

AHMA NOVEMBER 2008 Newsletter



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

Message from the President

We have wonderful news as the leaves start to change color and the holiday season approaches. The AHMA is growing, with new members joining and old members renewing their memberships. MBSC (Mind-Body-Spirit Connection), the Holistic nonprofit organization started in 2002 by our Executive Director, Donna Nowak, has merged into the AHMA, adding more than 130 members and becoming the largest local AHMA group. The AHMA board has begun sponsoring a local gathering of holistic practitioners one evening during board meetings, and we are looking forward to meeting the practitioners in Cleveland at next month's board meeting. At our May board meeting we met practitioners in the Columbus, Ohio area.

During the past 2 years, I have participated in the Integrative Medicine Consortium, a group that includes the presidents and executive directors of

"alternative" medical organizations. These include AAEM, AANP, ACAM, ICIM, IFM, and the AHMA. The group's first project has been to provide an insurance product to our members that will protect us with malpractice insurance as well as from state medical boards for "alternative" practices. I am quite pleased that this policy from Fairway's insurance will be rolling out to our members in 18 states initially (see *AHMA member information* below). The next meeting of this Consortium will take place November 1st during the AAEM meeting in Orlando. Donna and I will be attending.

One item we have created in the last year is our member forum. I encourage you to join this on-line community, ask questions of each other, have discussions, and further enrich our lives beyond our yearly conference and local meetings. Molly Roberts has worked hard on this project, and would like to automate the community into your e-mail. This would simplify your involvement, and you could easily click and read what you are interested in, and ignore the rest. Please write her at mollybobs@aol.com and begin to enjoy the benefits of our community throughout the year.

As always, fund raising is part of our work as members. I encourage my patients and colleagues to support the AHMA as a way to help catalyze the changes we need in our health care system. **This year we are trying to raise \$30,000 in 30 weeks for our 30th anniversary.** Please donate online, call the AHMA office to contribute, or to ask for materials to set out in your waiting room.

Our new board will be having its 2009 planning retreat this month in Cleveland, Ohio. We will be setting our course and our conference plans for next year. We listened carefully during our membership meeting, and we are hoping to bring you plans that will excite us all.

I wish you the best,

Hal Blatman, President

AHMA Board Executive Committee Meeting Summary

Present: Hal Blatman, David Forbes, John Neely, Donna Nowak, David Riley

Reciprocal Dues

The executive committee agreed to offer a \$50 reciprocal membership discount with the organizations within the consortium of organizations discussed at the August board meeting. We will publicize the organizations that we have a reciprocal membership agreement with as agreements are finalized.

- ICIM \$50 reciprocal dues discount in place,
- AANP members were offered \$50 discount in Arizona; no reciprocal agreement yet in place,
- ANHA is willing to offer us \$50 reciprocal dues agreement, nothing in place,
- ACAM is also interested in a similar reciprocal dues offer.

Updates

NIWH is an organization with a 30 year history that currently offers AHMA members a discount for the training that they offer - primarily in holistic counseling. We will exchange links with them and discuss potentials for future educational ventures that will be brought to the board for consideration.

2009 Conference

The AHMA board will make a decision at the November 2008 meeting regarding which conference opportunities to pursue in 2009. The conference committee needs to gather specific and detailed information on the conference options that are currently on the table. The executive committee asked that the following questions be answered and presented to the board in November on the following conference options: AANP, Pangea, ABIHM, AHMA led retreat, (more than just one option is possible) so that an informed decision can be made:

1. Regional vs. national event(s)
 2. Retreat versus conference
 3. Location(s)
 4. Time(s) of Year
 5. Partnering organization
 6. Curriculum planning
 7. Manpower expectations
 8. Future partnering options
 9. Revenue sharing
 10. Risk and Cost sharing
 11. CME (planning/costs)
- Information for inclusion in the

Newsletter

Information for the January 2009 newsletter should be sent electronically to the AHMA by December 5th.

