generous donors who contributed recently to the AHMA.

Scott Berliner

Hal Blatman

Ellen Cole

Jamie Mehnert

Renaissance Technologies

(employer who matched a donation
2:1 from Adrienne Owen)

Late last month, an anonymous member issued a fundraising challenge. *If AHMA's past presidents and board members will donate \$5,000 by July 10 (the beginning of our 31st Anniversary year), he/she will match the contribution dollar-for-dollar.* That means that contributions to the AHMA can be immediately doubled. On the other hand, if we don't raise \$5,000 from this special group of supporters, we won't receive the donor's \$5,000—none of it! So, let's send positive thought energy out to the individuals who have the most commitment to this organization. Their enduring support can make a big difference at a time when we really need it.

Special Note: Thank you to AHMA Board President, Hal Blatman, who kick-started the challenge by donating a gift of \$500.

Executive Director Update

There is so much that I could talk with you about that it's hard to know where to begin. I wonder what might be of interest to most of you who read this newsletter? If you're like me, it's not like there's a shortage of reading materials in a typical day.



So, perhaps today you'd like to hear a couple examples of the interesting things that cross my desk in a "normal" week? Well, in May, there was the unexpected phone call from a reporter from the Associated Press, wanting to know how I felt about the Minneapolis mom who fled with her 13-year old son rather than force him to undergo a second chemotherapy session.

Imagine that you were asked to comment spur-of-the-moment on a highly controversial subject you previously knew nothing about. Well, I tried the bypass technique, suggesting that many of our members would be able to speak about this case much more intelligently than I could. I also pointed out that with a diverse membership of approximately 800 individuals, there would undoubtedly be many differing opinions, so I could not possibly speak on behalf of the organization. He insisted that since I was the CEO of the American Holistic Medical Association, he wanted to know my personal opinion. Ooh... I felt myself being backed into a corner. Having been taught to be honest (and believing that it was no coincidence that this nice guy called me), I spoke from my heart. I also then quickly spouted off a number of AHMA member names and numbers, and urged him to call them as the *real* experts.

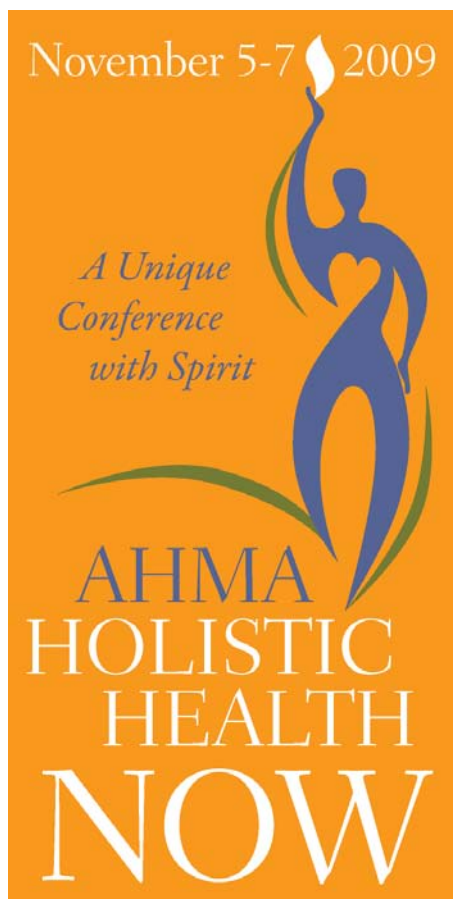
As it turned out, the only one of my comments that he published (not my favorite, by the way) caught someone else's attention in a positive way. That led to me having an opportunity to read the legal transcripts of this case, including the judge and boy's conversation in chambers. And THAT was eye-opening, helping me to truly see the obstacles faced by our member physicians and better understanding the tremendous services they provide, which most of us now take for granted because CAM has become so mainstream. Yet, every time our integrative/holistic docs make a recom-

mendation that falls outside the conventional wisdom of allopathic medicine, they are placing themselves at risk of a lawsuit or being called up in front of the medical boards, and potentially losing their license to practice medicine. Fortunately, they are driven by a passion to help their patients, so they persevere despite the obstacles in their path. (I am now even more grateful for the liability insurance program for CAM physicians that we were able to help introduce thanks to Fairway Physicians Insurance. If you're an AHMA physician who hasn't yet taken a look at this policy, please do!)

