

Connectives... November/December 2003

Published for Members and Friends of *Mind-Body-Spirit Connected*, Cleveland, Ohio

Mind-Body-Spirit Connected (MBSC) is a 501(c)(3) nonprofit association dedicated to the education and advancement of holistic practitioners and complementary healing methodologies. While many organizations focus on various aspects of holistic practice, *MBSC* strives to bring together all disciplines and to bridge the gap between the holistic and traditional healing communities. *MBSC* encourages an understanding of both eastern and western philosophies.

Inside This Issue:

New Members, Members in the News, *MBSC* Governance (pg. 2)

Free Listings, 10% Discounts for Members (pg. 3)

Akron Chapter, Upcoming Events, Speakers Bureau (pg. 4)

Marketing Tips, Complementary & alternative medicine defined (pg. 5)

Notes on Legal & Ethical Challenges for Physicians (pg. 6-7)



MBSC's Board of Directors

Donna Nowak, Founder/President
Hank Roth, Vice-President
Linda Droblich, Secretary
Rachel Rizzi, Treasurer

Tedde Abbott	Chris Meyer
Cliff Berns	Karyn Pistone
Anne Marie Diemert	Carol Spears
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Elizabeth Grosse	Nancy Strick

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MBSC's newsletters are posted online at www.MBSConline.org. Non-members who would like to receive this bi-monthly newsletter by mail may subscribe for \$12 to help defray printing and postage expenses. The newsletter is routinely mailed free of charge to *MBSC* members who prefer a hard copy.

MBSC Hits Important Milestone

On October 22, Cameron Plagens joined *MBSC*, becoming our 100th member. This is very exciting, especially when you stop to think that our kick-off program was only 15 months previous. Since *MBSC's* membership growth is so significant, we thought it would be nice to celebrate it a bit by introducing Cameron to those who are reading this newsletter. Here is the lovely biographical sketch she submitted.

"My name is Cameron Plagens. Twelve years ago I had a health crisis, (or spiritual awakening). My thyroid was not working, and my brain activity was so slow I could not be a passenger in a car, much less drive one because my brain could not process the visual information. I was seeing lights inside and outside of my head. My doctor thought I must have a brain tumor, but the final diagnosis was clinical depression and hypothyroidism; my diagnosis was a need for spiritual transformation. The medical community told me to take some Synthroid and Prozac. But I was so fatigued, I would sleep 18 hours a day, getting up to make lunch for my three kids was my goal for the day.

I have always loved the mysticism of the church so I began to pray, be guided and was willing to be lead because I knew I had to heal myself. I became a Reiki Master, took shiatsu in Doylestown, PA, participated in nine Ron Roth five-day Intensives, worked with a Lakota man, a Peruvian shaman, and learned energy work here in Cleveland. I was persistent and relentless. I had a spiritual divorce, moved, and my mother died. I finished my Bachelor degree magna cum laude and now am in my senior year at Ursuline getting my Masters in Art Therapy and Counseling. I will finish Gestalt Training in May 2004.

I have been blessed by loving, spiritual people in my life. I went off the Prozac right away and now take a thyroid pill maybe every four to five days. I am still purifying myself and opening more. I am also opening a private practice with another therapist in March of next year: WestBay Counseling Center. My thesis work is based upon the integration of energy work and art therapy, "The Art of Healing Children". I am receiving special training to work with the Indigo adults and children. My process is prayer; I am convinced that Love still heals.

I am honored to be the 100th member of this organization of divine beings; thank you for all of your gifts, together we are whole."

Membership Renewal

If you have not yet received your membership dues renewal invoice, please contact Rachel Rizzi, Treasurer, at 216-321-7885. All members paid in full by 12/31/03, and who have submitted their directory profiles, will be included in the 2004 membership directory to be distributed in February. If your 2003 directory listing is still accurate, we can reprint "as is", provided your dues are paid by the deadline.

MBSC is Still Growing...

