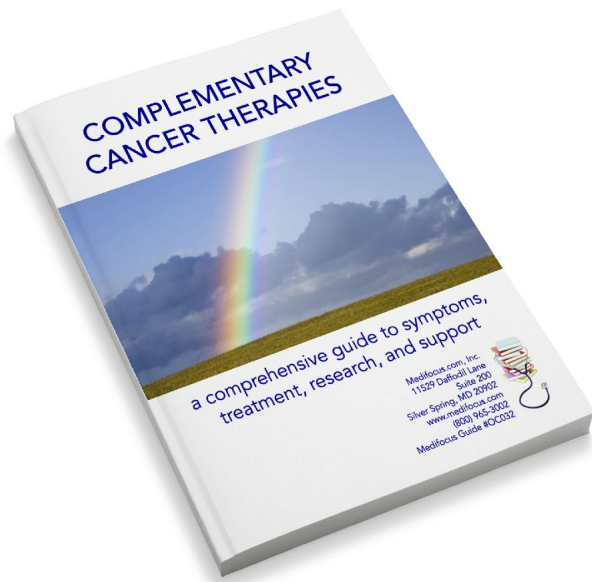


Preview of the Medifocus Guidebook on: Complementary Cancer Therapies

Updated October 16, 2009



This document is only a SHORT PREVIEW of the **Medifocus Guidebook on Complementary Cancer Therapies**. It is intended primarily to give you a general overview of the **format and structure** of the Guidebook as well as select pages from each major Guidebook section listed in the Table of Contents.

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1 - Background Information

Introduction

Chronic or life-threatening illnesses can have a devastating impact on both the patient and the family. In today's new world of medicine, many consumers have come to realize that they are the ones who are primarily responsible for their own health care as well as for the health care of their loved ones.

When facing a chronic or life-threatening illness, you need to become an educated consumer in order to make an informed health care decision. Essentially that means finding out everything about the illness - the treatment options, the doctors, and the hospitals - so that you can become an educated health care consumer and make the tough decisions. In the past, consumers would go to a library and read everything available about a particular illness or medical condition. In today's world, many turn to the Internet for their medical information needs.

The first sites visited are usually the well known health "portals" or disease organizations and support groups which contain a general overview of the condition for the layperson. That's a good start but soon all of the basic information is exhausted and the need for more advanced information still exists. What are the latest "cutting-edge" treatment options? What are the results of the most up-to-date clinical trials? Who are the most notable experts? Where are the top-ranked medical institutions and hospitals?

The best source for authoritative medical information in the United States is the National Library of Medicine's medical database called PubMed®, that indexes citations and abstracts (brief summaries) of over 7 million articles from more than 3,800 medical journals published worldwide. PubMed® was developed for medical professionals and is the primary source utilized by health care providers for keeping up with the latest advances in clinical medicine.

A typical PubMed® search for a specific disease or condition, however, usually retrieves hundreds or even thousands of "hits" of journal article citations. That's an avalanche of information that needs to be evaluated and transformed into truly useful knowledge. What are the most relevant journal articles? Which ones apply to your specific situation? Which articles are considered to be the most authoritative - the ones your physician would rely on in making clinical decisions? This is where *Medifocus.com* provides an effective solution.

Medifocus.com has developed an extensive library of *MediFocus Guidebooks* covering a wide spectrum of chronic and life threatening diseases. Each *MediFocus Guidebook* is a

high quality, up- to-date digest of "professional-level" medical information consisting of the most relevant citations and abstracts of journal articles published in authoritative, trustworthy medical journals. This information represents the latest advances known to modern medicine for the treatment and management of the condition, including published results from clinical trials. Each *Guidebook* also includes a valuable index of leading authors and medical institutions as well as a directory of disease organizations and support groups. *MediFocus Guidebooks* are reviewed, revised and updated every 4-months to ensure that you receive the latest and most up-to-date information about the specific condition.

About Your MediFocus Guidebook

Introduction

Your *MediFocus Guidebook* is a valuable resource that represents a comprehensive synthesis of the most up-to-date, advanced medical information published about the condition in well-respected, trustworthy medical journals. It is the same type of professional-level information used by physicians and other health-care professionals to keep abreast of the latest developments in biomedical research and clinical medicine. The *Guidebook* is intended for patients who have a need for more advanced, in-depth medical information than is generally available to consumers from a variety of other resources. The primary goal of a *MediFocus Guidebook* is to educate patients and their families about their treatment options so that they can make informed health-care decisions and become active participants in the medical decision making process.