Let's see, I was talking about interesting things that cross my desk, wasn't I? How 'bout the call from the Department of Homeland Security, wanting to know what suggestions our members might have for holistic methods of evaluating someone's age. Heck, I didn't even realize there was a problem trying to determine an immigrant's age, especially individuals seeking asylum in the United States. Thank goodness we have such a knowledgeable group of practitioners who make themselves accessible in all kinds of situations. This month I would like to extend special thanks to Bill Manahan and Norm Shealy, who so quickly respond to my sometimes "off-the-wall" inquiries. And to Board President Hal Blatman who almost always knows someone or something that can help!

Donna Nowak

Executive Director/CEO



...a unique conference with Spirit

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

The AHMA is holding its conference, HOLISTIC HEALTH NOW, November 5-7 in Cleveland, Ohio. We have put together an outstanding conference and pre-conference at the 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; Tieraona Low Dog, the Director of Education for the Program in Integrative Medicine at the University of Arizona (and an inspiring public speaker), and Scott Shannon, Founder of the Integrative Child Psychiatric Clinic at Children's Hospital, the University of Colorado in Denver. Other highlights include a "Pangea" or pediatric track based on the highly successful Pangea conferences on pediatric integrative medi-

cine, 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 nurses from the Integrated Therapies Committee of MetroHealth hospital in Cleveland, in collaboration with the AHMA, will be offering an exciting half-day pre-conference on Thursday, November 5. Three tracks will include: Power of the Heart, Passion and Purpose, and Positive Aging.

Registrations and more details on all of this will be posted on our website at www.holisticmedicine.org

AHMA Chapters News

Cincinnati: Marcia Zimmerman, author of *7-Syndrome Healing*, will be the featured speaker on July 1 at the Jewish Hospital in Kenwood. The evening's schedule includes networking and light hors d'oeuvres at 6:00, business meeting at 6:30, and presentation on "Inflammation" at 7:00. Sammie Thompson will provide live harp music.

Cleveland: AHMA volunteers presented nine workshops at Joseph-Beth Booksellers on Sunday afternoon, June 28. Member brochures and business cards were on display at the "Meet AHMA" exhibitor table, and attendees enjoyed an afternoon of networking and education (along with a 10% shopping discount in the bookstore and Bistro). The public learned about integrative and holistic health and had an opportunity to meet AHMA members.

Minneapolis: The next meeting of the Holistic Medical Group in Minneapolis will be on Saturday morning, September 19, from 9:30 a.m. to 12:30 p.m. Holistic physician Mike Mesick MD, ABIHM is coordinating the program which will be held in Rochester. For information concerning quarterly meetings held in Minnesota or possible participation in the leadership committee for future local activities, please contact Bill Manahan at 612-823-1910 or billmanahan@msn.com.

Americans Living Life Well

by Karen Howard, Exec. Director,
American Association of Naturopathic
Physicians

On May 12 in Washington, DC, the American Association of Naturopathic Physicians led an important meeting of organizations with a shared mission related to health and wellness. Here are the meeting notes from Karen Howard.

I want to thank all of you who participated in our opening conversation regarding **Americans Living Life Well** (ALL WELL) and creating this sustained effort to ensure consumer access to true prevention and wellness services. I will attempt to briefly identify the salient points raised during our conversation and summarize thoughts about moving forward.