Special welcome to these new *MBSC* members:

Barb Clugh, Strongsville
Organizational Development
Consultant

Dr. Kitrina Kearfott, Cleveland Hts.
CranioSacral/Guided Imagery

Corky Larsen, Strongsville
Hypnotherapist and Spiritual
Teacher

Hari Rajagopal, Mayfield Heights
Software Engineer

Dr. Jeff Romig, Uniontown
Holistic/Naturopathic Physician

Dr. David Santoro, Twinsburg
Psychologist

Anne Stevens, Avon Lake
Feng Shui Consultant

Gloria Treister, Shaker Heights
Director of Wellness Center

Members in the News

Johanna Pockar was mentioned in a Plain Dealer article on the benefits of interior design and feng shui to enhance the sale ability of a home. Way to go!

Congratulations to *Gloria Treister* who was named one of the top ten finalists in COSE's Business Plan Challenge competition.

Donna Nowak and *MBSC* were featured in an article on healthcare (pages 22-23) in the November 3rd issue of Crain's Cleveland Business.

Sponsorship

MBSC is looking for sponsors of upcoming programs in January-May 2004. If you are interested in promoting your business/practice to like-minded individuals, please call the *MBSC* office at 216-321-9181 for further details.

Members Sharing MBSC...

Thanks to the Membership Committee for suggesting that the newsletter include a corner that gives members an opportunity to tell how they are sharing *MBSC* with others. This edition's comments come to you from Johanna Pockar, Feng Shui Consultant in Euclid. Johanna brings guests with her to our educational programs as often as possible. "I want to introduce them to the concept of the organization and offer them an opportunity to become a part of a high level, grounded organization." Johanna joined *MBSC* in January of this year and has already brought three guests to programs. "Each of these are awesome individuals and healers," she says. "Diane Arm-strong is a certified yoga teacher, trained through the Atma Center. She is also my part-ner in color therapy and an artist. Ed Russell is also yoga trained with Atma and others, and a Reiki student of Sister Ann Winters at Ursuline. Michael Frost is a massotherapist, tai chi master, and brilliant healer."

It sounds as if Johanna viewed *MBSC* program attendance as a gift she was giving these individuals, as well as a gift to our organization. "All of them would make a wonderful contribution to the group," she added. She paid for each person's program attendance, as she invited them as her guest. In closing, she said, "My guests found the presentations excellent, and they all met many people they knew in the community at the meeting."

Leadership Has Been Selected for 2004

At the October 15th annual membership meeting, the following individuals were elected to join *MBSC*'s board of directors. Unless otherwise noted below, each director will serve a three-year term. This year's election was a bit informal, with a simple show of hands. Next year we will add a bit more structure by having a written ballot. The nomination process is spelled out in our Code of Regulations and can be viewed on the website.

Tedde Abbott	Hypnotherapist
Cliff Berns	Healing Arts Practitioner
Anne Marie Diemert	Reiki Master/Organizational Consultant
Linda Droblich	Marketing Specialist (filling 2-year open seat)
Joan Fox	Director of Integrative Medicine (filling 1-year open seat)
Anne Stevens	Feng Shui Consultant

Other directors still serving their initial terms of election are shown below. Their primary area of *MBSC* involvement is noted in parentheses:

Elizabeth Grosse	Business Consultant (Programming)
Chris Meyer	Attorney (Legal Counsel)
Donna Nowak	Business Manager (Executive Director)
Karyn Pistone	Financial Planner (Special Projects)
Rachel Rizzi	Office Administrator (Treasurer/Administration)
Hank Roth	Attorney/Teacher (Programming, Special Projects)
Carol Spears	Reiki Master/Music Practitioner (Speakers Bureau)
Nancy Strick	Healing Touch Practitioner (Membership)

At its November 3rd meeting, the new board of directors elected the following officers:

President	Donna Nowak
Vice President	Hank Roth
Secretary	Linda Droblich
Treasurer	Rachel Rizzi

Thank you to the volunteer efforts of the 2003-04 Nominating Committee consisting of Karyn Pistone, Rachel Rizzi, and Therese Stadul. Thanks also to Carol Krentzman, who will be joining the committee in 2004.