Executive Director Update

“Reinventing Ourselves” may very well be the theme for the AHMA in 2008. At this time of year, it seems especially appropriate to give thanks to all of our members, sponsors and friends who have supported our restructuring efforts thus far. There is still much to do, but we can see a light at the end of the tunnel.

Our 30th Anniversary Fundraising Campaign (designed to raise \$30,000 in 30 weeks for our 30th anniversary year) has brought in \$6,155 to date. Thank you to all who have so generously contributed. You are helping us revamp the website, print brochures, pay for staff, and more!

Throughout this year’s many changes, we have remained steadfast in our support of the Ten Guiding Principles of Holistic Medicine. At the same time we have defined (and refined) our many programs, goals and activities. Sometimes we’re just tweaking something preexisting, like a brochure or internal policy. At other times, we are creating something new, like developing a set of AHMA membership guidelines. With an ever-growing number of non-physicians providing holistic healthcare, a statement of our shared goals and intentions will be increasingly valuable.

When the Board of Directors gets together for its fourth quarter meeting in November, we will begin brainstorming plans for 2009. This will include discussion of how we can best serve as an advo-

cate for Holistic Medicine in the future. This year the AHMA has already stepped up to the plate as a collaborator and clearinghouse of information. We are filling a gap that arose from the splintering into many different organizations, and highlighting a mission that we all share which is to serve the needs of patients and the public. This can be better accomplished through collaboration and partnership.

The value of working together with others is gaining awareness and momentum. Instead of thinking only about our own needs and interests, the AHMA looks for opportunities to share ideas and information with the myriad of organizations which promote complementary, alternative, environmental, functional, holistic and integrative healthcare.

A recent example of positive partnering took place in Pittsburgh in early October. As Executive Director of the AHMA, I was invited (at no charge) to participate in an educational conference entitled, “Getting Well with Food & Nutrition”, hosted by the International College of Integrative Medicine (ICIM). You may recall hearing earlier this year that in the spirit of partnership, ICIM and the AHMA established a reciprocal membership discount wherein ICIM members are invited to join the AHMA at a \$50 discount, and AHMA members are invited to join ICIM at a discount as well. Helping our respective members save money is important to us all!

Let us be mindful of how our collective efforts are making a difference in the lives of others. It’s a combination of both the big things and the small things which makes the world a better place.

The 30/30/30 campaign to help us raise \$30,000 in 30 weeks for our 30th anniversary year has only four months to go. At the time of this article, we had reached 20% of our goal. Can YOU help? Please consider making a one-time donation, or a monthly or quarterly pledge. Thank You to our 30th Anniversary Year Donors thus far:

Bill Benda
Hal Blatman
Felecia Dawson
Tanya Edwards

Cynthia Ferrelli
David Forbes
Alan Gaby
Kjersten Gmeiner
Stephen Henke
Evan Hirsch
Jacob Jaggy
Bill Manahan
John Mansberger
Jill Marks
Tamara Merritt
Joseph Mersol
Ed Miller
John Neely
Donna Nowak
David Riley
Molly Roberts
Henri Roca
Janice Stetina
Wendy Zimmerman

Donna Nowak, Executive Director

AHMA Member Information

Malpractice Insurance Policy Rollout by Fairway Physicians Insurance

Thanks to the Integrative Medicine Consortium’s work with Fairway Physicians Insurance Company (RRG), physicians in 19 states now have access to medical malpractice liability insurance that is specialized for Integrative Medicine. Fairway is pleased to announce its relationship with AAEM, ACAM, AHMA, ICIM, IMC and IFM. The benefit of this affiliation for you is a quality medical malpractice insurance program with affordable premiums.

For a quotation, call 800-846-7766 or email info@fairwayphysicians.com. For details, visit www.fairwayphysicians.com.

