

WHAT ARE THE FACTS ABOUT ALTERNATIVE MEDICINE?

POWER - PHILOSOPHY - LAW - MARKET IDENTITY

The National Institute of Health, Office of Alternative Medicine (NIH) has designated chiropractors as manual therapists (along with massage therapists). As pointed out in my prior articles, some of our leaders are reticent to claim a leadership role in the alternative care field because they believe we will be laughed out of the court of public opinion.

The leaders of the World Federation of Chiropractic (WFC), at their recent conference in Tokyo, went so far as to seek to vote themselves "mainstream medicine". They equated this with being scientific.

Dr. Anthony Rosner, Director of Research for the FCER, convinced the WFC to table its resolution. Dr. Rosner has demonstrated that alternative medicine is basically defined as all medical theory and practice other than that espoused by the politically powerful organized allopathic community. We cannot simply vote ourselves into the mainstream. (See Dr. Rosner's article in the August 11, 1997 issue of "DC")

The medical establishment has grabbed power over alternative medicine, in part, by dividing up the field into many sub-categories so that there will not be any united voice in opposition. In this article I will look at the seven basic categories into which they have divided the field and correlate these categories with what chiropractors actually are doing in their office practices according to a 1993, 149 page, study by the National Board of Chiropractic Examiners - "Job Analysis of Chiropractic" (NBCE Study).

The second prong of organized medicine's attack on chiropractic (especially the "quackbusters" such as William Jarvis.) is philosophical (metaphysics). As I have attempted to suggest previously, this is not just an issue between allopaths and chiropractors, but goes to the very heart of Western society. I will return to this issue in my next article.

Obviously, one cannot resolve the mainstream v. alternative issue without looking at the chiropractic legal scope of practice. In the United States, this is a matter of state law. I will look at lessons to be learned from California legal history in a subsequent article.

LET'S GET SCIENTIFIC

Obviously, we should get empirical in addressing the question as to our role vis-a-vis alternative medicine. Therefore, I will look at the data with respect to three points:

1. Who is running the show at the NIH, Office of Alternative Medicine?
2. How has the NIH categorized (and broken up) the field of alternative medicine?

3. What is the relationship between these categories and the kinds of things chiropractors" are actually doing in their office practices?

In addressing these questions I will, in part, be looking at the NIH 1993 (372 page) report - "Alternative Medicine - Expanding Medical Horizons" (NIH Report) and the "NBCE study" referred to above. The NIH Report is available by calling (202)512-1800 - \$25.00.

IS THE TAIL WAGGING THE DOG

Mr. Lisa, in his book "The Assault on Medical Freedom", points out that following our victory in the Wilkes case, the "quackbusters" devised a new tactic to protect the allopaths' LICENSE TURF - "Divide and Conquer by Specialization". The way in which the NIH has divided up the alternative care field is consistent with this subversive objective and particularly discriminatory against chiropractors in that the NIH has classified us alternative manual therapists rather than as an Alternative System of Practice as are acupuncturists, naturopaths, etc.. (NIH Study, pp. xix-xx & 120-24 - CLASSIFICATION OF D.C.s)

Excluding possibly massage therapists, psychologists and persons licensed under dual licensing such as homeopaths in Arizona, there are basically five categories of health care practitioners licensed to deal directly with the public. These categories are listed below with a numerical designation as to the number of licensees who participated in the preparation of the 1993 NIH Report.

Chiropractors	2
Acupuncturists	9
Naturopaths	11
Allopaths	20
Osteopaths	<u>2</u>
TOTAL	44

There were a total of 195 persons who participated in the preparation of the NIH Report. Therefore, 151 of the contributors were either some type of research scientist, some kind of therapist such as dance therapists, music therapists, "healing hands" therapists, etc., or non-licensed persons such as shamans and Indian herbal medicine practitioners, etc..

The NIH Report indicates that the total number of acupuncturists/chinese medicine practitioners (6,500) and naturopaths (1000) in the United States to be approximately 7,500. These figures, when compared to the numbers developed by the NBCE (See below) tend to show that the true profile of chiropractors has been ignored by the NIH. We cannot afford to let this continue.

The NBCE Study refers to percentages of chiropractors doing certain things. I will, in the statistical references in the next section, convert the percentages to raw numbers based upon an assumption that there are 50,000 chiropractors in the United States.

Should chiropractors be asserting more of a leadership role in the development of the alternative care field? Clearly we should based upon the numbers previously cited and those developed below. Of course, there is more to it than just the numbers

I will now look at the alternative care field as defined by the NIH and how it relates to our actual practices. My limited purpose will be to demonstrate basic correlations between the respective categories created by the NIH (underlined) and chiropractic as actually practiced according the NBCE Study.

WHAT IS ALTERNATIVE MEDICINE PER THE NIH?

MIND-BODY INTERVENTIONS: This category obviously places the metaphysical questions introduced in my "Dissent 2" article squarely on the table. I introduced those questions by essentially discussing the issue - what is "mind"? I will return to the metaphysical issues in my next article. For now, let's look at a couple of examples cited by the NIH as being part of "mind-body" medicine.