Member Corner

All Around The Town

Have you heard about “The Wellness and Total Learning Center” in Ashtabula? Their mission is to promote and foster balance and wholeness of body, mind and spirit in a safe space, with a loving atmosphere, that honors and supports each person's growth and wellness. Toward that end, WTLC provides educational programs, complementary treatments, supportive resources, and activities. If you would like more information, please visit their website at:

www.suite224.net/~wtlc

November “Dream” Program Gets Accolades

Neal Szpatura and Dr. Doris Cohen received especially high ratings at our dreamwork program on 11/18. In addition to being insightful and interesting speakers, with plenty of humor tossed in, they gave a wealth of additional information in the form of handouts and recommended reading material. For those of you unable to attend, Doris said that if there is only one book on dreams you ever read, it should be “Working With Dreams” by M. Ullman, MD.

Free Listings

Throughout the year, *MBSC* has informed its members of numerous online directories at no cost or a very nominal fee. If you are a new member, you might want to check out previous editions of our newsletter to pick up any you missed (available online through the website). Here are a few more.

1) Memergy Magazine, under the direction of Terrilyn Hatton as Editor and Daniel Clark, offers a valuable service to holistic practitioners. If you would like to be included in Memergy's free online business directory for the “new age industry”, please visit this website address:

memergy.com/ezine/directory.html

If you would like Memergy to include your local events as part of their online calendar, visit their website at the following address: www.memergy.com/ezine/events.html

2) Crain's Cleveland Business has an online healthcare directory. *MBSC* requested that they add a category entitled “Holistic Practice”, but due to space constraints, they encouraged our members to submit listings under the “Fitness & Wellness” category. If you are interested in a free listing, go to www.CrainsCleveland.com and click on Health Care Directory, or type in the following address:

www.crain.com/datacenter/ccl/net_health/NetAdd.cfm

3) *WorldwideHealth.com* is an International health-related website with articles, news and lists of therapists and businesses in 127 categories. They claim to be receiving hundreds of thousands of hits and are willing to add your business free of charge so that their website visitors can locate a business which provides the service they are seeking at a location that is convenient. Visit the following website address in order to get a no-charge listing. Enhanced upgrades are available for \$60 if desired:

www.worldwidehealth.com/Directory/freeadsignup.php?offerid=wwha285o52

MBSC Members Giving Discount to other Members

The following members have offered to extend a 10% discount on their products or services to fellow *MBSC* members. Some restrictions may apply, but we believe that you will be pleased with the generosity of these members who want to make it even easier for you to experience and enjoy the benefits of their healing practices.

Tedde Abbott	Abbott Hypnotherapy & Guided Imagery	440-934-1616
Carol Baglia	Buteyko Asthma Education, USA	216-952-7048
John Toby Booth	A Healing Touch by John Toby Booth	440-322-9096
Stephanie Burns	MSA Testing & Balancing	330-928-5312
Linda Clark	The Massage Center	330-833-2733
Rodney Dawson	Rod's Web Design	216-706-3049
Anne Marie Diemert	Community Family Medicine	440-899-4400 ext. 236
Donna Ferris	Reiki Practitioner	440-256-2564
Elaine Gallovic	Heartspace	440-256-1556
Erin Holston	Options Naturopathic Clinic	216-707-9137
Linda Knight	Generations Massotherapy	330-666-3779
Tajalli Leppla	Radiant Heart	330-606-2463
Michelle Martin	Insight Learning Center	216-561-4470
Julie Mitchell	Mitchell Presentations & Coaching	mitchcom@en.com
Alicia Rocco	The Natural Approach Distribution Centre	330-868-5353
Jody Soland	Metanoia	330-945-6412
Carol Spears	Heart in Hands Holistic Healing	440-639-9958
Therese Stadul	Healthy Home, Healthy Body	440-845-7357
Nancy Strick	Healing Touch	330-656-3425
Ted Suzelis	Health Advocate Services	330-872-1577
Ann Winters	Ursuline Sophia Center	440-442-4160 ext. 224

If you are an *MBSC* member who would like to be added to this list, please contact the *MBSC* office by email or phone. We will keep an updated master list on file and then publish it again in the 2004 membership directory to be printed in January/February.

