

A Unified Clinical Model of Integrative Medicine

Diagnosing the
Impossible

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TRUTH OR CONSEQUENCES

“For every complex and difficult problem, there is a simple, elegant solution that doesn’t work.”

- The ethical issues of holding out a cure
- Illusions: doctor and patient deluding each other
- Professional egotism
- Opinionated doctors; misinformed patients

First Three Stages of the New Medicine

 Holistic & Alternative Medicine

 Complementary & Alternative Medicine
(CAM)

 Integrative Medicine

Early Paradigm of Alternative Medicine: Stage One

- Not based on comprehensive theory
- Loosely based on clinical observation and anecdotal evidence
- Exaggerated claims and testimonials
- Variety of professions working at random
- Patients self-directing own treatment with health food store remedies
- Lots of enthusiasm; little science
- BUT...emphasized individual care based on the whole person

Complementary Medicine: Stage Two

- Moderate acceptance by conventional medicine
- Increased usage by patients
- Increased OTC sales of nutritional supplement and self-help books
- Increasing dissatisfaction of conventional medicine by patients (consumers of medical services and goods)
- Internet played a role in spreading information

CAM Therapies

- Detoxification: from basic (fasting) to sophisticated (panchakarma)
- Acupuncture
- Chiropractic
- Dietary therapies
- Nutritional medicine
- Oriental medicine

Integrative Medicine Stage: The Third Wave

- Introduction of functional foods
- Standardized herbal extracts
- Explosion of scientific studies
- Greater acceptance by insurance companies
- CME seminars
- Evidence-based model
- AMSA introduces CAM to medical schools

New Specialties

- Anti-aging medicine (Klatz)
 - Hormone Balancing (Hertoghe)
- Functional medicine (Bland)
- Immunomodulation using natural compounds (Williams)
- Nutrigenomics (Hendler)

Unified Theory for Integrative Medicine

- Based on scientifically sound diagnostics that takes into consideration individuality, complexity, and the evolving nature of disease
- Evaluates all the therapeutic options and chooses the best for the patient
- Formulates a clear and reasonable prognosis
- Works towards resolution of the cause of the disease
- Educates the patient on their condition and how to prevent its recurrence

The Next Paradigm

- Integrative and Sustainable Medicine

“Sustainable medicine begins with a new vision of human values: of how we regard and care for each other and all things alive and non-organic in our world, and not just how we distribute goods and make money. Postmodern humanity will define itself based on these new principles.”

J. E. Williams