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Top row (l-r): Nicole Gignac (CCNM student); Dr. Howie Owens, ND (Class of 2002); Dr. Rita Patel, ND (Class of 2004); Dr. Sapna Patel Flower, ND (Class of 2011)
 Bottom row (l-r): Dr. Tara Gignac, ND (Class of 2001); Susan Langley (former chair, CCNM's board of governors); Dr. Poonam Patel, ND (Class of 2005); Dr. Sue Love, ND (Class of 2011)

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Cover photo:
 Susan Langley with her son, Dr. Howie Owens, ND (Class of 2002)
 Photo credit: Kathryn Hollinrake

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Editor's Letter



Simone Philogène (pictured middle) with her husband and son

Relationships and the ties that bind

There is no greater test of the quality of the relationships in your life than when something goes wrong.

Three months ago, on my last ski run on a Sunday afternoon, I fell. Not particularly perturbed (and a bit annoyed at the novice skier I had swerved hard left to avoid), I stood up to go and fetch my skis that had popped off and realized I could not put any weight on my right leg. I would later be told by an orthopedic resident at my local hospital that the break was “impressive” as he and his colleagues reviewed the x-ray.

What followed was surgery, physiotherapy and a much-deepened relationship with my ND.

But today, as I write this editorial while waiting for the x-ray that will greenlight my ability to walk on the injured leg, I want to share my reflection on the power of relationships in our lives.

We simply can't do anything without others. In my case, my devoted husband and son who have taken care of me while I have been immobile and unable to care for them, reminded me of this every day as I went through and recovered from surgery, struggled with the easiest of things and could no longer do the tasks that are mine in our family.

CCNM has reminded me that our family is not only those related to us by blood or marriage, but includes those that we work with each and every day. In my almost 30-year career, I have never worked in such a caring environment. The support I have received from my team and colleagues has been, well, remarkable, and a testament to strong relationships in the workplace.

It goes without saying that the new relationships I have made with my surgeon and the other health-care professionals I have met in the last three months have

given me a new appreciation for those who care for all of us.

My relationship with my ND has been invaluable. The care and thoughtfulness with which she has cared for me, all of me (not just my leg), has renewed my deep appreciation for this profession that we all work to support, develop, and strengthen.

So in reading this latest issue of our magazine, I invite you to enjoy stories of powerful relationships across the ND profession; stories that sustain us, give us purpose, and quite frankly, give us joy.

A handwritten signature in black ink, appearing to read 'Simone', with a long, sweeping underline.

Simone Philogène
Editor in Chief

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The ties that bind

Naturopathic medicine forges bonds and brings together friends and families in the pursuit of health and wellness.

In this issue, we feature relationships of all kinds – ones that were created, strengthened, and transformed because of naturopathic medicine.

Healing from the inside out

Dr. Howie Owens, ND (Class of 2002), and his mother, Susan Langley, represent the vastly different ways in which naturopathic medicine treats the whole person



As a young man, Dr. Howie Owens, ND, struggled with a number of health issues. A series of concussions led to two decades of migraines, and nagging digestive problems even resulted in doctors removing his appendix. After university, he and his wife decided to pack their bags, leave their home in Guelph, Ontario, and travel through Asia for three years.



Muskoka Naturopathic
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His time there was life changing – he tried acupuncture, homeopathy, meditation, herbal medicine, and yoga for the first time, dramatically shifted his eating habits, and saw significant improvements in his migraine and digestive issues.

It was the experiences he had in India and the Far East that would eventually lead him – and his mom – to naturopathic medicine.

Making changes

To a large extent, Howie was living the principles of naturopathic medicine before he even knew what they were. In 1997, he discovered CCNM; he had read an article about the College and figured that becoming an ND would align perfectly with his own health journey.

Susan Langley recalls that as her son’s interest in the profession grew, so did the family’s.