Akron Chapter Kick-off Program

The Greater Akron Chapter had a fabulous launch with its first public program held on October 29. Approximately 40 guests attended the event in Cuyahoga Falls at the Sheraton Suites.

Four panelists spoke candidly about how they have built their holistic practice, sharing ideas and encouragement about how to overcome a variety of obstacles in business.

Congratulations to the Akron board of directors for coordinating a wonderful event:

Stephanie Burns, Chapter President
Tajalli Leppla, Vice President
Kelly Brown, Secretary
Jan Boling, Treasurer
Judy Corrente
Kris Halter
Linda Knight
Kevin Schillig
Chris White

MBSC Speakers Bureau Launched in October

Nine members submitted applications and were approved for participation in our volunteer speakers bureau, enabling us to promote a total of 24 different workshops to more than 100 potential user organizations. At the time of this article, 11 inquiries had been received: 5 from libraries, 2 community service programs, 1 college, 1 Chamber of Commerce, 1 metaphysical church and 1 hospital.

Trivia fact:

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Upcoming *MBSC* Programs

Grab your appointment book, and pencil us in for these evenings. Consider inviting a friend or colleague, and especially your dentist, to the January education topic, since it is one that pertains to virtually everyone—at least the last time we looked around, it seemed everyone had teeth!

Tuesday, December 16 at 3073 Fairmount Boulevard, Cleveland Heights - *Members Only Holiday Social* – Cost \$10. Please RSVP by Friday, 12/5.

Join us for an “open house” feast of appetizers, friends and holiday cheer at the Nowak’s home between 5:30-7:30. Event chair Linda Droblich.

Thursday, January 15 at Wellington Catering, 777 Alpha Drive, Highland Heights, “Could your Mouth be Causing your Maladies?” This program takes a look at a “wholistic” approach to dentistry.

Cleveland Clinic Physicians Seek Holistic Info

In late September, *MBSC* members Nancy Strick and Donna Nowak were part of a three-person panel of holistic practitioners invited to Cleveland Clinic’s Integrative Medicine educational program, which was attended by 16 physicians or other healthcare professionals. One of the clear messages that came from these conventional medicine practitioners was that they would like to know more about complementary and alternative medicine, but it is difficult for them to either find the time or to know how to even begin finding qualified, credible practitioners or to know which of their patients would benefit from a particular modality. Of course, we let them know that *MBSC* can be an invaluable resource, but we would like to go one step further, by making it very easy for them to learn about various modalities and holistic practitioners.

If any of you as *MBSC* members are willing to extend a free experiential session to those 16 healthcare providers, we’ll coordinate with the Cleveland Clinic to see what we can make happen. And, if you are not interested in providing a session for free, let us know what you would be willing to do. We’ll then determine an appropriate strategy to promote various options for a win-win outcome.

Many Opportunities to Get Involved

If you would like to get involved in the planning and leadership of *MBSC*, opportunities abound both in Cleveland and Akron. We can only build and maintain an exciting and dynamic organization when a variety of members with diverse backgrounds and perspectives take an interest in the behind-the-scenes planning and idea generation. While the board of directors and *MBSC*’s administrative office handles general governance issues and day-to-day management, there is plenty of room (and desire) for your participation.

Just let us know your area of interest. For instance, if you like the idea of joining a committee, there are many choices: Membership, Programming, Administration, and Sponsorship just to name a few. Or, if you’d rather participate selectively on Special Projects without a full 12-months commitment, perhaps you’d like to get involved in the planning of a special one-time event. Please don’t be shy. Give us a call, and we’ll put you to work! Cleveland 216-321-9181 or Akron 330-777-0150.