Organizations represented at the meeting included:

- American Association of Health Freedom
- American Association of Naturopathic Physicians
- American Association of Occupational Health Nurses
- American Holistic Medical Association
- American Chiropractic Association
- Association of Rehabilitation Nurses
- Council for Responsible Nutrition
- Emerson Ecologics
- Integrated Health Care Policy Consortium
- National Center for Complementary & Alternative Medicine
- Southwest College of Naturopathic Medicine
- National Center for Homeopathy
- National Consumers league
- National Products Association

Background

The meeting was called to discuss the current efforts of organizations to influence health care reform efforts and ensure patient access to true prevention and wellness programs. Resolution H. CON. RES. 58 currently stands as language that a large array of providers, businesses, consumers/patients can support. The intention of this conversation is to begin dialogue on how we can collectively move forward to advance this work in light of existing reform efforts.

(cont'd on next page)

Messaging

First, it is becoming increasingly clear that Congress will focus on reform efforts that expand access to care through the existing paradigm by expanding conventional primary care services by creating some version of a medical home model. Articulation of this view can be found in the Baucus reform policies. As of today, one week later, it appears that health and wellness programs in the private sector may be afforded important tax relief.

Consensus began to arise for a sustained effort to advance a natural health and wellness agenda in the face of these reform efforts that remain primarily focused on Medicare and Medicaid. Current industry champions seem to not have the desire or ability to derail or supplement current conversations. Thus, reform, as defined in H. CON. RES. 58, does not yet appear attainable.

There remains opportunity to affect the legislation as the process continues, including: 1) responding collectively to the content of legislation once it is released, and, 2) preparing for subsequent legislative “technical” bills that may develop after initial legislation is passed.

There may be a unifying voice and agenda regarding the issue of restricted consumer access with the advent of “medical home”. Other potential messages discussed included the physician shortage, specific disease related hot topics (i.e., diabetes) and population-specific messages, such as obesity in children. Target messages will require continued conversation.

There was recognition that our messaging must be crafted in an inclusive manner that is not prejudiced and is predominantly focused on the patient/consumer population. Also, it was agreed that accepted definitions of wellness and prevention be used. (For example, primary, secondary and tertiary prevention have each been defined by the American Public Health Association.)

H. CON. RES. 58 stands as language that can be supported by all at the table.

Voice

The possibility exists for all groups to schedule their lobby days collectively or tangentially – effectively using the grassroots support to generate

sustained messaging over a longer period of time. Congress has grown complacent with the limited efforts a group can have given the once a year presence most of us can accommodate.

To that end, conversation was held regarding increased utilization of an electronic grassroots campaign that utilizes social networking to generate increased enthusiasm. Utilization of the ALL WELL website to drive traffic both to the social networking sites as well as back to our own institutions remains a possibility. The American Association of Health Freedom is developing viral campaign experience now. The American Chiropractic Association is working to increase their grassroots presence (See www.chirovoice.org). Several other organizations are developing comprehensive grassroots campaigns, and there is enormous opportunity to collaborate in a way that can mobilize hundreds of thousands of people.

Meeting participants expressed an interest in continued conversation, growing the group of participants, and having additional conversations.

Conclusion

AANP is willing to hold the space for the development of this conversation. It is our vision that an organization will be created, entitled ALL WELL, that will enable sustained grassroots support for the development of a true wellness approach to how care is delivered in this country. While all of us have our agendas, organization’s mission and vision statements (and frankly, work to be done), we are united in our goal to transform this system. Our intent is to stage a national conversation that includes deluging Congress be it in the form of a march or otherwise. What the participants who take ownership in ALL WELL currently lack in influence and funding will be made up for by the sheer volume, voice and work. This is work that is too important to not do – we look forward to working together on this effort.

Americans Living Life Well (All Well) – What is it?

“One day you finally knew what you had to do, and began, though the voices around you kept shouting their bad advice.” Mary Oliver

Americans Living Well is an Alliance built to reform our disease-based delivery system, reconstruct a culture of wellness, and reclaim our commitment to the future of our planet.

✿ We support systemic implementation of a clearly defined wellness and prevention approach that is patient-focused and personalized for all health care offerings.

✿ We support consumer access to the licensed professionals who are successfully supporting true wellness and prevention programs by providing primary prevention care, but are either under-utilized or un-utilized by the federal government.

✿ We support continued access to quality natural products.

