

# AHMA SEPTEMBER 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 in healthcare across the country.*

## Message from the President

This week at our national conference meeting we celebrated the 30th anniversary of the AHMA which has surged to over 800 members. More than 60 AHMA members attended the American Association of Naturopathic Physicians/American Holistic Medical Association conference in Phoenix, Arizona at the Biltmore Resort.

The day before the meeting, the AANP shared a leadership training day with the AHMA leadership. During this week of celebration our communities integrated Naturopathic Physicians, Holistic Physicians, medical students from Naturopathic and Medical schools, Holistic Practitioners of all kinds, and our new Friends members.

As we studied, went to lectures, chatted in the hallways, ate, relaxed in the pool, and danced together we learned how similar we all are. From the educational experience that was the quality we expect from our AHMA conferences, to the small gatherings of musicians late in the evening, and especially the live band, party and dancing at the Gala Celebration, our members felt at home. The food was awesome, and set the bar for including quality nutrition for breakfast and lunch.

Our membership meeting was equally exciting. More than 50 of our members were in attendance at the meeting. I was able to thank those who came to the rescue at last year's meeting with their financial support for our organization. Our new Executive Director, Donna Nowak was introduced, exciting developments were discussed, and members gave input into the further shaping of the future of our organization in a very effective Cafe format led by John Neely, one of our new board members. Past presidents of the AHMA in attendance included Gladys McGarey, Bill Manahan, Alan Gaby, Rob Ivker, and Bob Anderson. Each received an award of thanks for their years of service, as well as our outgoing board member, Kjersten Gmeiner. We also enjoyed the presence and input of several new Naturopathic Physician members.

Molly Roberts has spent the past year building the new on-line AHMA member community, and it is indeed ready for prime time. Those in attendance agreed to be initiated into the forum for their easy and voluntary participation through their regular e-mail. If you are interested and not yet included, please contact her at MOLLYBOBS@aol.com and begin to enjoy the benefits of our community throughout the year.

The Holistic organization in Cleveland, Ohio, MBSC (Mind Body Spirit Connection), has been voted by the board to become part of the AHMA. As part of our future direction, the AHMA is planning to develop an organization of local chapters. Please contact Donna Nowak at

the association office when you would like to become involved in this exciting opportunity for development.

Lastly, after all the changes we have been through in the past year, Gladys McGarey has said that the AHMA is now closer to what our founders originally planned than it has ever been before.

I welcome you to get involved, stay involved, and increase your involvement in our community as we work together with other leading organizations to catalyze the much needed changes in our health care system.

Hal Blatman, President Board of Trustees

## From the desk of our Executive Director

I'm writing this note from Phoenix on August 14, where I am participating in my very first AHMA conference. It's hard to believe that I've been the Executive Director for six months already, especially when I reflect on how much we have accomplished together in a short period of time.

We relocated the office from Seattle to Cleveland, hired new staff, improved the website, converted to a new database, coordinated a long list of membership benefits, changed our by-laws, moved from a position of financial despair into one that offers promise. We reinstated a personal connection with both our members and the public and have made significant progress in the area of collaboration with other organizations whose mission and goals are similar to ours.

The camaraderie between the American Association of Naturopathic Physicians and AHMA's constituency here in Phoenix has been palpable. It is a pivotal time in holistic healthcare history. I believe that we have stepped more fully into an energy of love vs. fear and of unity and oneness vs. separation--not only in what we say in our guiding principles of holistic medicine, but in the way we interact with others.

In a spirit of collaboration, the Executive Directors of AANP, ACAM, AHHA, AHMA and ICIM now have a monthly teleconference so that we may serve as a resource to each other. AHMA President Hal Blatman and I are now actively involved in the Integrative Medicine Consortium (IMC) as well. This dynamic group includes AANP, ACAM, AAEM, AHMA, ICIM and IFM. As a result of the consortium's efforts, a liability insurance policy is now available through Fairway Physicians Insurance in California, offered in 13 different states. And legal defense is more readily available to those who encounter threats or challenges to their holistic practices. (Stay tuned for details over the coming months.)

My hope is that the following list of activities will give you the flavor of what has been accomplished during my first six months at the helm of AHMA:

- Set up the new office: phones, computers, furniture, office supplies, transfer of accounts, permits, credit, etc.
- Gained support from the Cleveland Clinic for enhanced office space (at no charge) late summer
- Responded to many unresolved member complaints/inquiries.
- Coordinated a major overhaul of the website which was unsightly, cumbersome and outdated
- Updated the Doctor Finder database (last was 2006)
- Managed conversion to a new database and clean-up of errors/incomplete data; estimated time-savings on report generation, renewals, etc. could be as much as 40-50%
- Helped develop new bylaws and secure CME's for the annual conference
- Reinstated the Member Certificate, welcome package and assisted with bi-monthly newsletter
- Updated printed materials (member application and brochures); created a poster of our Holistic Principles
- Launched a 30th year anniversary campaign
- Negotiated member benefits and published a document so you know what you get as our "thank you" for support