“He was keen to share his learning as he spent time living in Asia and then, deciding to take the major step of studying naturopathic medicine,” she says. “It was a big challenge for him and required a huge commitment. But as he learned, we all gained in knowledge about the importance of healthy living and preventive medicine. All of our behaviours and attitudes changed for the better as a result.”

After graduating in 2002, Howie and his family (which now included two young children) moved to Bracebridge, Ontario and he opened Muskoka Naturopathic Family Practice. Intending to stay only five years, they have lived there now for over 17.

Describing him as “patient, gentle, thoughtful, and kind,” Susan is incredibly proud of her son – and there’s plenty to be proud of. As a member of the community, Howie volunteers his time to many initiatives, such as Dads of Muskoka and the Muskoka Trails Council, and travels once a month to the Rama First Nations in Orillia to treat patients.



“But as he learned, we all gained in knowledge about the importance of healthy living and preventive medicine. All of our behaviours and attitudes changed for the better as a result.”

Susan Langley

“He also gives talks at a local prison on healthy living, behavior and attitudes,” she adds. “He told me that he was a bit nervous the first time he faced a group of inmates who were big, tattooed and ‘kind of scary looking.’ But as soon as he began talking, they became animated and engaged and asked all kinds of excellent questions. He has been doing this on a regular basis for many years now.”

An agent of change at CCNM

While Howie was nurturing himself and his patients back to health, Susan was undergoing a healing process of a different kind.

A well-respected educator with a fast-paced career, she was the secretary-treasurer of the Ontario Teachers’ Federation when she was approached by CCNM’s then-president David Schleich to become a member of the board of governors.

“I met with David about some of the projects I was working on, and he knew about my mom’s job,” Howie explains. “He asked if she would be interested in helping the board because she has chaired umpteen boards in the past and helped them with their procedural matters.”

She accepted and served for two terms. From 2005 – 2007, she was the chair – the first female chair in CCNM’s history.

“The time at CCNM leading up to my taking on the role of chair was a bit tumultuous,” she says. “The president of the College changed in 2003 and the roles of the board and administration were not clear.”

Tasked with the goal of building a more transparent and impartial board, Susan was at the forefront of reshaping its processes and creating sound policies.

“We worked with the new president, Bob Bernhardt, as we became more knowledgeable and literally transformed the working of the board. It was both an energizing but also highly challenging time. The board and Bob were committed to making the changes necessary to allow us to work more effectively,” she explains.

“I believe that we achieved those outcomes and as a result, the College became much stronger and more able to carry out its role of educating new naturopathic doctors.”

Susan’s involvement with CCNM was perhaps unexpected, but resulted in real, tangible change. “I am delighted to see the way in which the profession has grown in stature over the years. I still believe that NDs are in the best position to change the world of health as we know it today.”

Learn more about Howie:
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Friends, naturopathic doctors, and business partners

Class of 2011 graduates Dr. Sue Love, ND, and
Dr. Sapna Patel Flower, ND, on how their friendship
became the foundation of a successful practice



Right at the beginning of their naturopathic journey, Dr. Sue Love, ND, and Dr. Sapna Patel Flower, ND, became quick friends. Being in such a small class (they both started in the January intake) meant that they got to know each other right off the bat.



The two also discovered how much they had in common – they both lived downtown, had careers prior to attending CCNM (Sue worked in a business management role while Sapna was a software developer), and were back at school after a long time away from it – and formed a connection.

It wasn't until second year, when Sapna broached the subject in their practice management class, that they seriously began considering opening up a practice together.

“I had always wanted to have my own clinic and so I had been thinking about it,” recalls Sapna. “And then Sue was sitting right beside me and I just asked her, ‘Would you ever think about opening a clinic?’”

At that point, Sue hadn't thought about opening up her own practice – but she was completely on board.

“As the years went on, we needed to do projects for practice management and we would just do them together, thinking, ‘OK, maybe this'll happen one day. We might as well just plan for it and work on it as if it's going to happen,’” adds Sue.