Thoughts on Marketing

The title of the book by Mark Stevens is a little unorthodox, “Your Marketing Sucks”, but an *MBSC* friend suggested that we visit a particular website, and it seemed potentially helpful to mention this book to those of you who feel a little naïve when it comes to marketing your services.

According to Publishers Weekly, “This gem of a book is brimming with anecdotal evidence of advertising strategies gone awry, and full of examples of better plans.” According to the author, this book will teach you how to become an Extreme Marketer, someone who gets a positive return on his/her marketing investment. “We are going to do that by talking about both strategy and tactic,” he says. “By the time we are done talking about strategy, you will be able to make sure that:

- a) Your marketing efforts are in total alignment with your company’s growth, profit and value-building objectives.
- b) You are clear about your unique selling proposition. (You can only stand for one primary thing. Otherwise you will confuse your current and potential customers).
- c) You know what it is going to take to reach the broadest possible audience for your product or service.
- d) Qualified prospects—including existing customers—will find your offer nearly impossible to resist. “

Stevens says, “And when it comes to tactics, by the time we are finished you will know why you need to be able to:

- » Describe what you are selling in a single sentence.
- » Differentiate what you are selling from the competition in such a powerful way that buying from anyone else will strike a prospect as dumb.
- » Determine the best prospects to sell to.
- » Have systems in place to allow you to do that selling efficiently.
- » Capture leads.
- » Know exactly how you are going to follow up on those leads.
- » Cross-sell your products and services to customers and prospects.
- » Grow your business like a snowball rolling down a hill, steadily gaining speed and mass each day.

Extreme Marketing is good business in microcosm.”

Complementary and Alternative Medicine Defined

Complementary and alternative medicine (CAM), as defined by the National Center for Complementary & Alternative Medicine (NCCAM), is a “group of diverse medical and health care systems, practices, and products that are not presently considered to be part of conventional medicine. While some scientific evidence exists regarding some CAM therapies, for most there are key questions that are yet to be answered through well-designed scientific studies--questions such as whether they are safe and whether they work for the diseases or medical conditions for which they are used.

The list of what is considered to be CAM changes continually, as those therapies that are proven to be safe and effective become adopted into conventional health care and as new approaches to health care emerge.” Are complementary medicine and alternative medicine different from each other? Yes, according to NCCAM:

- **Complementary** medicine is used **together with** conventional medicine. An example of a complementary therapy is using aromatherapy to help lessen a patient’s discomfort following surgery.
- **Alternative** medicine is used **in place of** conventional medicine. An example of an alternative therapy is using a special diet to treat cancer instead of undergoing surgery, radiation, or chemotherapy that has been recommended by a conventional doctor.
- **Integrative** medicine, as defined by NCCAM, combines mainstream medical therapies and CAM therapies for which there is some high-quality scientific evidence of safety and effectiveness.

MBSC’s primary focus is on education related to complementary and alternative medicine so that CAM will become part of mainstream healthcare. This will enable the traditional healthcare community to embrace integrative medicine.

Legal and Ethical Challenges in Clinical Uses of Alternative Therapies

The Cleveland Clinic's Center for Integrative Medicine sponsored a CEU program in October to help physicians: 1) Gain a better understanding of the nature and uses of alternative practices, 2) Discuss ethical and legal challenges presented by the use of these modalities, and 3) Recommend measures that can be taken to minimize legal risks. Several *MBSC* members attended the presentation by Maxwell Mehlman, JD, Professor of Law and Director of the Law-Medicine Center at Case Western Reserve University School of Law. At the end of his talk on this subject, the speaker said the question still remains as to why CAM is held to a higher standard than modern medicine.

Thanks to member Adele Eisner's detailed notes from the presentation, we are able to share the following highlights that may be of interest. Since the doctors who attended are probably more interested in integrative medicine than most, we do think it helpful that you hear some of the things they were told. What follows, however, is not a formal article; so perhaps you can think of it as if you're back in school, reading someone else's notes from an important class that you missed, gleaned what seems most pertinent.