The *Guidebook* production process involves a team of professionals with expertise in diverse areas including experienced medical database researchers and practicing physicians who serve as members of the *Medifocus.com* Medical Advisory Board (MAB). This team approach to the development and production of the *MediFocus Guidebooks* is designed to ensure the accuracy, completeness, and clinical relevance of the information. The *Guidebook* is intended to serve as a basis for more meaningful discussions between patients and their health-care providers in a joint effort to seek the most appropriate course of treatment for the disease.

Guidebook Organization and Content

Section 1 - Background Information

This section provides detailed information about the organization and content of the *Guidebook* including tips and suggestions for conducting additional research about the condition.

Section 2 - The Intelligent Patient Overview

This section of your *MediFocus Guidebook* represents a detailed overview of the disease or condition specifically written from the patient's perspective. It is designed to satisfy the basic informational needs of consumers and their families who are confronted with the illness and are facing difficult choices. Important aspects which are addressed in "The Intelligent Patient" section include:

- The etiology or cause of the disease
- Signs and symptoms
- How the condition is diagnosed
- The current standard of care for the disease

- Treatment options
- New developments
- Important questions to ask your health care provider

Section 3 - Guide to the Medical Literature

This is a roadmap to important and up-to-date medical literature published about the condition from authoritative, trustworthy medical journals. This is the same information that is used by physicians and researchers to keep up with the latest developments and breakthroughs in clinical medicine and biomedical research. A broad spectrum of articles is included in each *MediFocus Guidebook* to provide information about standard treatments, treatment options, new clinical developments, and advances in research. To facilitate your review and analysis of this information, the articles are grouped by specific categories. A typical *MediFocus Guidebook* usually contains one or more of the following article groupings:

- *Review Articles*: Articles included in this category are broad in scope and are intended to provide the reader with a detailed overview of the condition including such important aspects as its cause, diagnosis, treatment, and new advances.
- *General Interest Articles*: These articles are broad in scope and contain supplementary information about the condition that may be of interest to select groups of patients.
- *Drug Therapy*: Articles that provide information about the effectiveness of specific drugs or other biological agents for the treatment of the condition.
- *Surgical Therapy*: Articles that provide information about specific surgical treatments for the condition.
- *Clinical Trials*: Articles in this category summarize studies which compare the safety and efficacy of a new, experimental treatment modality to currently available standard treatments for the condition. In many cases, clinical trials represent the latest advances in the field and may be considered as being on the "cutting edge" of medicine. Some of these experimental treatments may have already been incorporated into clinical practice.

The following information is provided for each of the articles referenced in this section of your *MediFocus Guidebook*:

- Article title
- Author Name(s)
- Institution where the study was done

- Journal reference (Volume, page numbers, year of publication)
- Link to Abstract (brief summary of the actual article)

Linking to Abstracts: Most of the medical journal articles referenced in this section of your *MediFocus Guidebook* include an abstract (brief summary of the actual article) that can be accessed online via the National Library of Medicine's PubMed® database. You can easily access the individual abstracts online via PubMed® from the "electronic" format of your *MediFocus Guidebook* by clicking on the corresponding URL address that is provided for each cited article. If you purchased a printed copy of a *MediFocus Guidebook*, you can still access the article abstracts online by entering the individual URL address for a particular article into your web browser.

Section 4 - Centers of Research

We've compiled a unique directory of doctors, researchers, medical centers, and research institutions with specialized research interest, and in many cases, clinical expertise in the management of the specific medical condition. The "Centers of Research" directory is a valuable resource for quickly identifying and locating leading medical authorities and medical institutions within the United States and other countries that are considered to be at the forefront in clinical research and treatment of the condition.

Inclusion of the names of specific doctors, researchers, hospitals, medical centers, or research institutions in this *Guidebook* does not imply endorsement by Medifocus.com, Inc. or any of its affiliates. Consumers are encouraged to conduct additional research to identify health-care professionals, hospitals, and medical institutions with expertise in providing specific medical advice, guidance, and treatment for this condition.