Two such examples will serve my present purpose: "Hypnosis" and "Biofeedback". The NIH Study (p. 20) traces hypnosis back to the 1800's and "magnetic healing" (Franz Mesmer). As I am sure we are all aware, DD Palmer started his healing career as a magnetic healer. The NBCE report (p. 78) indicates 9.6% of chiropractors in the U.S. use biofeedback. That is 4,800 based on an assumption of 50,000 chiropractors. Not bad for a starter in claiming our rights within this territory.

BIOELECTROMAGNETIC APPLICATIONS IN MEDICINE: This involves all kinds of electrical modalities, but particularly the "nonionizing portion of the EM spectrum, particularly at low levels". For example, electroacupuncture. (NIH Study, pp. 48-50) Although the NBCE Study does not indicate how many chiropractors are actually doing electroacupuncture, it does indicate that approximately 33,000 (65.6%) use "Acupressure/Meridian Therapy" and approximately 6,000 actually use needles.

Electroacupuncture is an integral part of two great chiropractic courses I have had the privilege of taking: Dr. Amaro's acupuncture course and Dr. Jay Holder's auriculotherapy course. When you recall that there are only approximately 6,500 separately licensed acupuncturists in this county our prerogatives in this arena are clear.

ALTERNATIVE SYSTEMS OF MEDICAL PRACTICE: The NIH Study lists the following "systems": 1 & 2) Acupuncture & Traditional Chinese Medicine; (NIH.- 6,500 practitioners) 3) Ayurveda (NIH - 200 practitioners); 4) Homeopathy; (NIH - 3,000 practitioners - per NBCE approximately 18,500 of chiropractors utilize homeopathic remedies) 5) Naturopathy; (NIH 1,000) 6) Anthroposcopically Extended Medicine; (NIH 30-100 practitioners - it is an interesting area of medicine developed by Rudolph Steiner which emphasizes the importance of the nervous system, natural/homeopathic remedies and the need to include consideration of the soul and spirit.) 7) Environmental Medicine (NIH - 3000 worldwide; most of whom are in the US, Canada and Great Britain - I am sure that many of the 18,500 chiropractors who use AK (NBCE Study p. 78) practice "environmental" medicine). Environmental medicine deals essentially with detoxification.

MANUAL HEALING METHODS: Chiropractors are listed by the NIH as a sub-division of this category. Interestingly, the NIH lists Applied Kinesiology as a separate entity and includes it as a biofield therapy along with such things as "healing hands". Obviously, this is a disservice to Dr. Goodhart et. al. "Healing Hands", etc. are merely therapeutic techniques, not diagnostic, per se. The NIH study indicates there are 50,000 biofield practitioners in the United States and that they administer "18

million sessions annually". Perhaps chiropractors got included in the numerical calculations in this instance. Otherwise, I suspect somebody is pulling somebody's leg.

PHARMACOLOGICAL and BIOLOGICAL TREATMENTS: According to the NIH, this category deals with an assortment of "drugs and vaccines not yet accepted by mainstream medicine." At first blush this seems outside our arena. But, consider three of their cited examples: 1) Chelation with EDTA (an amino acid); 2) the medicinal use of various products from the common honeybee; and 3) "neural therapy".

Ignoring any issues related to the use of hypodermic needles, chelation and the use of honeybee products falls within the scope of naturopathic practice. (See my "Dissent 4") Neural therapy utilizes anesthetic injections to produce a variety of therapeutic effects and is based upon the principle that "All neural-therapeutic methods either supply energy to damaged tissues or remove energy blockages." ¹ The author of this quotation goes on to compare neural therapy with, among other things, what he (as a German) terms "Chirotherapy".

Personally, I am not in favor of chiropractors using drugs, but saline injections and dry needling for trigger points is a form of neural therapy. Could such applications be extended?

HERBAL MEDICINE: Suffice it to say for now that until at least 1948 the curriculum at LACC always included Herbology, and Phytology (Also "Hormones" and "Glandulars" - what about the honeybee?)

DIET and NUTRITION: Obviously, not much needs be said about this category. Indeed, the NBCE Study shows that 83.5% of us are involved with "Nutritional Counseling, etc." It should be noted, however, that the NIH recognizes this field as including both prevention ("Wellness") and treatment which it then refers to as "Orthomolecular medicine".

CONCLUSION

The various therapeutic practices of chiropractors in the United States touch and concern each of the categories of care into which the NIH has divided the alternative care field. Therefore, we have the historical, conceptual and moral right to claim leadership of the alternative care field.

But, what about those such as the Association of Chiropractic Colleges and the WFC who believe we should carve out a limited niche for ourselves? What legal hurdles do we face with respect to capturing an expanded role in the alternative care market? I will address both of these issues in subsequent articles. In addition, I will address the issue of our mutual rights to **SEEK DIFFERENT MARKET IDENTITIES**.

¹ Dosch P. *An Introduction to Neural Therapy using Local Anaesthetics*, Haug Publishers, West Germany, 1974.