✿ We support inclusion of these services and providers in programs for underserved areas, minority populations, the disabled and the disenfranchised; veterans, active-duty personnel, the National Guard and their families, and programs for children and families in our schools and communities.

✿ We support the development and implementation of policies that recognize the entirety of human health and its relation to environment, including the need for clean air, water and whole foods.

Current reform efforts are being designed as a mirror image of our current health care system. The proposals are directed at the symptoms of the ailing system; inflated cost, reimbursement inefficiencies, and lack of coverage for the uninsured. This health finance and insurance expansion conversation will never result in improved health status unless Congress boldly reengineers the infrastructure of our system by transforming it to one that promotes wellness and addresses the underlying causal factors of chronic disease.

H.CON.RES. 58 EXPRESSING THE SENSE OF CONGRESS THAT ANY EFFORT TO RE-ENGINEER THE HEALTHCARE SYSTEM IN THE UNITED STATES SHOULD INCORPORATE SUSTAINABLE WELLNESS PROGRAMS THAT ADDRESS THE UNDERLYING CAUSAL FACTORS ASSOCIATED WITH CHRONIC DISEASE.

The Un-Comfort Zone

by Robert Evans Wilson, Jr.
Defeating the De-Motivator

The sweet strains of a Puccini aria cut through the Saturday night clatter of the busy Italian restaurant in New York City, but it wasn't coming from the aging voice of the Sicilian baritone who was hired to belt out favorites like Funiculi-Funicula. It was a soprano whose crystal clear voice filled the room. Within moments all the ambient noise came to a halt. Diners stopped eating and talking, busboys stopped clearing tables, the cooks even came out of the kitchen.

Singing on the tiny stage was the skinny moon-faced waitress from Ohio. The Sicilian heard she studied opera, so he invited her to join him, but what began as a duet ended in solo as he too was mesmerized by the beauty of her voice. When she finished, the place thundered in applause and I saw tears of gratitude glistening in her eyes. She had hit each note perfectly.

If only she had done that when she auditioned for the Metropolitan Opera. But she choked, flinched, allowed a seed of doubt to creep into her consciousness and thus her voice.

She told me her story over a couple of beers after work. It was the fall of 1984, and I was a fellow waiter at the restaurant; just another struggling artist in the city that never sleeps. She explained that she got nervous during her audition and couldn't hit the high notes. She would get one more chance to audition, but she would have to wait an entire year.

I never found out if she made it; as a writer my art is portable and a few months later I moved to a city where they still have a bedtime. I suspect she did, because that night she received a proof - a vital beginning step.

Doubt is a silent killer. We transmit feelings of doubt to others through subtleties in our body language, facial expression and tone of voice. It is picked up subconsciously by those with whom we communicate. Worse than that, we communicate it to ourselves, and it seeps into our performance. Doubt is the De-Motivator and all too often it prevents us from even trying.

We all suffer doubt occasionally, and its cure is always the same: proof. Proof that we are indeed talented enough

to do what we set out to do. A proof doesn't need to be big to eliminate doubt. A series of little ones can be just as effective.

I keep a journal (a log) of accomplishments—both small and large—because they all add up to reasons for believing in my abilities. It is especially important to log the little ones, because they are so easy to forget or overlook, and yet they carry tremendous weight when it comes to giving ourselves confidence.

You say, "I'm just starting out and have no accomplishments." That just means you're not looking in the right places. We all have success; some of it may be found in different areas of your life.

I often read in the Wall Street Journal about women, who after years as stay-at-home moms, return to the work force in well-paid management positions. They acquire these jobs by citing in their resumes the many skills and achievements they learned through their volunteer work. What talents are you racking up through your hobbies and leisure activities?

Sometimes proof comes to us by comparing ourselves to others. Simply ask yourself, "Out of all the people who have ever lived, how many have attained what I want?" The sheer numbers alone will often be all the proof you need.

When all else fails, fall back on faith. Some of the most successful people in the world had absolutely no proof that they could achieve their dreams. All they had was a strong desire and a belief in themselves. As Martin Luther King, Jr. once said, "Take the first step in faith. You don't have to see the whole staircase, just take the first step."