Section 5 - Tips on Finding and Choosing a Doctor

One of the most important decisions confronting patients who have been diagnosed with a serious medical condition is finding and choosing a qualified physician who will deliver high-level, quality medical care in accordance with currently accepted guidelines and standards of care. Finding the "best" doctor to manage your condition, however, can be a frustrating and time-consuming experience unless you know what you are looking for and how to go about finding it. This section of your *Guidebook* offers important tips for how to find physicians as well as suggestions for how to make informed choices about choosing a doctor who is right for you.

Section 6 - Directory of Organizations

This section of your *Guidebook* is a directory of select disease organizations and support groups that are in the business of helping patients and their families by providing access to information, resources, and services. Many of these organizations can answer your questions, enable you to network with other patients, and help you find a doctor in your geographical area who specializes in managing your condition.

2 - The Intelligent Patient Overview

COMPLEMENTARY CANCER THERAPIES

Introduction

In general, complementary and alternative medicine (CAM) may be defined as a broad range of medical systems, philosophies, and therapies that are not considered as part of conventional "mainstream" medicine. The use of CAM therapies has increased dramatically since the 1990s. For example, it has been estimated that in 1997 Americans spent between \$40 billion to \$50 billion on CAM therapies with nearly 35% of these expenditures coming from "out of pocket" costs borne by patients that were not covered by health insurance policies. This data indicates that more and more Americans are using CAM therapies and are willing to pay directly for the costs associated with these services.

Data from the 2002 National Health Interview Survey (NHIS) conducted by the U.S. Centers of Disease and Prevention (CDC) involving over 31,000 adult Americans revealed the following findings:

- Thirty-six percent of responders had used some form of complementary or alternative medicine (CAM) in the 12-months immediately prior to the survey. That number increased dramatically to 62% when prayer was included in the definition of "complementary and alternative" therapy.
- The most common conditions for which responders used CAM therapies were musculoskeletal ailments (e.g., back/neck pain and joint stiffness/pain), anxiety, depression, and the common cold.
- Among the most commonly used complementary and alternative therapies were:
 - prayer (43%)
 - natural products (19%)
 - deep breathing exercises (12%)
 - meditation (8%)
 - chiropractic treatments (8%)
- Gender and age appear to be determining factors in whether or not people decide to use CAM. For example, women were more likely to use CAM as compared to men and older adults were more likely than younger adults to use CAM therapies.
- About 55% of responders reported that they utilized CAM because they believed that it would help improve the outcome of conventional treatments for a particular medical

condition.

Complementary and alternative therapies are also commonly used by cancer patients throughout the world, including cancer patients in modern Western countries such as Canada, the United States, and the United Kingdom. Data from published surveys of cancer patients in 13 countries, including several surveys conducted in the United States, indicated that nearly one of every three cancer patients (31%) have used some form of CAM. The most common types of CAM therapies utilized by cancer patients include dietary modification, herbal products, homeopathy, hypnosis, meditation, relaxation, and spiritual healing.

In 1999, the International Union Against Cancer conducted a survey of its 286 member organizations located in 83 countries requesting information about the use of CAM therapies by cancer patients. The majority of responders to this survey questionnaire were doctors who specialize in the treatment of cancer patients (i.e., oncologists). The results of the survey may be summarized as follows:

- A broad range of CAM therapies is used by cancer patients worldwide.
- The use of specific CAM therapies varies significantly from country to country.
- Specific CAM therapies developed in a particular culture or country tend to be favored by cancer patients who reside in that country.
- The majority of oncologists who responded to the survey indicated that they did not feel adequately well-informed about CAM therapies.
- Lack of access to conventional, mainstream cancer treatments and/or failure of conventional treatments to control the cancer were assumed to be primary reasons why cancer patients turn to CAM therapies.

The increasing popularity of CAM in many Western countries in recent years, including among cancer patients, has stimulated research that is designed to determine the role of CAM therapies in the management of cancer. In 1998, the United States Congress took a major step forward in advancing further research on CAM therapies by establishing the National Center for Complementary and Alternative Medicine (NCCAM) within the National Institutes of Health (NIH) located in Bethesda, Maryland.

The mission of the NCCAM is to:

- Explore CAM healing practices in the context of rigorous scientific investigation.
- Conduct and support both basic and clinical research on CAM therapies for various conditions including cancer.
- Provide training to researchers in the area of CAM.

- Disseminate authoritative, scientific-based information about CAM therapies to the public and health care professionals.