“In our last year of school, we talked about it again and said, ‘Is this really happening? Are we really going to do this?’ And then we decided – we're going for it.”

Building a practice together

Sue and Sapna opened Restore Integrative Health in the Leslieville area of Toronto about seven years ago. This particular neighbourhood wound up being a natural fit – they often met there to study and it's in a convenient location, in the middle of where the two live.

The area itself mirrors their philosophy on health and wellness. Populated by young families and professionals who are seeking

“In our last year of school, we talked about it again and said ‘Is this really happening? Are we really going to do this?’ And then we decided – we're going for it.”

Dr. Sue Love, ND (Class of 2011)



“We trust each other 100% with everything that we do. There’s a lot of compromise and that’s what builds a healthy relationship.”

Dr. Sapna Patel Flower, ND (Class of 2011)

more health-care options, Restore offers naturopathic medicine, massage therapy, chiropractic, psychotherapy, osteopathy, and more.

“We refer within the clinic and also to the broader Leslieville community as much as we can,” says Sue. “Patients really like having different treatment options here, so they don’t have to tell their story over and over again. With our patients’ consent, we discuss their cases with the other practitioners to really optimize care.”

It also helps that Sue and Sapna practise very similarly and often see eye-to-eye on most things.

“We trust each other 100% with everything that we do. There’s a lot of compromise and that’s what builds a healthy relationship,” explains Sapna.

Lessons learned

When they were in their initial planning phase and announced their intention to go into business together, they were met with resistance from people claiming it would be a bad idea to start a practice based on a partnership model.

Instead, Sue and Sapna trusted their instincts and forged ahead, creating a business plan and giving their future clinic a lot of thought. They knew they would be successful.





“We were friends that became work spouses and if something’s going on in life, we can always talk it out. That is a therapeutic process of the relationship.”

Dr. Sapna Patel Flower, ND (Class of 2011)

“We know that for a lot of people having a partner doesn’t pan out very well. We’re so grateful that it has and for us, we can’t imagine having done it on our own,” Sue explains.

“It’s been such a great partnership and it only adds to the experience – we’ve been there for each other through difficult times in each other’s lives, having children, covering each other’s locums, and supporting the clinic while the other is away,” she adds. “You have to make sure that it’s the right partner, but for us partnership was definitely the right move.”

Sapna emphasizes that finding the perfect business partner is also like finding a life partner.

“You kind of know from the beginning,” she says. “You start working together, getting used to the other person’s quirks and daily routines, and make decisions to keep the business running. If it works out at the stage, and you keep the lines of communication open, I feel like it’ll always continue that way. We were friends that became work spouses and if something’s going on in life, we can always talk it out. That is a therapeutic process of the relationship.”

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Fifteen minutes with Dr. Rita Patel, ND (Class of 2004), and Dr. Poonam Patel, ND (Class of 2005)

We catch up with the sisters and learn what inspired them to pursue naturopathic medicine and how they motivate and learn from each other



For sisters Dr. Rita Patel, ND, and Dr. Poonam Patel, ND (Class of 2004 and Class of 2005, respectively), health care was always in the cards. When Rita discovered naturopathic medicine, Poonam would soon follow suit, and the two embarked on a career path that changed them – and their family – for the better.



What is your educational background?

Rita – I received my B.Sc. at the University of Toronto, where I studied biology, then came to CCNM where I received my naturopathic degree. I also have my M.Ed. (specialist) degree from the University of Calgary.

Poonam – My love for biological sciences led me to receive my undergraduate degree in biology from the University of Toronto after which I obtained my degree in naturopathic medicine at CCNM. I started my private practice working in interdisciplinary clinics upon graduation and had opportunities to teach in various courses and eventually also supervise at the RSNC. My interest in teaching and the science behind it led me to pursue further studies at McMaster University where I am currently working towards my master’s degree in health science education (MHSEd.) and my teaching certification with the MacPherson Institute. This has given me a greater understanding and appreciation of CCNM’s program design and has evolved my teaching practice with my students and patients.