Why Isn't CAM supported by scientific evidence?

1. *Some CAM does not even begin with the scientific model*, which often does not fit such testing. The scientific rules just don't apply; Chinese medicine was given as an example of a healthcare practice that doesn't fit with the existing scientific model.

2. *CAM can't afford it*. Phase 3 testing is very expensive, and there is rarely a way to recover research costs as there is, say in pharmaceuticals (related to equipment purchase, etc.) Most of these philosophies and practices have been around so long, and/or are so widespread that there is no way to market them after testing, or to sell them and recover costs.

The National Institute of Health and Congress are considering actions that could possibly allow approved methodologies some form of "ownership" "for the common good" or give marketing exclusivity to companies that are testing approved methodologies, like a good housekeeping seal of approval, making it possible for them to earn back the money spent on testing. But this is still in infancy stages.

3. *Some of CAM doesn't have to be supported by scientific evidence*. In 1994, the government found that supplements, for instance, are food, not drugs. As food items, the manufacturers don't have to prove drug efficacy nor drug safety. The FDA only now requires that supplement manufacturers print the true contents of the bottle (no proven benefits or risks information is required.) Safety and efficacy, and effectiveness and efficacy, are two different things. Effectiveness just shows that something is working, not that it is acceptable by law. Efficacy is scientifically tested, i.e., unbiased studies that scientifically prove benefits and risks.

4. *The public is not generally requiring CAM to have such scientific evidence*. Americans are so disappointed by the limits of conventional medicine, both in results and with providers even caring about outcomes, that they are going in majority numbers to CAM providers, regardless of the lack of scientific evidence to support it. Yes, research showed that more office visits were made to CAM practitioners than to primary care physicians.

5. *Much of CAM is underlaid with "new age" beliefs that cannot be tested in old ways*. The speaker referred to a quote from Deepak Chopra's *Quantum Healing* about the process of AIDS, how it is caused by a distortion of the DNA, which further causes something like the DNA to attack itself (autoimmune issue) so it stops doing one thing and allows the wild growth as a result. The end of the quote was something like, "When the siren sounds given off by the distorted DNA can be reshaped with the proper sounds, and the sequence of the DNA sounds is restored back into proper sequence, the cancer has been stopped".

Mehlman used Adolph's Meat Tenderizer as an example of differences between "efficacy" and "effectiveness", wherein the product is being used instead of laminectomy for herniated disks. Unfortunately, in the hands of an unskilled practitioner, injected in the wrong place, Adolph's could tenderize the brain.

Licensed professionals must be cautious because they could be held in disciplinary action by the licensing body, they could be subject to hospital censure/firing or malpractice suits. Entrepreneurial CAMmers could even be charged via the Fed Trade Commission for fraud. Non-licensed practitioners could be charged criminally for practicing medicine without a license.

Ohio State laws say that licensed physicians must stay within the scope of their licensure, with a provision added that a doctor's use of a procedure does not constitute improper conduct when **the reasonable** benefits and risks of the treatment outweigh those of available traditional treatments. Following are some possible defenses, i.e., ways to minimize potential legal problems in the use of CAM):

1. Primum Non Nocere - "**Do No Harm**" remains the critical oath. This can be:

- a. actual physical harm
- b. preventing use of safer intervention
- c. economic harm - charging too much for not enough or ineffectiveness

2. Effectiveness - Attendees were encouraged to "Always use the least expensive and safest intervention." (continued on reverse)

Mehlman gave the example of the PBS show where they tested bacteria cultures for changes with Qiqong. The cultures exhibited no changes, but patients who had used Qiqong directly showed marked changes for the better. The TV program called it “just a *placebo effect*” of the CAM practice... But the fact is that the practice did allow the body to produce an analgesic effect.

Placebo effect (This is important!) - In the end, when asked about large numbers of anecdotal reports possibly serving as proof enough for effectiveness, Mehlman said, “No, there are too many ways to skew info...” But, he added that testing can be done on measurable effects, i.e., body chemistry, etc., with the use of CAM, to demonstrate a repeatable “positive placebo effect”. Just as drug companies need to show the efficacy of a drug compared to the placebos in the study, CAM needs to show the effect of “the placebo”, maybe over traditional medications.