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Robert Evans Wilson, Jr.
www.jumpstartyourmeeting.com

Robert Evans Wilson, Jr. is a motivational speaker and humorist. He works with companies that want to be more competitive and with people who want to think like innovators. For more information on Robert's programs, please visit

www.jumpstartyourmeeting.com.

Making Integrative Health Care a Reality

by Georgianna Donadio, MSc, PhD

Those of us working today in the field of Integrative Health Care (IHC) envision national initiatives that will allow for a whole person approach to healing and medicine. After decades of "pushing the rock up the hill", there is consensus that the tipping point has occurred and IHC is on its way to become the new paradigm for health care. Or is it?

While many physicians are now ready and even eager to see changes in a health care system imploding in on itself, the question must be asked "Is there a structure in place to allow for an IHC model"? The answer is sadly, not at this time.

Many of us in the field of IHC have not stopped to examine what is required for this new model of care to be successful. Without physician support staff and modalities that can sustain the work of the physician, IHC is but a salmon swimming upstream against a current in which it can not survive

The practice of modern medicine has been built on a foundation of critically important components. The first component is the evidence-based treatments and interventions to address pain and suffering. The second, and possibly more important component, is the physician support infrastructure comprised largely of nurses and clinical support staff.

While IHC interventions are well-grounded in professional training and sound science to address suffering and create wellness, there is no infrastructure to anchor and sustain the work of the IHC practitioner, such as we see in allopathic medicine.

As IHC is founded on the inclusion of more natural and less invasive interventions, as well as educating and empowering the individual with a demystified understanding of the cause, effect and remedy for their state of health, it becomes critical that the profession of IHC has an infrastructure built on the Health Advocate, Health Educator and Coach, as well as Facilitators such as the Health Navigator, to support individuals in their work with their physicians.

It is well documented in numerous studies that health information that can be easily understood by an individual and which makes an organic connection

for them in how everything in their body, mind and environment is interdependent and connected to their state of health, is the single most influential factor in their choosing to make sustainable changes in their behaviors.

A number of years ago, I was privileged to be co-investigator for a pilot trial study at a Boston area Harvard affiliate hospital that was testing a model of patient health education with recalcitrant cardiac patients. The measurable outcomes of the two year study were so impressive that the model was incorporated into four additional outpatient departments at the hospital's medical center. The model invited the individual into the center of their care by providing health information in a way that the person could not only understand the specifics of the information, but could also connect the dots to how their behaviors and lifestyle choices helped manifest their current chronic disease process.

The educators were health care and allied health care professionals trained in an evidence-based, integrated curriculum that first connected the dots for the health care trained professionals so they could in turn facilitate this process for their clients. For IHC to flourish and be sustainable, an infrastructure built on health and allied health care professionals trained to provide educational and behavioral support must become its foundation. Physicians cannot sustain IHC alone. We need nurses, medical assistants, nutritionists, dietitians, physical therapists, exercise instructors and like providers to be skilled at providing patient/client education and behavioral support.

Continuing education and professional development is an excellent and cost-effective venue for office staff or practicing individuals to be re-educated in this whole person approach to sustainable IHC. If you would like more information about providing your staff with exceptional continuing education and training to build your Integrative Health practice and create a strong matrix for the profession as a whole, contact the National Institute for Whole Health at 888-254-HEAL (4325), or you can e-mail the Institute at wholepersonhealthcare@gmail.com.

Georgianna Donadio, founder of the National Institute of Whole Health (NIWH), is a Florence Nightingale Scholar and award-

winning nurse advocate and nationally published Integrative Health Care expert.