What made you decide to pursue naturopathic medicine and why did you choose to study at CCNM?

Rita – I had decided that I wanted to be a doctor at a very young age. During my second year of undergrad, I decided to volunteer at our local pharmacy as I wanted to learn all the medications and their uses. During that time, I started to notice several repeat customers who would be coming to get refills or medications for the side effects of their current medications. This really made me think about why nothing was being done to help them get better, and instead they were getting worse from their medications. Then I happened to stop at the CCNM booth during a career fair and I learned about naturopathic medicine. I was lucky enough to preceptor with Dr. Fateh Srajeldin, ND (Class of 1990), in Etobicoke. After watching his interactions with patients, and hearing about their stories and how naturopathic medicine had helped them, I was quickly convinced that there was a way to treat patients so that they could actually get better without relying on medications for the rest of their lives.

“The idea of prevention, using natural remedies and identifying the cause became the driving force to deciding that naturopathic medicine would fulfill my dream of working in health care.”

Dr. Poonam Patel, ND (Class of 2005)



CCNM was the only naturopathic college in Canada in 1999 when I applied, which was important to me as I did not want to leave Canada to study. I came to a CCNM tour and sat in on some classes. I was really impressed with the rigorous workload and variety of classes. I felt that I would get a quality education at CCNM.

Poonam – I had a fascination with medicine and health care from a young age, and considered a few different career options in health care. I became certain of the value of naturopathic medicine with two personal experiences that helped me realize that the current health care paradigm simply focused on addressing the symptoms, with very little emphasis on prevention or treatment of the causes. I took organic chemistry in my summer term at university and developed a reaction on my hands. This drove me to see my doctor who admitted he was not sure what it was but had a medicine to help. Instead I went to see a dermatologist who took a quick look at my hands, diagnosed it as (dyshidrotic) eczema and wrote me script for hydrocortisone. As he was leaving, I asked what had caused it, and he answered that eczema was usually brought on by stress. I asked how I could resolve it and he asked, ‘What do you mean, the stress?’

with a puzzled look as he walked out the door. This helped drive the principle of ‘treat the cause.’

My other experience helped me understand the principles of do no harm, use the power of nature, and focus on prevention, after attending a weekend retreat where many people contracted strep throat infections. I was able to prevent getting sick by changing my diet and lifestyle, and taking a few botanical medicines even though I had tested positive for beta-hemolytic strep.

Rita had also explored naturopathic medicine so I was aware of it as a regulated health-care profession, and encouraged me to preceptor with a naturopathic doctor to decide if this would be ideal for me as a career choice. The idea of prevention, using natural remedies and identifying the cause became the driving force to deciding that naturopathic medicine would fulfill my dream of working in health care. CCNM had a program that was diverse, comprehensive and recognized. Being close to home was also important for me so I could get the support I would need from my family, and I am glad I chose to study at CCNM.

Q How did you feel when you found Poonam was interested in naturopathic medicine as well?

Rita – When Poonam first told me that she was considering a career in naturopathic medicine, the first thing I said to her was that I wanted her to experience it for herself before she made any decisions. I wanted her to make this big decision after doing more research. It was a big decision to make and I wanted her to know all the facts before applying.

Q How important is naturopathic medicine/ health care to your family?

Rita – When I first suggested I was interested in naturopathic medicine, my family had no idea what I was talking about. We all discovered it together when I, and then Poonam, went through the program. Over the years, my parents started making changes to our eating habits; less sugar, less fried foods, and overall we started eating better and exercising more. The whole family is now healthier. My parents are more active and stronger than most people their age.

“It is amazing to have a sibling in the same profession... she always helps me think about things in a different way, which really helps me solve many puzzles.”

