



UNLEASHING THE POWER OF COMPLEMENTARY HEALTH

by K Gurunathan

Public demand for health therapies, like acupuncture, massage and homeopathy, is growing – and it is big business. In Australia alone, consumers spend over \$3.5 billion a year on what is known as complimentary medicine. In the US, the 2007 National Health Interview Survey showed that 38 percent of American adults use complementary and alternative medicines.

This consumer demand is creating new opportunities for integrative medicines, where western medical doctors and practitioners of traditional and new therapies are looking at ways to work together to benefit the patient.

“Thirty years ago, traditional and western medicines were worlds apart. Today, the challenge is not about whether they can work together but how to establish the necessary protocols between the different schools of medicine, to facilitate their ability to work together for the benefit of the patient,” says Dr Alphonse Pantig, Head of Acupuncture Department at NZ School of Acupuncture and Traditional Chinese Medicine.

Dr Pantig's school has joined with NZ College of Massage and College of Homeopathy (Auckland campus of the Bay of Plenty College) to hold its first Complementary Health Expo 2011 on November 5 in Auckland. Dr Pantig says the Expo was an opportunity to show the public the level of cooperation and understanding developing amongst these three therapies, let alone between them and mainstream medicine.

“I am excited about this area,” says Principal and Director of College of Homeopathy, Susanna Shelton. “Homeopathy is my specialty but the connections to other therapies increases people's choices. So the complementary approach ensures that, in the end, the patient wins,” she adds.

Barry Vautier, Certificate Manager of NZ College of Massage, notes that there is a movement in modern medicine, to embrace



Top: Dr Alphonse Pantig; bottom left: Susanna Shelton; bottom right: Barry Vautier

complementary and alternative medicine (CAM). “This will hopefully make it mainstream in the future,” he adds.

There is no lack of evidence to prove this observation. In 2001, the Ministry of Health in New Zealand established the Ministerial Advisory Committee on Complementary and Alternative Health. In 2003, the Committee released a discussion document ‘Complimentary and Alternative Medicine – current policies and policy issues in NZ and select countries’ New Zealand's top medical school, the University of Otago, introduced a second semester course this year on ‘Complementary Medicine – Its Place in Primary Health Care’. It is a course designed to equip GPs with knowledge to help patients make informed health choices in relation to complementary therapies.

Both Vautier and Shelton see a bright future for CAM as increasing research is conducted into the effects of traditional therapies. They cite a combination of factors, including changes in attitudes with people taking greater responsibility for their well being, fewer side effects of non-drug based traditional therapies, and better long-term health outcomes. “There is also the notion

of better-bangs-for-bucks. Traditional practitioners spend more time with the patients getting a holistic view of their condition and needs, which encourages confidence and trust," says Shelton.

Both also point out that consumer demand for complementary therapies was also fueled by its lower cost when compared with conventional medicine. It is a conclusion not lost to governments facing increasing demands for health services during tightening economic times. The 2010 study on the cost effectiveness of complementary medicines funded by the Australian Government and hosted by the University of Western Sydney said there was evidence to show cost saving options for specific medical conditions, even when GST was charged on their health products.

"The Complementary Health Expo 2011 is our contribution to those delivering and managing the health challenges facing our communities," says Dr Pantig. ■

Health Expo 2011 (Wellington)

FREE ADMISSION!

NZ School of Acupuncture & TCM

- Introduction to tongue diagnosis
- Introduction to mindfulness-based stress reduction (MBSR)
- Traditional Chinese massage techniques
- Movement and breath therapy group workshop

NZ College of Massage

- Introduction to 2012 courses
- Common experiences from experienced massage therapists – case study presentation

WHEN:

Saturday 12 November 2011

TIME:

10:30am-2pm

ADDRESS:

Level 10, Willbank House
57 Willis St, Wellington

CONTACT:

Bin Hu
04 473 9005
bin.hu@nzsao.com

For more information on the free seminars,
see website for more details

www.acupuncture.ac.nz

Fund-raising Dinner for Study Tour to China

Objective:

To raise funds for a group of students to visit Hubei University of Chinese Medicine in December 2011, to engage in intensive practical skills training in the city of Wuhan, study alongside the University's students, learn the culture and language of China, and observe patients in the University's affiliated hospitals.