- Created a referral list for public inquiries and holistic training resource for physicians
- Secured donation/free installation of a network "server"; laid groundwork through volunteer program with IBM which may qualify us for a new laptop by year-end
- Established relationships with healthcare leaders across the country; gained support for the concept of an Executive Directors Network; participated in the Integrative Medical Consortium
- Hosted a reception for members and prospects in Columbus
- Managed the budget and secured donations that will help us break even or better in 2008
- Coordinated partnerships/sponsoring of these conferences: AGI (Webcast May 2008); MAHEC (July 2008, Asheville, NC); AANP/AHMA (Aug. 2008, Phoenix); ICIM (Oct. 2008, Pittsburgh); True North (Oct. 2008, Portland, ME); IHS (Feb. 2009, NYC); CAHCIM (Minneapolis, May 2009)

**Bottom line:** This is an exciting time in the life of the AHMA. A year ago, it looked like the organization might not survive. In fact, some said that we should fold our tents and go home. We are still small in infrastructure, and only about 800 members, but we are a growing voice. We are becoming a mighty force—not by wielding our power, but by serving as a role model that comes from the heart. We are advocating for holistic medicine, instead of advocating for ourselves. Of course, there is much more going on behind the scenes in order to restructure the organization. To help us position for the next phase of operations, I am thrilled to report that we recently added another part-time resource. Heather El-Khoury joined the AHMA team as Marketing Services Administrator, effective early August. Visit [www.holisticmedicine.org](http://www.holisticmedicine.org) to see the faces of those who are here to support the mission of AHMA.

In closing, I'd like to say that it has been a pleasure for me to talk with so

many of you by phone and to now meet you in person at the annual conference.

Donna Nowak, Executive Director

### AHMA Membership Meeting

A question to those attending the "Conversation Cafe" at our annual membership meeting in Phoenix last week: "In our future, what can the AHMA be uniquely best at?"

1. Collaborating healing communities modeling unconditional love in healing.
2. Bringing together heart and mind to ourselves, our colleagues, and our patients in equal measure.
3. Inclusive, collaborative sanctuary for self-healing and connection; credible to colleagues and the public.
4. Creating a sacred space where we can heal so that we can do good work.
5. The message of love: mind-body-spirit and unconditional love, healing ourselves and others.
6. Make our roots solid as providers of sacred space—nurturing the healer in us.
7. Nurture physicians by exploring integrative approaches to healthcare through unconditional love and spiritual growth.
8. Inclusive community for sharing stories and research around spirituality in healing.
9. Celebrating life and health through the study of science, people, and heart.
10. Art and science of the practice of medicine are imbued in our ten principles and our scientific database respectively.
11. Sanctuary and self-healing extension to the world, successful treatment outcomes for chronic illness.
12. Sanctuary for holistic physicians who create bridges.
13. Heart-centered, collaborative community providing support for practitioners through "ideal-centered" versus "modality-centered" education.

John Neely, Board of Trustees

### AHMA Website

Since starting this revamping project, your AHMA site is now ranked #1 in Google for the keywords "Holistic Medicine!" In comparison with the 12 billion other websites on the internet, we have steadily and significantly improved your visibility, from an Alexa ranking of 1,192,559 in February, 2008 to 573,818 in June, 2008. This is a phenomenal leap forward in such a short amount of time, and we are not done yet! People are sticking around to look through more of our web pages, and there have been almost 10,000 visits to the forum posts in the last few months alone. That means that with each passing day, more and more holistic practitioners like you are discovering the AHMA, and more people are finding you through our Doctor Finder feature. To receive the new posts coming through the AHMA Forum:

- 1) Come to [www.HolisticMedicine.org](http://www.HolisticMedicine.org),
- 2) Log into your member account,
- 3) Enter the Member Forum,
- 4) Click on the "Preferences" button,
- 5) Set each section's radio button to receive all posts.

Molly Roberts, Board of Trustees

### AHMA Member Benefits

AHMA continues to collaborate with other organizations which can help you increase your outreach and/or education in the field of integrative, holistic healthcare. Here are two special benefits for you:

1) 50% off your first year of membership from [TheHolisticOption.com](http://TheHolisticOption.com). Sign up at [www.TheHolisticOption.com](http://www.TheHolisticOption.com). Click on Practitioner Sign up. At the bottom of the page, click on Great, Let's Get Started. Questions? E-mail [klcampbell@theholisticoption.com](mailto:klcampbell@theholisticoption.com)

2) Effective immediately, any AHMA member who wishes to become a member of the International College for Integrative Medicine (ICIM) is eligible for a \$50 discount from the annual dues. Join now and your membership will continue through 12/31/09. A reciprocal discount from us is also being extended to ICIM

members who wish to join the AHMA. Contact [wendy@icimed.org](mailto:wendy@icimed.org) for an ICIM membership application.