Dr. Rita Patel, ND (Class of 2004)





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Poonam – Naturopathic medicine and health care is an important part of our family – in general, we have incorporated some key aspects of health into our lives as a family, and try to actively balance physical health with our mental, emotional and spiritual health. Our parents are retired and strive to keep busy, and have been (and continue to be) our support system throughout our educational (and life) endeavors. We also have a younger sister (Krupa), who helped keep our heads up and feet planted on the ground. Having my family believe in achieving optimal health has made naturopathic medicine an integral part of our lives.

Q **What are the benefits of having a sibling in the same profession? Do you and Poonam ever ‘talk shop,’ etc.?**

Rita – It is amazing to have a sibling in the same profession. She is always the person I go to when I need help with a case or when I need practice advice. She always helps me think about things in a different way, which really helps me solve many puzzles.

Poonam – With Rita, I share a naturopathic degree, and between us three sisters, we all have a degree/experience in the field of education. I feel blessed that I can share my positive/negative experiences and work stressors with both my sisters. I know that I will be listened to without judgement and supported unconditionally. I will often ask for advice in cases I am struggling with, exchange inspirational stories, and share teaching strategies or concepts to improve my abilities as an educator and practitioner. While we often share strategies we are using in clinical cases, and our successes and frustrations in our professional lives, we also are careful to keep our boundaries with our personal lives and will actively stop talking shop for the sanity of those around us.

Q **How would you describe your relationship with your sister? How does she inspire you?**

Rita – I am lucky to have Poonam in my life. We have a good relationship. I feel like I can share anything I want with her, as she is a great listener. We have a relationship filled with respect and admiration for each other. One of the qualities that I most admire about Poonam is how much she cares about others. She will always do whatever she can to help others, be it a patient or a student. This selfless quality is what inspires me the most about Poonam, as it motivates me to be a better human being.

Poonam – Rita is my sister, but much more than that. She is my role model and mentor and has been my guiding light in all the years we have grown up together, as well as throughout my education. From helping me create my high school courses plan, to guiding me towards naturopathic medicine, she has inspired, encouraged, and supported me throughout the program mentally, emotionally, and physically. It was her love for medicine and exploring ancient principles of Ayurvedic medicine that helped her discover naturopathic medicine and CCNM. My curiosity only peaked once she pursued her dreams and I experienced the value of naturopathic medicine myself.



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A shared passion

In their family, cousins Tara and Nicole Gignac are the first to pursue careers in naturopathic medicine



When second-year student Nicole Gignac first thought about becoming a naturopathic doctor, she asked her cousin, Class of 2001 graduate Dr. Tara Gignac, ND, about it. And who better to talk to? After all, Tara is an author, runs StoneTree Naturopathic Clinic in Collingwood, Ontario, and is involved in strengthening the profession in Ontario through regulatory work.



More recently, she took a sabbatical from patient care and served as the president of the College of Naturopaths of Ontario (CONO).

They had countless discussions. “Are you sure?” Tara would ask. “Do you really want to become an ND?”

She wasn’t trying to dissuade Nicole – instead, she wanted to ensure that her cousin was absolutely certain about her decision to enter the profession.

“I tell every single young person who has sat in front of me about the things that are great about naturopathic medicine and the things that are really challenging. In essence, trying to talk them out of it. The ones that are meant to do this will try to talk me into it. And so my cousin – she’s one of us. She can’t not be this.”

A tale of two skiers

Coincidentally, it was a love of skiing that brought Tara and Nicole to CCNM.

For Tara, hitting her head while enjoying the slopes at Blue Mountain Resort was the catalyst. She remembers visiting her chiropractor for an appointment and having a discussion about her future goals. Originally planning to become a medical doctor, Tara’s dream quickly

evaporated while volunteering at a hospital during her undergraduate studies at McMaster University and realizing that it wasn’t for her.

Her chiropractor suggested naturopathic medicine, which Tara didn’t know much about. After she went home that night, she found CCNM’s website, read the naturopathic oath, and knew immediately that she had found her calling.

