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NATURAL PRACTITIONER™

The Business Magazine for Alternative, Complementary & Integrative Healthcare Professionals

A VRM Media Publication



Keeping the Immune System Strong

Patients turn to
natural remedies and
a healthy lifestyle

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Addiction

Healthy Sleep & Rest

AANP Wrap-up

Time for Practitioners to Take the Next Step

By **Jacob Teitelbaum, MD**

During the last 36 years that I've been in practice, it's been an amazing joy to watch the number of holistic practitioners grow, with tens of thousands of holistic MDs, DOs, naturopaths, chiropractors, dentists, energy medicine practitioners, nutritionists and a wide spectrum of other practitioners. Despite not being insured, people are scheduling as many visits each year with holistic practitioners as they do with standard MDs.

The Health Care "Pie Chart"

In medical school, I was trained that what we were taught made up more than 95 percent of what was available that could help people, with non-MD "quacks" offering a few odd tricks that could help people. Thirty-five years later, it is clear that standard medicine offers approximately 15 to 20 percent of what can help, with other branches of the healing arts offering the rest. This "pie chart" is a helpful image to offer the public. I suspect the pie chart is closer to 25 percent each for biochemistry/surgery, biophysics (energy medicine), structural therapies and mind/body/spirit. Sadly, there is very little real communication between these different members of the Healing Arts.

The Next Step

In my medical practice, if someone had

appendicitis, I would refer them to the surgeon. Retinal tear? No problem—over to the ophthalmologist. Without having this option, I would've been overwhelmed, and many of the people I was caring for would be dead. Having the option of comfortably referring patients to other specialists has been essential.

Being holistic, however, I was sure to sit down and speak with each specialist first to get to know them and to introduce myself and the rationale behind the approaches that I was using. This was to make sure that the specialist did not scream at the person I referred about my being a quack because I did holistic medicine. In the same way, I got to know several excellent chiropractors who offered different treatment approaches, as well as nutritionists, holistic psychologists, homeopaths, herbalists as well as other holistic practitioners. Having picked out the different specialists I was comfortable with, I was able to refer people comfortably, knowing that they would be well tended to and that I would also be respected in the process. I then found myself getting referrals from these practitioners as well. This helped me to create a very effective and successful practice.

Unfortunately, many if not most holistic practitioners do not have this experience. They are afraid that if they send people to another practitioner, even a holistic one, that they will be badmouthed and the per-

son will be "stolen." Because of this, practitioners within the holistic community are often much slower to refer people to others when it is needed. This is unhealthy for everyone.

The Practitioners Alliance Network (PAN)

Do you sometimes feel like you're out there all alone? Does everybody seem to have an effective business organization that represents them—except you? Well, you're not alone!

Being a holistic practitioner for more than 35 years, I have been blessed to work closely with a wide range of practitioners, learning from them while also teaching them about what I do. Referring to holistic practitioners became no different than referrals I made to my local cardiologist or surgeon. This worked beautifully for my patients and allowed me to sleep easier at night. So it is time for the next step... it's time for safe and respectful cross referrals to be routine in the holistic community.

Towards this goal, the Practitioners Alliance Network (PAN) was recently launched and already has approximately 350 health practitioner members. This network is simple and free, and will offer you the benefits of a large community without the hassles.



Who can join PAN?

PAN is for all holistic health practitioners, including but not limited to:

- Prescribing practitioners (e.g., MDs, DOs, naturopaths and dentists)
- Those who do muscle release and manipulation (e.g., chiropractors, body workers and physical therapists)
- Energy medicine practitioners (e.g.,

To Help People Recover from Chronic Fatigue or Fibromyalgia, Think “SHINE!”

Chronic fatigue and fibromyalgia both represent an “Energy Crisis” in the body, where people essentially “blow a fuse” called the hypothalamus. This circuit controls many functions, including sleep and hormonal function. Metabolically, there are five key areas that need to be treated for your fatigue and/or pain to resolve.

1. **Sleep.** A mix of sleep aids will be needed to overcome the sleep disorder
2. **Hormonal deficiencies**—despite normal labs!
3. **Infections.** Candida is key. There are also many other important infections
4. **Nutritional support.** Widespread nutritional support is very helpful. This can be simplified by using a powdered multi (called the Energy Revitalization System by Integrative Therapeutics) that replaces over 35 tablets of supplements with one drink, coenzyme Q10, and **ribose** 5 g three times a day for three weeks and then twice a day.
5. **Exercise as able.**

SHINE supplies the metabolic foundation for people healing, but numerous other treatments including chiropractic and other forms of bodywork; energy medicine, including allergy elimination with NAET; nutritional counseling, including diet; detoxification and dozens of other modalities can all optimize the healing process.