The Integrative Medicine Consortium (IMC) has worked diligently with the Fairway Physicians Insurance Company in California in order to finalize a liability insurance policy for physicians practicing CAM/integrative medicine. Although the endorsement does not yet encompass all procedures, and it covers only 13 states thus far, it is a great start. According to IMC, "This list will grow as the new medicine that we practice continues to develop."

For AHMA specifically, >40% of our active physicians practice in one of the states covered (Arizona, California, Colorado, Connecticut, Florida, Idaho, Maryland, Minnesota, Nevada, New Mexico, New York, Texas, and Washington).

A copy of the finalized policy will be distributed to the organizations which comprise the IMC within the next few weeks, and we in turn can then share the info with our members.

### UPCOMING CONFERENCES

#### October 1-5, 2008: ICIM Conference

The International College of Integrative Medicine will host its fall conference at the Sheraton Station Square Hotel in Pittsburgh, PA. Lead-in workshops on October 1-2 include "Hyperbaric Oxygen" and "Metal Toxicity and the Impact on Human Health, Remedies and Rationale". The main congress, "Getting Well with Food and Nutrition", is October 3-5. A follow-up workshop on Sunday at no extra cost is entitled "Step Out of Pain the Rossiter Way".

Note: AHMA will be an exhibitor. Our members Renee Blaha, Terry Chappell and Tanya Edwards are among the presenters.

#### 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](http://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
- Tieraona Low Dog, MD
- Martha Herbert, MD, PhD

For more information or to register, visit: [www.IntegrativeOnc.org](http://www.IntegrativeOnc.org)

#### November 17-22, 2008: The Science & Clinical Application of Integrative Holistic Medicine

Join Scripps Center for Integrative Medicine and the American Board of Integrative Holistic Medicine for a one-of-a-kind educational experience that includes an up-to-date review of integrative holistic medicine science and research, as well as an opportunity for personal renewal. The course format includes lectures followed by question-and-answer sessions, experiential morning programs and evening study groups. Faculty are renowned experts in integrative holistic medicine and provide practical summaries on a wide-range of mind-body-spirit topics.

For more information please visit the website: [www.scripps.org/conferenceservices](http://www.scripps.org/conferenceservices)

#### November 20-21, 2008: SIOC: Integration Across the Spectrum of Cancer Care

The emerging field of integrative oncolo-

gy plays a vital role in all aspects of cancer survivorship. Complementary treatment modalities are integrated into the survivorship plan with goals of decreasing recurrence of disease, reducing the risk of a second primary cancer, managing symptoms related to the cancer or its treatment and improving quality of life. Speakers include:

- Dr. Josephine Briggs
- Ann Mertens MD
- John Milner, MD
- Lise Allschuler, ND

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

### February 19-21, 2009: Integrative Healthcare Symposium

Perhaps you remember this conference as CAMExpo from the past. This year's event, entitled, "Advancing Integrative Medicine to Improve Patient Care", will be held at the Hilton New York and Towers in NYC. For additional information, visit [www.ihsymposium.com](http://www.ihsymposium.com).

Note: AHMA is a collaborating partner for this symposium.

### March 11-15, 2009: ICIM Conference

The International College of Integrative Medicine will host its spring conference, "Seeking Global Advances in Healthcare", March 11-15 at the Marriott Indianapolis North in Indiana. The lead-in workshops will be "Emotional Freedom Technique" and "The Theoretical Basic for Integrative Cancer Care".

### May 12-15, 2009: Consortium of Academic Health Centers for Integrative Medicine (CAHCIM)

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 presented in Edmonton, Alberta in May 2006, the third in a series of international meetings. AHMA members are invited to submit abstracts.

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

## Sponsor Highlight

### InnoVision Health Media Inc.



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

Through a cooperative agreement between the AHMA and InnoVision, our members are eligible to electronically receive free copies of various medical journals, as well as significant discounts on printed publications.

### Monroe Products' Hemi-Sync®



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

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

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

## Member Classifieds

**PRACTICE AVAILABLE.** Holistic Family Practice Doctor retiring fall 2009. Looking for the right holistic physician to take over small practice in rural Northern New Mexico. Income small, rewards great.

**Call Kit Keith (575) 581-0033 or e-mail [kkeith@la-tierra.com](mailto:kkeith@la-tierra.com).**

### Board of Trustee Update

On May 30th the AHMA Board of Trustees unanimously approved John Neely as Treasurer and David Riley as Secretary. They will both serve on the executive committee.

Two task force committees were created: the 2009 AHMA conference task members includes Bill Benda MD, JD Forbes MD, David Riley MD, and Molly Roberts, MD; the Chapter organization task force will be chaired by Henri Roca. A fund raising committee was created and will be chaired by Patrick Belisle.

The Board of Trustees welcomes your input, if you would like to serve on an AHMA committee or have any questions, please contact Donna Nowak.