Nicole took more of a circuitous path to CCNM. She grew up ski racing but had three knee surgeries while still a teenager. On her path to physical wellness, she had physiotherapy, rehab, joined a CrossFit gym, and studied kinesiology in university. She also moved around a lot and lived in Alberta, Ontario, Nova Scotia, and B.C.

While attending Calgary University, she found herself overworked and burnt out. Deciding she needed time away from school, Nicole took the year off to work in the finance department of her dad’s car dealership in Vancouver.

“I always knew I would do something in health care,” Nicole says. “I thought about medical school but I knew that wasn’t exactly what I wanted. I was really interested in orthopedic surgery and chiropractic as well.”

A shared passion cont'd



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Just like Tara, Nicole had a lightbulb moment when researching naturopathic medicine.

“The more I looked into it, the more I thought, ‘Wow, this is everything that I’m interested in.’ So I quit my job and finished my degree – at Acadia University on the east coast, this time. I took a very scenic route to get here!”

Tara’s influence on the profession... and Nicole

Nicole spent a weekend with Tara in November and shadowed some of the NDs at StoneTree. “It was amazing to see the community there, to interact with Tara’s staff and watch what they’re doing,” Nicole says. “She’s so humble and a true naturopathic doctor. The clinic she has built is remarkable.”

Because Tara is highly regarded and well known in the naturopathic community, Nicole will often hear her cousin’s name come up in conversation. It has led to some funny moments where faculty members have mistaken her for Tara.

“She’s such an inspiration to me so I’m always honoured when people recognize my last name,” says Nicole.

She doesn’t know yet how she wants to practise naturopathic medicine, but she thinks her career will be multifaceted, like Tara’s.

“I truly believe health care is not something you choose to do; it’s something that you have to do. The relationship you have with your patients is very special. If your attitude to health care is ‘meh, that might be fun,’ you should not do it,” explains Tara.

“How I influenced Nicole was to encourage her to really dig down into the weeds to find out if this is what she has to do, and it is. As a result, she’s going to make a great doctor and have a successful practice because she’s meant to do this.”

Learn more about StoneTree Naturopathic Clinic:
stonetreeclinic.com

“The more I looked into it, the more I thought ‘Wow, this is everything that I’m interested in.’ So I quit my job and finished my degree – at Acadia University on the east coast, this time. I took a very scenic route to get here!”

Nicole Gignac (second-year student)



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The Class of 1998 celebrates their reunion

Dr. Ina Wong, ND, with the help of CCNM
and her classmates, commemorates two decades
of health, wellness, and community spirit



Ina is a natural planner. As her class's representative through all four years of the program, she routinely organized social events for her peers. Later, she also arranged the Class of 1998's 10-year reunion. Knowing that the 20th anniversary of their graduation was approaching, she consulted with Dr. Kali Simmonds, ND, to find the best way to celebrate.



The Class of 1997/98 Yearbook

The two NDs represent the east and west coasts of Canada (Kali resides and practices in Charlottetown, Ina in Victoria) and live the furthest away. Luckily, they were both traveling to the Canadian Health Food Association (CHFA) East show, held last September 2018 in Toronto, which made choosing the location easy.

Plus – many of her classmates still live in the area and were attending the same show. As it turns out, about half of the class ended up attending the reunion at Strath Pub to reminisce about their school years and reconnect with one another.

“The reunion was wonderful,” says Ina. “It truly felt like we all just picked up right where we left off. We were all such an amazing support for one another over those four years and the connection remains just as strong today.”

Dr. Jasmine Carino, ND, brought school memorabilia while Ina and Dr. Julia Fountain, ND, created a class reunion quiz.

“It so funny to see the pictures from the pre-digital era, yearbooks and even a t-shirt! The quiz had questions like, ‘What is [former CCNM dean] Cory Ross’s favourite type of cell?’ We made classmates think hard with lots of laughter.”