Life Extension Foundation-- The Leading Anti-Aging Research Institute

Heart disease, diabetes and cancer are unfortunate byproducts of the aging process and are responsible for the deaths of countless people every year. While conventional medicine achieves respectable results in treating these diseases, Life Extension Foundation, a local company based in Fort Lauderdale, is pushing the envelope in the area of anti-aging research to find innovative approaches to delaying or curing the aging process. Since its creation three decades ago by founders Saul Kent and William Faloon, Life Extension Foundation (LEF) has earned a strong reputation around the globe for sponsoring state of the art anti-aging research. While conventional medicine may achieve respectable results in treating some common diseases that inflict most of the population as they age, Faloon and Kent feel that there are more effective ways to prevent illness and promote wellness. In addition, alternative strategies to combat the aging process may also combat the soaring costs of potent prescription pharmaceutical drugs that can have safety and tolerance issues.

The strategy employed by LEF is to fund anti-aging research by offering grants to scientists so they can investigate ways to attack the aging process. By looking for new solutions, researchers are increasingly investigating nutrients and hormones in order to create evidence-based science on how we can both prevent and treat disease using these supplements.

Throughout the process, they have turned up some very interesting and valuable information on how to improve everything from eye health to heart health. For example, several carotenoids found in leafy vegetables known as zeaxanthin and lutein have been found to be extremely beneficial for eye health and preventing macular degeneration which leaves its victims blind for life.

They've also uncovered that higher doses of Omega-3 fatty acids have been able to reduce harmful triglycerides, which accompany both heart disease and diabetes. Scientific evidence has also demonstrated how Omega-3s can reduce

and eliminate depression as effectively as many anti-depression medications.

In the decade between 1997 and 2006, Life Extension funded over \$49 million in a variety of anti-aging research initiatives. In terms of specific projects, facilities such as 21st Century Medicine (research dealing with ischemia and tissue preservation) and BioMarker Pharmaceuticals (bioinformatics database that helps identify compounds with promising anti-aging and longevity gene expression changes) are supported by LEF.

The organization is also funding an innovative research program that aims at pinpointing the genetic and biochemical changes associated with aging. Additional funding research involves studying the effects of various compounds on the expression of genes that may be involved in aging.

In order to disseminate this information to both its members and the public, every month Life Extension publishes a unique magazine, also with the name *Life Extension*. The magazine is the leading publication in its field and reports on the most recent scientific developments for preventing disease, treating illness, and optimizing a healthy lifespan.

They tackle issues like how to reduce blood pressure and cardiac risk by taking magnesium and how Coenzyme Q10 eliminates the muscle pain that can accompany the use of cholesterol-lowering medications. They've also written about research that shows how melatonin has been found to be helpful in mitigating dangerous head trauma, or how increased intake of Vitamin D lowers your risk of heart disease and several cancers while dramatically boosting your natural immunity. Life Extension magazine prides itself on backing up all of its articles with top notch scientific research, and as such, each article is written by MDs and PhDs for a general audience. The magazine has gained a following not only amongst health enthusiasts but increasingly with progressive physicians and scientists.

As of this printing, Life Extension had a combined 50 physicians and scientists on its medical and advisory boards. Each physician charged with keeping the magazine at the forefront of anti-aging research was selected for excellence in a variety of scientific disciplines. These advisory board members offer a wide range of expertise to the

Foundation in its quest to resolve the major issues of aging.

Another aspect of the foundation is that LEF creates unique, proprietary nutrient formulations based on the latest scientific data. They use only the highest quality ingredients and match the dosing utilized in the clinical studies that spawned the product. Their product development division features physicians and scientists dedicated to the development of scientifically validated products. In order to continue to stay ahead of conventional science, Life Extension invests money made from the sales of its products right back into scientific research.

This dedication to research and commitment to continuing breakthroughs in anti-aging science is what lures so many people to Life Extension. Once a member, participants receive free access to health advisors that include MDs, NDs, PhDs and RNs so they can be more proactive with their own health and wellness concerns. Life Extension is also now in the process of exploring both research and partnership opportunities with hospitals to help as many people enjoy longer and healthier lives as they can.