The 19 states where the insurance policy is currently available include: Arizona, California, Colorado, Florida, Georgia, Idaho, Illinois, Iowa, Kansas, Maryland, Montana, Nebraska, Nevada, New Mexico, New York, North Carolina, South Carolina, Ohio, and Washington.

Social Networking Opportunities for AHMA: “Integrative Practitioner”

Facebook. My Space. Twitter. LinkedIn. Plaxo. The social networking

trend has rapidly evolved from curious cultural phenomenon to an essential element of success in today's global marketplace. The growth of the integrative medicine market over the last decade has been inspired in part by social networks of patients and providers alike, collectively contributing to the advancement of healthcare transformation. But, ironically, with the potential of electronic commerce fully at hand, there has not been a formal strategy to unleash the power of on-line social networking to benefit holistic healthcare providers and their patients...until now.

Integrative Practitioner, a Web-based community for healthcare professionals and providers, launched earlier this year with an important mission: to foster collaboration and dialogue among licensed practitioners and other individuals who aim to advance integrative medicine and interact with leaders in their respective fields. With an advisory board anchored by thought leaders in the field, together with a handful of innovative companies that value the importance of maximizing networking among them, Integrative Practitioner processed its first individual membership in January. Today, nearly 4,000 integrative medicine professionals across the globe have joined the vibrant community.

Membership to Integrative Practitioner is free, and provides practitioners with access to a resource network that, as its literature suggests, helps them to "build and sustain thriving practices." In today's competitive marketplace, that is the single most important element to ensure membership growth.

The community includes peer discussions on dozens of topics, professional articles, case studies, and literature reviews by industry leaders, current research and clinical trials, practice management and marketing tools and tips, subscription to *Integrative Practitioner Update*, access to the Natural Standard Database, and a registration discount for the Integrative Healthcare Symposium.

Membership is open to all healthcare providers, including medical doctors, osteopathic physicians, naturopathic physicians, registered nurses, nurse practitio-

ners, chiropractors, massage therapists, nutritionists, psychologists, herbalists, practitioners of energy medicine, practitioners of Traditional Chinese Medicine, and other health professions. The community also welcomes integrative medicine business professionals including consultants and administrators.

For more information on Integrative Practitioner, and to join the community free of charge, please visit www.integrativepractitioner.com

AHMA Website

We had a great response to the forum at the recent annual conference and have decided to adjust the settings of the forum so that we can all more easily communicate with each other.

We are getting all AHMA members signed up for the forum. If you don't want to wait, then all you need to do is sign into the AHMA website, go to the forum, and click on the "Preferences" button. Then simply click "All" all the way down the page to accept postings from each of the forum's sections. Make sure to click on the Public forum, as this is where some of the best discussions are going on. I do suggest that you sign up for all the posts.

Next month I will give you several ways to make good use of the forum, including ways to get your holistic medical questions asked, how to find help and support, how to create a closer community (how to make friends in holistic places), and how to let patients and other practitioners know about your practice. Until then, my best wishes go out to all of you!

Molly Roberts, Board of Trustees

Upcoming Conferences

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. Speakers include:

- Michael Balick, PhD
- Martha Herbert, MD, PhD
- Roberta Lee, MD
- Tieraona Low Dog, MD
- David Riley, MD

www.pangeaconference.com

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.

www.scripps.org/conferenceservices

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

The emerging field of integrative oncology 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

www.integrativeonc.org

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. The AHMA is a collaborating partner for this symposium.

www.ihsymposium.com.

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

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. The AHMA is a participating organization for this conference.

www.imconsortium-conference.org/

Sponsor Highlights

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 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.

InnoVision Health Media Inc.



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

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

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.

HOLISTIC WELLNESS CENTER

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

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2nd Annual
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FOR PRACTITIONERS AND MEDICAL STUDENTS

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For details, please contact A.Landman, MD at:
paamdrscourse@anthroposophy.org or 734-930-9462