Ina remembers the Class of 1998 as a diverse and supportive group and one that went on to influence the direction of the school. Many took on administrative and leadership roles, becoming professors, residents, clinic supervisors, and deans (such as Jasmine, Dr. Nick De Groot, ND, and Dr. Hal Huff, ND).

“The years at CCNM are intense, full of growth, and challenge you in so many ways. Your classmates are the only ones who truly understand what that process feels like. I found at both our 10- and 20-year reunions that I am reminded about the collective support we feel for each other. Everyone had a wonderful time catching up and reminiscing.”



Dr. Ina Wong, ND

Dr. Kali Simmonds, ND

The Class of 1998 celebrates their reunion cont'd



Top row (l-r): Hal Huff, Hanifa Menen, Nick De Groot, Ina Wong, Melissa Howe, Julia Fountain (Trick), Carol Laic, Erika Ristok
Bottom row (l-r): Kim Townsend, Kali Simmonds, Virginia Martin, Elaine Stroud, Pam Thornton, Kathleen Finlay, Jasmine Carino

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The Class of 1998 celebrates their reunion cont'd



HOST A CLASS REUNION AT CCNM!

CCNM offers space, refreshments, a small gift, and any logistical support needed to help get reunion planning off the ground.

Contact Frances Makdessian, manager, advancement, at: fmakdessian@ccnm.edu for more information.





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York Downs Chemists continues to uphold
the pioneering, familial, and innovative spirit of
its founder, the late David Garshowitz



York Downs Chemists has made significant contributions to the College supporting the establishment of the Patterson Institute for Integrative Cancer Research. Established in 2017, the Institute's mission includes developing a strong evidence base for integrative cancer therapies and whole-person models of health care.



“They are at the forefront of integrative cancer research,” says Fran Garshowitz, David’s daughter-in-law. “Their research program is driving the review of thousands of human studies in this area and will ultimately help guide clinical practice for all health-care providers involved in treating people with cancer.”

As a founding sponsor of the Patterson Institute, Fran believes that this support helps to cement David’s legacy and aligns with York Downs Chemists’ mission.

“This vitally important research helps guide nutritional supplementation, dietary and lifestyle recommendations, mind-body medicine, and retreat programming as well as excellence in health-care provision through person-centred clinical care at CCNM,” Fran explains.

“Supporting the Patterson Institute is also important to us to contribute to the education, training, and development of NDs who have a special interest in integrative cancer care to ultimately help support people living with cancer.”

David’s health-care vision

York Downs Chemists evolved from York Downs Pharmacy, a neighborhood pharmacy founded in 1955 on Bathurst Street in north Toronto. The pharmacy continues to operate for the community, while York Downs Chemists provides sterile compounding and injectables for complementary and alternative health-care practitioners.

David, a well-known figure in the Canadian pharmaceutical industry, took over York Downs Pharmacy in 1987 and continued to develop the business. Nine years later, he established York Downs Chemists.

He advocated for looking at medicine in a different way, believing that holistic approaches to wellness can be combined with scientifically validated treatments. Good health cannot be achieved with pharmaceutical drugs alone; overall wellness had to include changes to diet and exercise and the evaluation of one’s mental state.

“This vitally important research helps guide nutritional supplementation, dietary and lifestyle recommendations, mind-body medicine and retreat programming as well as excellence in health care provision through person-centred clinical care at CCNM.”

Fran Garshowitz (David’s daughter-in-law)



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(l-r): Dr. Peter Papadogianis, ND, Fran Garshowitz, Boyana Djokic, Jared Garshowitz, Bob Bernhardt, Dr. Nick De Groot, ND



David Garshowitz

Hartley Garshowitz, David's son and Fran's husband, says he was a visionary in the health and pharmaceutical industry, from his early days in compounding right through to the twilight of his career.