WELLINGTON

When:

Sunday 30 October 2011
6 – 9pm

Where:

Dynasty Chinese Restaurant
28 Hagley St, Porirua

Ticket:

\$50 per person
(10 per table, 8-course dinner & Chinese tea)

AUCKLAND

When:

Sunday 6 November 2011
6 – 9pm

Where:

Phoenix Chinese Restaurant
63A Mokoia Rd, Birkenhead, North Shore City

Ticket:

\$50 per person
(10 per table, 8-course dinner & Chinese tea)

Organised by:

NZ School of Acupuncture
& TCM and NZ College
of Massage

For dinner tickets, please contact:

Auckland:

Marion King
09 630 3546
marion@nzsao.com

Wellington:

Tony Gan
04 473 9005
tony.gan@nzsao.com



THE AROHA OF ACUPUNCTURE

by K Gurunathan

To be successful, it is not enough to focus solely on being a good practitioner of acupuncture. You must become proficient in the art of business, says Belinda Falconar.

That is the practical advice from one of the first students to graduate with a BHSc in Acupuncture – a degree programme pioneered by New Zealand School of Acupuncture and Traditional Chinese Medicine.

The 2009 graduate runs her own business, Aroha Acupuncture, in Wellington's Tory Street.

"A practitioner must keep on top of the paper work and network extensively to attract new clients and create a referral network. There's a continued need to source new clients. That's the reality of the healing business," says Belinda who balances these demands with the satisfaction that comes from healing people.

"Working directly with people and positively influencing their wellbeing, getting up in the morning and being happy to go to work and doing what you love. I'm in my element," says the mother of two who previously juggled the demands of the corporate world and family life.

Belinda is happy she made a life-changing decision to embark on her journey to become a healer. Being in her mid-thirties, it was a time of philosophical self-exploration. Her health was stressed by the corporate lifestyle. Belinda started exploring alternative therapies before finding acupuncture.

"A friend's daughter was studying at the School and offered to treat me at the student clinic. I was inspired by the positive results and intrigued with the experience of feeling energy moving in my body. The School felt like the right place for me to be," adds Belinda who enrolled in 2005.

Belinda, who comes from a family of school teachers and designers, thinks her career into healing was something drawn to by her own experiences. "I did have a grandmother who used traditional healing but I never met her," she says. She did, as a child, have a brush with death when she fell ill and reacted badly to penicillin. "My search for alternative healing may have had something to do with that experience. I'm a believer in the need for western and alternative medicines like Chinese medicines to work together," she adds.

Today, her clinic offers a range of healing styles incorporating Chinese acupuncture, tuina massage and Chinese herbal medicine. She also practises Japanese-style acupuncture (manaka protocol). She is an affiliated practitioner of Quitting Point, a quit smoking programme.

"The name of my clinic 'Aroha' is about universal love. And that's what I do – spreading aroha," says Belinda. ■

Complementary Health Expo (Auckland)



NEW ZEALAND
SCHOOL OF
ACUPUNCTURE
AND TRADITIONAL
CHINESE MEDICINE

\$5 MASSAGES PER 10 MINUTES - Fund-raising for students' study tour to China

When:

10am - 2pm

Saturday 5 November 2011

Where:

382 Manukau Rd
Epsom, Auckland



Health Seminars - Free admission (First floor)

	NZ School of Acupuncture & TCM (Room 5)	NZ College of Massage (Room 4)	College of Homeopathy (Room 2)
10:30am	Linking consciousness and energy <i>Priyesh Tiwari (Dr)</i>	Aromatherapy <i>Wendy McNeely</i>	Journey work: profound cellular healing <i>Sue Spurling</i>
11:00am	Introducing Chinese herbs <i>Karen Chen (Dr)</i>	Orthobionomy <i>Katrina Hill-Rennie</i>	
11:30am	The secrets behind qigong healing <i>Peter Caughey</i>		Acute prescribing in the home <i>Lee-Anne McCall</i>
12:30pm	Su jok – your health is in your hands <i>Vesna Zdravkovic (Dr)</i>	Polarity / Energy – links with massage <i>Shay Penman</i>	The magic of homeopathy <i>Julie Andrews</i>
1:00pm	Tuina and massage <i>George Cui (Dr)</i>	Holistic Pulsing <i>Natalie Wilmer</i>	
1:30pm	Acupuncture – what's the point? <i>John Renna</i>	Neuomuscular technique explained <i>Doug Maynard</i>	

Cultural Performance/Demonstrations (Main entrance to NZ School of Acupuncture & TCM)

	Item	Performed by
10.30am	Traditional fan dance	SGI (Women's division)
11:00am	Taiji, qigong, Chen Sabre form display, students performing the 24 posture Yang style form	Peter Caughey & Diploma of Qigong students
11:00am	Indian bollywood dance	Indian bollywood dancers
11:30am	Kungfu dance	SGI (Women's division)
1:30pm	Belly dancing	Arabesque Belly Dancers



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