

1 ☐ **Complementary and Alternative Medicine**

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2 ☐ **This Presentation**

- Some General Cautions and Philosophy
- Overview of Complementary and Alternative Medicine (as understood by the National Institutes of Health)
- Personal Experiences
- I'm not an authority, just an experienced practitioner

3 ☐ **Scientific Paradigm**

- The Structure of Scientific Revolutions, Thomas Kuhn, 1997 (3rd edition)
University of Chicago Press
- Evidence that does not match the current scientific orthodoxy will be ignored, no matter how good it is.

4 ☐ **Examples of Paradigm Change**

- Louis Pasteur
- Joseph Lister, MD
- Larry Dossey, MD
 - Healing Words "I began to probe the scientific literature for further proof of prayer's efficacy. I found an enormous body of evidence: over one hundred experiments exhibiting the criteria of "good science," many conducted under stringent laboratory conditions, over half of which showed that prayer brings about significant changes in a variety of living beings."

5 ☐ **Beware of Junk Science**

- Your daily newspaper is not a scientific journal.
 - "Herceptin Cures Breast Cancer"
 - "Some even talked of a cure for a considerable number of women." (MSNBC)
 - Actually, cuts recurrence rate 50%
 - "St. John's Wort ineffective against depression." (JAMA)
 - No advocate of the herb ever stated it would be effective against severe depression.
 - Zoloft (sertraline) was also ineffective in this same study.

6 ☐ **Your Best Tool**

- Common Sense
- Have an open mind, but not so open that your brain falls out.
 - "Taste and see..." Psalm 34.8
- Healthy Skepticism
 - tricks

7 ☐ Different Sorts of Evidence

- Controlled Research
- Meta-Research
- Anecdotal
- Tradition

8 ☐ Example

- Crasilneck, H.D., "The Case of Janelle," *Hypnos*, 25(3), 1998, 153-158
- Case Study. Nurse with breast cancer, metastasized to bone, who had undergone mastectomy, radiation and chemotherapy. She was in constant pain, helped only slightly by medication and was deteriorating.
- Hypnotic suggestions were given about the tremendous power of her unconscious mind "Nothing is beyond the power of the unconscious mind. You will combat this disease and continue to be pain free." 90% of pain was relieved after the first session. Sessions continued, twice daily.
- Religious imagery was added congruent with the patient's belief system. She experienced a feeling of great warmth, and hallucinated religious imagery. Within one week she experienced a full remission of her cancer.
- Hypnotic reinforcement continued twice daily for three weeks and she was taught self-hypnosis. On ten year follow-up the patient is still in remission.

9 ☐ Best Source of Information

- National Center for Complementary and Alternative Medicine (www.nccam.nih.gov)
- Complementary and alternative medicine, as defined by 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 these therapies are safe and whether they work for the diseases or medical conditions for which they are used.

10 ☐ Why Isn't There Better Research?

- "...for most there are key questions that are yet to be answered through well-designed scientific studies--questions such as whether these therapies are safe and whether they work..."
- Because it's all about money.

11 ☐ Definitions

- **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.

12 ☐ Alternative Medical Systems #1

- Complete systems of medical theory and practice.
- **Homeopathic Medicine** -In homeopathic medicine, there is a belief that "like cures like," meaning that small, highly diluted quantities of medicinal substances are given to cure symptoms, when the same substances given at higher or more concentrated doses would actually cause those symptoms.

- **Naturopathic Medicine** -Proposes that there is a healing power in the body that establishes, maintains, and restores health. Practitioners work with the patient with a goal of supporting this power, through treatments such as nutrition and lifestyle counseling, dietary supplements, medicinal plants, and exercise.

13 Homeopathy #1

- “In the late 1700s, Samuel Hahnemann, a physician, chemist, and linguist in Germany, proposed a new approach to treating illness.”
- Treatments of the time were harsh, and wanted a less threatening way to practice medicine.
 - “Like cures like”
 - Potentization and holism.
- “The World Health Organization noted in 1994 that homeopathy had been integrated into the national health care systems of numerous countries, including Germany, the United Kingdom, India, Pakistan, Sri Lanka, and Mexico.”

14 Homeopathy #2

- “In European countries, training in homeopathy is usually pursued either as a primary professional degree completed over 3 to 6 years or as postgraduate training for doctors.”
- “In the United States, training in homeopathy is offered through diploma programs, certificate programs, short courses, and correspondence courses. Also, homeopathic training is part of medical education in naturopathy. Most homeopathy in the United States is practiced along with another health care practice for which the practitioner is licensed, such as conventional medicine, naturopathy, chiropractic, dentistry, acupuncture, or veterinary medicine (homeopathy is used to treat animals).”
- “Laws about what is required to practice homeopathy vary among states. Three states (Connecticut, Arizona, and Nevada) license medical doctors specifically for homeopathy.”

15 Alternative Medical Systems #2

- **Traditional Chinese Medicine** -based on a concept of balanced qi, or vital energy, that is believed to flow throughout the body. Qi is proposed to regulate a person's spiritual, emotional, mental, and physical balance and to be influenced by the opposing forces of yin (negative energy) and yang (positive energy). Disease is proposed to result from the flow of qi being disrupted and yin and yang becoming imbalanced. Among the components of TCM are herbal and nutritional therapy, restorative physical exercises, meditation, **acupuncture** and remedial massage.
- **Ayurvedic Medicine** -has been practiced primarily in the Indian subcontinent for 5,000 years. Ayurveda includes diet and herbal remedies and emphasizes the use of body, mind, and spirit in disease prevention and treatment.