Complementary and Alternative Medicine: What Do These Terms Mean?

The National Center for Complementary and Alternative Medicine (NCCAM) defines complementary and alternative medicine as "a group of diverse medical and health care systems, practices, and products that are not presently considered to be a part of conventional medicine". The term **complementary medicine** refers to the use of CAM therapies in addition to or in conjunction with conventional mainstream treatments in an "integrative" approach to treatment. The term **alternative medicine**, on the other hand, refers to the use of CAM therapies as a substitute for or in place of conventional mainstream treatments.

Although the terms "complementary" and "alternative" are often used interchangeably by many people when referring to CAM therapies, health care professionals usually make a clear distinction between these two terms. In general, conventional physicians will keep an open mind and tend to support the use of "complementary" therapies in conjunction with standard mainstream treatments while they may resist suggestions for using "alternative" therapies as a substitute for conventional treatments. In fact, many cancer centers in the United States have incorporated select complementary therapies along with standard cancer treatments (e.g., chemotherapy, radiation therapy, surgery) in an emerging field of cancer care known as *integrative oncology*. It is important for patients and their families to keep in mind the very important distinction between the terms "complementary" and "alternative" when discussing the issue of CAM therapies with their health care provider in order to avoid confusion and misunderstandings and ensure effective patient-doctor communication.

The definition of CAM adapted by the NCCAM, which basically defines CAM as any treatment modality, philosophy, or product that falls outside the realm of conventional or standard medical care is well-suited for most Western countries where conventional, modern medicine is the prevailing or predominant health system adapted by the people who live in that culture. For example, conventional or standard treatments for cancer in most modern Western countries include chemotherapy, radiation therapy, biological therapy, and surgery. Other treatment modalities such as acupuncture, hypnotherapy, or the use of shark cartilage would be considered as being outside the realm of conventional medicine and falling under the general umbrella of CAM. The definition of CAM adapted by the NCCAM, however, is more problematic in countries or cultures where a particular form of CAM, such as Traditional Chinese medicine in China or Ayurvedic medicine in India, represent major health care systems that are recognized, accepted, and utilized by the general population of those countries or cultures.

Legal Status of Complementary and Alternative Medicine

In the United States, practitioners of complementary and alternative medicine (CAM) represent a growing part of the overall health care workforce. Training for providers of CAM varies by area of practice and is most developed for osteopathy, chiropractic, oriental medicine, homeopathy, and naturopathy. In fact, many medical schools in the United States now offer courses in CAM as part of the overall curriculum for conventional physicians.

Regulations governing the practice of CAM vary from country to country and may also vary from region to region within a given country. In the United States, regulations governing the practice of CAM, including licensing, scope of practice, and malpractice liability, are established at the state level. Some general regulations that are worth noting include:

- **Licensing** - In general, in the United States, licensing for CAM providers varies from state to state. Whereas all states regulate licensing of chiropractors, only about 50% of states license practitioners of traditional oriental medicine and only about 25% of the states license practitioners of naturopathic medicine.
- **Scope of Practice** - State laws also define the limits of the scope of practice for CAM practitioners, meaning what they are or are not allowed to do in regard to treating patients. In general, the scope of practice for medical doctors (MDs) is significantly broader than for CAM practitioners.
- **Malpractice Liability** - As is the case with physicians and other allied health care professionals, providers of CAM may be subject to malpractice liability if the treatment they provide causes injury to the patient and does not conform to the standard of care.

The **Intelligent Patient Overview** in the complete **Medifocus Guidebook on Complementary Cancer Therapies** also includes the following additional sections:

- **Complementary and Alternative Medicine: Major Domains**
- **Overview of Conventional Cancer Treatments**
- **Role of Complementary and Alternative Medicine Therapies in Cancer**
- **Efficacy and Safety of Complementary and Alternative Cancer Therapies**
- **Complementary and Alternative Therapies: Practical Considerations**
- **Questions to Ask Your Complementary and Alternative Medicine Provider**

To Order the Complete **Guidebook on Complementary Cancer Therapies** [Click Here](#)
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3 - Guide to the Medical Literature

Introduction

This section of your *MediFocus Guidebook* is a comprehensive bibliography of important recent medical literature published about the condition from authoritative, trustworthy medical journals. This is the same information that is used by physicians and researchers to keep up with the latest advances in clinical medicine and biomedical research. A broad spectrum of articles is included in each *MediFocus Guidebook* to provide information about standard treatments, treatment options, new developments, and advances in research.

