



## COMPLEMENTARY AND ALTERNATIVE MEDICINE: (CAM) The Medicine Of The New Millennium



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From pacemakers to birth control pills, from kidney transplants to artificial hearts, America has an international reputation for making medical breakthroughs. But even as revolutionary medical techniques continue to make the headlines, another, quieter health revolution is happening in homes across the country. As conventional medicine becomes ever more complicated and costly, a growing number of people are turning to natural healing methods of preventing illness and solving everyday health problems. Scores of individuals have been searching for alternatives to current medical practices and are demanding choices in healthcare options. As Americans are becoming more aware of the dangers involved with medications and invasive procedures prescribed by their physicians, they are looking for less invasive, more economical interventions that CAM has to offer.

CAM is defined by the NCCAM as a group of diverse medical and health care systems, practices, and products that are not generally considered part of conventional medicine (also referred to as Western or allopathic medicine). "Complementary medicine" refers to use of CAM together with conventional medicine. "Alternative medicine" refers to use of CAM in place of conventional medicine. "Integrative medicine" refers to a practice that combines both conventional and CAM treatments for which there is evidence of safety and effectiveness.

Validation that CAM is becoming more desirable than conventional medicine is seen statistically over the past two decades where there have been more visits to "physicians practicing complementary medicine" than to allopathic primary care physicians! More over, 79% of these visits were not insurance reimbursable. In 1990, patients paid out of pocket \$14 billion for their services by CAM treatment modalities. In other words, patients are willing to pay cash for these services because they bring relief from their symptoms.

Other convincing data reflecting the decline in popularity of Traditional Medicine is seen in the 50 fold increase in the use of herbal remedies in chemists, health stores, and supermarkets in the last decade. CAM includes use of a variety of herbal medicines (also known as botanicals), vitamins, minerals, and other "natural products." Many are sold over the counter as dietary supplements. Herbal medicines, which contain extracts from plants and minerals, account for the fastest growth.

Scientific tests have shown that herbs can be used to stimulate the body's self-healing powers and remove the underlying cause of illness. Then the herbs are used to nourish and tone all the organs and systems of the body from the inside out. Even the media has exposed the "ills" of conventional medicine by comparing results to alternative modalities. i.e. Synthetic Hormones vs. BIO-IDENTICAL Hormones.

Death from prescription drug side effects is now the fourth leading cause of death in the United States according to the medical industry itself (the AMA Journal). Not to mention the 2,000,000 serious drug reactions from properly prescribed medications. When all factors are taken into consideration, some authorities state that the second leading cause of death in our country is improper medical treatment and prescription drugs.

Today, medical schools throughout America are now implementing courses in alternative therapies and Anti-Aging Medicine that promote prevention

and is the most rapid growing field of medicine in the U.S.

Shamefully, our healthcare system and its efficiency in the United States ranks 37th out of 191 countries. The US is virtually behind every European country and Canada. When care is denied, it results in loss of life or loss of quality of life. Don't wait until your health problem becomes chronic or acute. Under CAM care, we treat the whole body as a system to restore balance and ideal function, and to eliminate disease at the root.

Life is all about choices - good ones and bad ones. Just as you make thoughtful decisions about what and where to eat, live, work or go to school, you need to put time and effort into your healthcare decisions. Far too often we leave important decisions (including our health) up to the "experts" without doing our homework.

**BOTTOM LINE:** Be an informed consumer and demand **better "health care", better "ill care" and better outcomes.** Most physician are not prepared to

respond knowledgeably about CAM modalities and lack the comprehensive training to offer safe and successful alternative therapies for a consumer's illness or disease. If you think you deserve to feel better, make CAM part of your healthcare team and seek out a CAM physician who will spend the necessary time and effort required to put you at ease and deliver you quality health and longevity.

**REMEMBER:** *If you ignore your health, it will leave you.*

### Client Testimonials ...

*Here's what some women (and men) have to say about BHRT ...*

I've always been physically active but when I turned 50 I noticed that I was not responding to the rigorous hours of hard labor I was putting in the gym. My sexual desire and pleasure was like that of a retired stud horse put to pasture. Thanks to Dr. Bartiss I am in the running again."

- W.B.

I felt as though my life was over. My husband and children hated me and I thought that I was losing my friends, my job and my mind. After receiving hormone therapy, my children love me again, I got promoted at work, my friends no longer avoid me and I am once again the woman my husband fell in love with. In fact, he cannot keep up with me in the bedroom so I sent HIM to Dr. Bartiss."

- J.M.

*Dr. Bartiss is a medical writer, lecturer and author and has been interest in Women's Health issues. Whether you are feeling ill or think you are well, Dr. Bartiss offers therapies that will keep you healthy and set back your biologic (aging) clock ten to fifteen years. Hundreds of patients have already utilized his services and have found internal peace with their newly gained health and youth. You too can recapture this dream and live a healthier, happier and more fulfilling life with minimal effort by following his protocols.*

*For those interested in inquiring about lectures for your group/ organization, or for information about ICAM and Dr. Bartiss, contact our office, or visit our website: [www.icambartissmd.com](http://www.icambartissmd.com)*


## Institute For Complementary & Alternative Medicine

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### Mark James Bartiss, MD

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