Life Extension is located at 1100 West Commercial Blvd, Fort Lauderdale, Fl. 954 766 8433. Please visit them on the web at www.lef.org

About Life Extension

Life Extension is an excellent corporate citizen that is constantly involved in community outreach in the Fort Lauderdale area. Regularly, Life Extension sponsors free monthly health lectures by various noted health professionals at its 1100 West Commercial Boulevard location. In addition, its retail store is stocked with not only with premium Life Extension products but offers a wide range of other vital health products, cutting edge blood testing, books, cosmetics and food products. Additionally, Life Extension offers a health advisory service free of charge that can review your current health issues and provide you with important information to make appropriate changes to your health regimen. Given the importance of staying healthy in these challenging economic times, Life Extension has created a full-service pharmacy located on Commercial Blvd. that offers dramatically discounted medications with unbeatable prices on generics. All of the above services are available to local residents without Life Extension membership.

Upcoming Conferences

There are a number of organizations whose missions are similar to ours. Since many of you could be interested in their conferences, we share highlights in each newsletter, and we also post a comprehensive list on our Events Calendar at www.holisticmedicine.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 2-4 (Grand Rapids, MI)

International College of Integrative "Detoxification"

ICIM's 51st Congress will be held at the lovely Amway Grand Plaza Hotel in Grand Rapids. The lead-in workshop is entitled, "Advanced Course in Metal Toxicity. *Note: AHMA members can attend this conference at ICIM member pricing.*

www.integrativemedicineconference.com

Oct 4-9 (Chantilly, VA)

ABIHM Review Course & Examination

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.aaemonline.org

Nov 5-7 (Cleveland, OH)

HOLISTIC HEALTH NOW

Registration is now open online, for the 2009 HOLISTIC HEALTH NOW conference.

The conference offers cutting-edge concurrent sessions, a pediatric track, tips for starting and maintaining a practice in challenging times, medical students presenting, research studies, and

an update on holistic medicine in medical schools today, networking with like-minded individuals, exhibits, music-comedy-entertainment-dinner and dance.

Plan to come early for the **November 5th Pre-Conference**. The cost of only \$79 for AHMA members makes this an incredible value and includes two keynotes (Cardiologist Bruce Wilson, MD with research in support of "A Change of Heart Changes Everything", and Karen Lawson, MD on "Holistic Health Coaching"), plus three powerful concurrent paths: "Power of the Heart", "Purpose & Passion" and "Positive Aging".

The **Main conference on November 6-7** (\$499 for doctors, \$399 for practitioners and \$299 for students) boasts four impressive keynote speakers, including Leland Kaiser, Ben Kligler, Tieraona Low Dog, and Scott Shannon. A wonderfully diverse group of presenters offers three different paths for a phenomenal educational experience. Visit the AHMA website for details at:

www.holisticmedicine.org/events



InnoVision is a health-media company that offers print and electronic publications, professional education programs and services for healthcare practitioners and consumers interested in holistic and integrative medicine.

Through a cooperative agreement between the AHMA and InnoVision Health Media, members receive electronic copies of *Alternative Therapies in Health and Medicine* (ATHM), the leading peer-reviewed indexed journal in the field of holistic and integrative medicine. Members also receive: 1) electronic copies of *Integrative Medicine Clinicians Journal* (IMCJ), and *Natural Solutions*, and 2) significant discounts on printed publications with access to the most extensive library of articles in the field of integrative and holistic health.

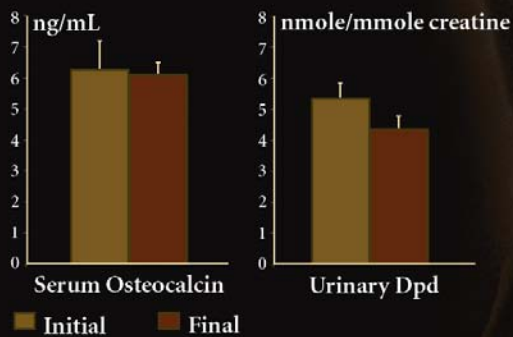
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These bone health supplements are unique because they provide readily absorbed nutrients from bone tissues to support the process of rebuilding and maintaining bone.*



To find out more about bone health support, research studies, and tools, visit www.standardprocess.com/bonehealth.



*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

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