To facilitate your review and analysis of this information, the articles in this *MediFocus Guidebook* are grouped in the following categories:

- Review Articles - 36 Articles
- General Interest Articles - 62 Articles
- Clinical Trials Articles - 23 Articles

The following information is provided for each of the articles referenced in this section of your *MediFocus Guidebook*:

- Title of the article
- Name of the authors
- Institution where the study was done
- Journal reference (Volume, page numbers, year of publication)
- Link to Abstract (brief summary of the actual article)

Linking to Abstracts: Most of the medical journal articles referenced in this section of your *MediFocus Guidebook* include an abstract (brief summary of the actual article) that can be accessed online via the National Library of Medicine's PubMed® database. You can easily access the individual abstracts online via PubMed® from the "electronic" format of your *MediFocus Guidebook* by clicking on the URI that is provided for each cited article. If you purchased a printed copy of the *MediFocus Guidebook*, you can still access the abstracts online by entering the individual URI for a particular abstract into your computer's web browser.

Recent Literature: What Your Doctor Reads

Database: PubMed <January 2006 to October 2009>

Review Articles

1.

Anticancer and cancer chemopreventive potential of grape seed extract and other grape-based products.

Authors: Kaur M; Agarwal C; Agarwal R
Institution: Department of Pharmaceutical Sciences, School of Pharmacy, University of Colorado, Denver, CO 80045, USA.
Journal: J Nutr. 2009 Sep;139(9):1806S-12S. Epub 2009 Jul 29.
Abstract Link: <http://www.medifocus.com/abstracts.php?gid=OC032&ID=19640973>

2.

Acupuncture for treating hot flushes in men with prostate cancer: a systematic review.

Authors: Lee MS; Kim KH; Shin BC; Choi SM; Ernst E
Institution: Department of Medical Research, Korea Institute of Oriental Medicine, Daejeon, 305-811, South Korea. drmslee@gmail.com
Journal: Support Care Cancer. 2009 Jul;17(7):763-70. Epub 2009 Feb 18.
Abstract Link: <http://www.medifocus.com/abstracts.php?gid=OC032&ID=19224253>

3.

Perspectives on music therapy in adult cancer care: a hermeneutic study.

Authors: Olofsson A; Fossum B
Institution: Department of Oncology, Karolinska University Hospital, Stockholm, Sweden. anne.olofsson@karolinska.se
Journal: Oncol Nurs Forum. 2009 Jul;36(4):E223-31.
Abstract Link: <http://www.medifocus.com/abstracts.php?gid=OC032&ID=19581226>

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- General Interest Articles - 62 Articles
- Clinical Trials Articles - 23 Articles

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4 - Centers of Research

This section of your *MediFocus Guidebook* is a unique directory of doctors, researchers, medical centers, and research institutions with specialized research interest, and in many cases, clinical expertise in the management of this specific medical condition. The *Centers of Research* directory is a valuable resource for quickly identifying and locating leading medical authorities and medical institutions within the United States and other countries that are considered to be at the forefront in clinical research and treatment of this disorder.

Use the *Centers of Research* directory to contact, consult, or network with leading experts in the field and to locate a hospital or medical center that can help you.

The following information is provided in the *Centers of Research* directory:

- **Geographic Location**

- United States: the information is divided by individual states listed in alphabetical order. Not all states may be included.
- Other Countries: information is presented for select countries worldwide listed in alphabetical order. Not all countries may be included.

- **Names of Authors**

- Select names of individual authors (doctors, researchers, or other health-care professionals) with specialized research interest, and in many cases, clinical expertise in the management of this specific medical condition, who have recently published articles in leading medical journals about the condition.
- E-mail addresses for individual authors, if listed on their specific publications, is also provided.

- **Institutional Affiliations**

- Next to each individual author's name is their **institutional affiliation** (hospital, medical center, or research institution) where the study was conducted as listed in their publication(s).
- In many cases, information about the specific **department** within the medical institution where the individual author was located at the time the study was conducted is also provided.