16 Mind/Body Therapy

- Techniques designed to enhance the mind's capacity to affect bodily function and symptoms.
 - Meditation
 - Prayer
 - Mental Healing,
 - Art, Music and Dance Therapy
- Some techniques that were considered CAM in the past have become mainstream (for example, patient support groups and cognitive-behavioral therapy).

17 Example: Hypnotism

- Approved by the AMA in 1958
- CPT #90880
- “**Hypnotic Visual Illusion Alters Color Processing in the Brain,**” Stephen L. Kosslyn, Ph.D., William L. Thompson, B.A., Maria F. Constantini-Ferrando, Ph.D., Nathaniel M. Alpert, Ph.D., and David Spiegel, M.D., *American Journal of Psychiatry* 2000 157:1279-1284
- Although it remains “CAM” in the minds of most people in America

18 Guided Imagery #1

- “Imagery is the language that the mind uses to communicate with the body. You can't really talk to a wart and say 'Hey, go away,' because that's not the language that the brain uses to communicate with the body. You need to imagine that wart and see it shrinking. Imagery is the biological connection between the mind and body. As we will see, this is extremely useful in mind body healing.”

19 **Guided Imagery**

- Getting Well Again by O. Carl Simonton, M.D. and Stephanie Matthews-Simonton, Ph.D.
- Guided Imagery is not hypnotism. It forms only a small part of hypnotic practice and is often used to distract and relax rather than to suggest.

20 **Medical Intuition**

- Not new, but used to be called “Spiritualism.” Best known practitioner was Edgar Cayce (1877-1945). Best known contemporary practitioner is Caroline Myss, Ph.D.
- Straight Medical Intuitive
- Healing Medical Intuitive
- Natural Healing Medical Intuitive

21 **Biologically Based Therapies**

- Using substances found in nature, such as herbs, foods, and vitamins.
- Herbalism, Nutritional Counseling and Folk Medicine
- 9.13.05 - Several lawsuits have been filed to seek class-action status on behalf of Mannatech investors who are charging that the company caused Mannatech's shares to trade at artificially inflated levels by misrepresenting the Company's prospects and **permitting its "independent distributors" to make improper claims for products.** The first such suit, which was filed in August 2005, alleges: The defendants had issued false statements about the effectiveness of Mannatech products that inflated the price of its stock. **The defendants failed to adequately control the conduct of distributors who exaggerated what the products could do.** On May 9, 2005, Barron's published a story that detailed Mannatech CEO Samuel L. Caster's history of legal difficulties and **questioned the company's sales associates' methods and their "seemingly irrepressible inclination . . . to make extraordinary therapeutic claims for the supplements."** The story also discussed a civil suit by the mother of a deceased child who had charged that the company and certain distributors had used naked pictures of the child to support false claims that Mannatech products had helped him. (CHD)

22 **Aromatherapy**

- “involves the use of essential oils (extracts or essences) from flowers, herbs, and trees to promote health and well-being.”
- Completely Unregulated. No Authoritative Private Regulation.
- My office use.

23 **Body Based Therapies**

- **Chiropractic Medicine** -focuses on the relationship between bodily structure (primarily that of the spine) and function, and how that relationship affects the preservation and restoration of health. Chiropractors use manipulative therapy as an integral treatment tool.
- **Osteopathic Medicine** -emphasizes diseases arising in the musculoskeletal system. There is an underlying belief that all of the body's systems work together, and disturbances in one system may affect function elsewhere in the body. Osteopathic physicians practice osteopathic manipulation, a full-body system of hands-on techniques to alleviate pain, restore function, and promote health and well-being.
- **Massage Therapy** -manipulate muscle and connective tissue to enhance function of those tissues and promote relaxation and well-being.

24 ☐ **Energy Therapies**

- Biofield Theories-affect energy fields that purportedly surround and penetrate the human body
 - Therapeutic Touch
 - Healing Touch
 - Reiki
 - Quantum Healing
 - Qi-Gong
- Bioelectromagnetic Theories-unconventional use of electromagnetic fields.
 - Magnetic Healing
 - Radionics

25 ☐ **Larry Dossey MD**

- Diplomate, American Board of Internal Medicine
- Chief of Staff, 1982 Medical City Dallas Hospital
- Co-chairperson of the Panel on Mind/Body Interventions of the Office of Alternative Medicine, National Institutes of Health, 1992-94

26 ☐ **The Three Eras of Medicine**

- **Era I**, which can be called "mechanical medicine" and which began roughly in the 1860s, reflects the prevailing view that health and illness are totally physical in nature, and thus all therapies should be physical ones, such as surgical procedures or drugs. In Era I, the mind or consciousness is essentially equated with the functioning of the brain.
- **Era II** began to take shape in the period following World War II. Physicians began to realize, based on scientific evidence, that disease has a "psychosomatic" aspect: that emotions and feelings can influence the body's functions. Psychological stress, for example, can contribute to high blood pressure, heart attacks, and ulcers. This was a radical advance over Era I.
- **Era III** goes even further by proposing that consciousness is not confined to one's individual body. Nonlocal mind -- mind that is boundless and unlimited - is the hallmark of Era III. An individual's mind may affect not just his or her body, but the body of another person at a distance, even when that distant individual is unaware of the effort. You can think of Era II as illustrating the personal effects of consciousness and Era III as illustrating the transpersonal effects of the mind. It's important to remember that these eras are not mutually exclusive; rather they coexist, overlap, and are used together, as when drugs are used with psychotherapy, and surgery is used with prayer.

27 ☐ **www.alternative-therapies.com**

- **ALTERNATIVE THERAPIES in Health and Medicine**, a peer-reviewed medical journal established in 1995, is a forum for developing and sharing information concerning the practical use of alternative therapies in preventing and treating disease, healing illness, and promoting health.