Ribose (Corvalen by Douglas Labs) is the backbone of energy production in your body. We have done two studies of approximately 300 people with CFS/Fibromyalgia, which included 54 different health practitioners. People treated with Ribose showed an average increase in energy of approximately 60 percent in only three weeks, also improving mental clarity, sleep, pain and overall well-being dramatically. Dosing? Give 5 g (one scoop) three times a day for three weeks and then twice a day. Corvalen looks and tastes like sugar and can be mixed with any food or drink.

acupuncturists, NAET and many others)

- Nutritionists
- Mind-body practitioners including (e.g., psychologists and health coaches)

Four Reasons to Join PAN

1. *Join a “Network Practitioners Only”* Facebook page where you can share what you find works, get your questions answered as practitioners share their clinical experiences. In addition, this will allow me to keep you posted on new research and ideas that I find especially important in our monthly webinars.

2. *Help you to get to know other practitioners in your area.* It will give you a context for getting to meet them and create an understanding that will allow the cross referral patterns we discussed above. You will be amazed at how this will improve and build your practice, along with people’s outcomes and quality of life.

3. *We negotiate discounts off wholesale for the supplements that you are selling* in your practice. Wonder why the Amazons and Costcos of the world are making it hard for you to compete? It is because the volume that they buy gets them major discounts off wholesale. As our numbers grow, so will our negotiating power. We already have more than a dozen major companies that have agreed to give a 7.5-15 percent discount off wholesale to PAN members, and we will be approaching more companies that I respect as our membership grows. This will allow you to be competitive!

4. *Be involved in research studies* that can help show how effective your field is in treating different conditions. PAN has already launched a study on holistic treatments for Alzheimer’s and is helping in a large placebo controlled study of NAET for autism.

How to Become a CFS & Fibromyalgia Specialist

In addition to PAN, we also have a new online training course for CFS and Fibromyalgia. There are literally millions of people with these illnesses asking the same question, “How Can I Find Help?”

Our online eight to 10 hour (go at your own speed) course is my way of training a wide array of practitioners in how to use an organized, simple and yet dramatically effective metabolic approach to treating fatigue and fibromyalgia called the “SHINE Protocol” (see sidebar). This approach can be used by both prescribing and non-prescribing practitioners, and will be very complementary to what you are

currently offering people. In our published, placebo-controlled study, 91 percent of people with chronic fatigue and fibromyalgia improved with an average 90 percent increase in quality of life!

The course will 1) help create a stream of referrals to feed your practice, and because you have completed the 10-hour course, the public and other practitioners will know that you have a solid foundation of knowledge in this area. Being one of the most visited websites in the world for CFS and fibromyalgia, we have an active referral list; 2) simplify the evaluation and treatment of not only fatigue and fibromyalgia, but also: thyroid and adrenal problems, insomnia and sleep disorders, Candida, spastic colon, and sinusitis, nutritional support and pain management; in addition to many other common health conditions. Basically, I’ll take what I have learned in over 35 years of practice, and from critical assessment of tens of thousands of studies, and give it to you in a form that is distilled down, simple, and easy to apply. Regardless of what your approach to helping people is, the information you learn will make it more effective and revolutionize your practice.

For information on PAN and the online training, see www.vitality101.com/pan, or you can email me with questions at endfatigue@aol.com.



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Director of the Practitioners Alliance Network (PAN) and author of the popular free iPhone & Android application “Cures A-Z,” and of

the best-selling book *From Fatigued to Fantastic!, Pain Free 1-2-3—A Proven Program for Eliminating Chronic Pain Now, the Beat Sugar Addiction NOW!* series, *Real Cause, Real Cure*, and *The Fatigue and Fibromyalgia Solution*. He is the lead author of four studies on effective treatment for fibromyalgia and chronic fatigue syndrome, and a study on effective treatment of autism using NAET. Dr. Teitelbaum does frequent media appearances including *Good Morning America*, *CNN*, *Fox News Channel*, the *Dr. Oz Show* and *Oprah & Friends*. He lives in Kona, Hawaii. Visit his website at www.EndFatigue.com