Centers of Research

United States

AK - Alaska

Name of Author

Dirks L

Institutional Affiliation

Mind Matters Research, Anchorage, AK 99507, USA.
lfreeman@gci.net

Freeman L

Mind Matters Research, Anchorage, AK 99507, USA.
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CA - California

Name of Author

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90095, USA. ccarpenter@mednet.ucla.edu

Brown ER

UCLA, Community Health Sciences, USA.

Carpenter CL

Center for Human Nutrition, David Geffen School of Medicine at
UCLA, University of California at Los Angeles, Los Angeles, CA
90095, USA. ccarpenter@mednet.ucla.edu

Child WL

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john@integrativearts.com

Collie K

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Danao LL

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90095-6918, USA.

Goldstein MS

UCLA, Community Health Sciences, USA.

Greenwald HP

School of Policy, Planning, and Development, University of
Southern California, Los Angeles, CA, USA.

The **Centers of Research** in the complete **Medifocus Guidebook on Complementary Cancer Therapies** includes the following sections:

- Centers of Research for relevant states in the United States
- Centers of Research listed for relevant countries outside the United States

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5 - Tips on Finding and Choosing a Doctor

Introduction

One of the most important decisions confronting patients who have been diagnosed with a serious medical condition is finding and choosing a qualified physician who will deliver a high level and quality of medical care in accordance with currently accepted guidelines and standards of care. Finding the "best" doctor to manage your condition, however, can be a frustrating and time-consuming experience unless you know what you are looking for and how to go about finding it.

The process of finding and choosing a physician to manage your specific illness or condition is, in some respects, analogous to the process of making a decision about whether or not to invest in a particular stock or mutual fund. After all, you wouldn't invest your hard earned money in a stock or mutual fund without first doing exhaustive research about the stock or fund's past performance, current financial status, and projected future earnings. More than likely you would spend a considerable amount of time and energy doing your own research and consulting with your stock broker before making an informed decision about investing. The same general principle applies to the process of finding and choosing a physician. Although the process requires a considerable investment in terms of both time and energy, the potential payoff can be well worth it--after all, what can be more important than your health and well-being?

This section of your Guidebook offers important tips for how to find physicians as well as suggestions for how to make informed choices about choosing a doctor who is right for you.

Tips for Finding Physicians

Finding a highly qualified, competent, and compassionate physician to manage your specific illness or condition takes a lot of hard work and energy but is an investment that is well-worth the effort. It is important to keep in mind that you are not looking for just any general physician but rather for a physician who has expertise in the treatment and management of your specific illness or condition. Here are some suggestions for where you can turn to identify and locate physicians who specialize in managing your disorder:

- **Your Doctor** - Your family physician (family medicine or internal medicine specialist) is a good starting point for finding a physician who specializes in your illness. Chances are that your doctor already knows several specialists in your geographic area who specialize in your illness and can recommend several names to you. Your doctor can also provide you with information about their qualifications, training, and hospital affiliations.

The **Tips on Finding and Choosing a Doctor** in the complete **Medifocus Guidebook on Complementary Cancer Therapies** includes additional information that will assist you in locating a highly qualified and competent physician to manage your specific illness.

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6 - Directory of Organizations

Academy for Guided Imagery

30765 Pacific Coast Highway, Suite 369, Malibu, CA 90265
800-726-2070

admin@academyforguidedimagery.com

www.academyforguidedimagery.com/

American Academy of Medical Acupuncture

4929 Wilshire Boulevard Suite 428 Los Angeles, CA 90010
323.937.5514

www.medicalacupuncture.org

American Association for Acupuncture & Oriental Medicine

1925 West County Road B2 Roseville, MN 55113
651.631.0204

www.aaaom.org

American Association of Ayurvedic Medicine

100 Jersey Avenue Bldg. B Suite 300 New Brunswick, NJ 08901
732.247.3301

info@ayurvedicacademy.com

www.ayurvedicacademy.com

American Association of Colleges of Osteopathic Medicine

5550 Friendship Blvd., Suite 310, Chevy Chase, MD 20815-7231
301-968-4100

aacom.org/

American Association of Naturopathic Physicians

4435 Wisconsin Avenue NW Suite 403 Washington, DC 20016
866-538-2267 202.237.8150

member.services@naturopathic.org

www.naturopathic.org

The **Directory of Organizations** in the complete **Medifocus Guidebook on Complementary Cancer Therapies** includes a list of selected disease organizations and support groups that are helping people diagnosed with Complementary Cancer Therapies.

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