3. Respectable Minority – A defense is that you do/did what a “respectable minority” would do. Attendees were discouraged from the use of polls and encouraged to get some good experts on the stand to testify to the facts.

4. Plausible Scientific Rationale – A defense is that a rationale can be demonstrated for your actions.

5. Followed literature in respected journals – A defense is that you made a prudent decision based upon information deemed to be reliable.

6. Plausible risk - There was informed consent and you believed an alternative modality had been shown to have fewer side effects, i.e., you tried other things and they didn't work.

Professor Mehlman said that CAM practitioners must inform patients of reasonable mainstream alternatives. Pay attention because this includes us *MBSC* members. Does a licensed professional have to inform patients of alternative approaches? Not if the CAM approach is illegal in the state or not scientifically reasonable. Physicians only have to tell about the treatments that are legal and reasonable. If in doubt about reasonable effectiveness, the watchword given to attendees was, “Do The Right Thing”.

What if a patient brings up CAM? In a nutshell, attendees were encouraged to be open-minded and consider various possibilities. Mehlman talked about the American Academy of Pediatrics coming up with some guidelines that include:

- Don't be a nihilist about CAM.
- Don't disparage CAM.
- Don't go on the defensive.
- Explain your understanding honestly.
- If the patient insists and you disagree, you might have to transfer the patient to another's care.

What if a patient consents but results are unsatisfactory? Reference was made to Tunkle vs. Regents (California, 1963). A patient at the UCLA Medical Center was in great pain, signed a consent form but then sued. The consent form was thrown out of court, indicating that such forms did not have to be accepted as evidence that the patient waived the hospital's liability for negligence. Some other cases have upheld consent forms as legal evidence. Charrell v. Gonzalez (NY, 1998) said that the patient had been well informed of risks, benefits and alternatives to a particular procedure. The patient was well-educated, had gotten much information, and understood the information.

The speaker said that huge tension is approaching the moving of medicine out of the paternalistic model. On the subject of Informed Consent, “Get it!” was the message (despite Tunkle). Give as much unbiased info and let the patient make a decision. If there is no reason to believe a treatment will cause harm, then offer the information.

Unlike regular pharmaceutical companies and proven procedures, we don't know the risks of CAM to present. CAM treatments *can* have risks, i.e., studies have shown that St John's Wort and other supplements can have toxic levels. Safety studies to be done on CAM must include risks and benefits to be scientifically equal and legal. Non-licensed practitioners could be sued criminally for practicing medicine without a license. Technically, this is true for someone who even provides aspirin to a friend at a party and something negative happens. *MBSC* members, let's be advised since we are likely to be higher profile!

Why is there no licensure for CAM practitioners/modalities? There is not a large enough lobbying effort or organized group with money to lobby Congress (no organization, no money, no action plan...), and there are other established groups (with money) who don't want such licensure to happen.

Bottom Line: Get informed consent forms/waivers signed regardless of Tunkle ruling. Tell of other traditional treatments available. State a reasonable expectation and tell of any risks.

Two New Websites to Check Out

The Akron Chapter of *MBSC* has an exciting new website: www.MBSCakron.org. The site lists all of the group's upcoming programs and meetings. Another great site to check out is www.HolisticWebDirectory.com. This site now has discussion boards to post questions regarding holistic practices, information about lifestyle, and sharing in the success of others.

“Balanced Living” Advertising Discount

In addition to a routine discount of 10% to holistic practitioners, *Balanced Living* magazine is offering a 3% discount for *MBSC* members. Practitioner members are eligible for a 13% discount on ads placed in this exciting, new Cleveland publication. If you would like more information, or to place an ad, please contact info@BalancedLivingMag.com.



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Dedicated to the education and advancement of holistic practitioners and complementary healing methodologies.