"He removed the sale of cigarettes from his pharmacies several years ahead of government legislation, as he saw the conflict between the sale of health products and those detrimental to health," Hartley recalls. "He was also involved in the early concept of franchising, leading a public pharmacy chain, co-founding a pharmaceutical company, and innovating with custom medications."

David's mission was shared by York Downs Pharmacists' manager Boyana Djokic who joined the business at the inception of York Downs Chemists. They met at a conference and quickly discovered that they shared the same outlook.

Boyana's dedication and knowledge is a large reason why David's legacy continues to flourish.

"David and Boyana thought the same way about health care and worked in tandem for many years," says Fran. "Her participation was – and continues to be – instrumental in making York Downs Chemists a success and to achieve what we have now."

A family affair

David, Fran, and Boyana cultivated an environment in which loyalty, respect, and perseverance are a way of life. Fran is extremely proud that there are several long-term employees, in addition to the solid relationships they've developed with NDs across the country.

Seven years ago, Fran and Hartley's son Jared graduated from the Leslie Dan Faculty of Pharmacy at the University of Toronto and now works at York Downs Chemists as a pharmacist.

"Boyana and Jared, together with the excellent York Downs Chemists' team, represent the continuity of David's vision and legacy," Fran says.

A special connection

Class of 1996 graduate and director of the Patterson Institute, Dr. Peter Papadogianis, ND, remembers the first time he met David and Boyana some 20 years ago.

"I walked in with my 1-year-old in tow and first met Boyana who became fast friends with my baby girl. She would play with vitamin bottles as Boyana and I chatted," he says.

"Meeting David and the staff early in my career helped me to value pharmacists

as partners in health-care provision. They were able to provide expertise in the chemistry of both natural and synthetic compounds and we would often engage in robust discussions regarding which compounds provided the best fit for a given situation or a specific patient," he adds.

"Boyana continues to be a family friend and I continue to rely on both her and Jared to answer all pharmaceutical and IV related questions."

As for their support of the Patterson Institute and cancer research, Peter is thrilled that NDs will be able benefit from York Downs Chemists' generosity.

"The support that York Downs Chemists is providing integrative cancer research is a natural extension of the support they have provided individual NDs across Canada for the past decades," says Peter.

For more information about York Downs Chemists, visit:
yorkdownschemists.com

Guiding principles for advertising by naturopathic doctors

CCNM's legal counsel, Keith Pownall, LLM,
reviews some of the basics of advertising that
every naturopathic doctor should know about



In an increasingly competitive marketplace, it is imperative that naturopathic doctors effectively advertise their services. At the same time, advertising in general is going through revolutionary transformation as social media drastically changes how the public accesses information. How then do naturopathic doctors reach out to a population that is still relatively unaware of how naturopathic medicine can help them?

In my almost three decades of association with naturopathy, I have been impressed by how the profession has increasingly penetrated the public conscience. At the same time, I remain frustrated by persistent public misconceptions about the scope of practice of the profession and the efficacy of the medicine its members provide. I am sure that this frustration is shared by all members of the profession. I am not competent to provide advice on how to optimally market naturopathic services; however, I can advise on how

to advertise, and how not to advertise, so as to conform with the standards in those jurisdictions that regulate the naturopathic profession.

The rules around advertising vary by jurisdiction; however, there are fundamental principles around this topic that apply regardless of where one practises. They can be summed up under three headings: accurate, informative and tasteful.

ACCURATE



The reputation of the naturopathic profession as a whole is dependent on each and every naturopathic doctor presenting themselves to the public honestly and professionally. Accordingly, any information in an advertisement needs to be objectively verifiable. You may think that you are the greatest naturopathic doctor on this planet but there has never to my knowledge, been a competition that determined the identity of that individual. You cannot promise to cure any medical condition or even guarantee improvement. At the risk of sounding overly modest, one must avoid using superlatives (e.g., great, world class, state of the art) in describing yourself, your qualifications or your clinic. Equally

unacceptable is the use of comparatives to distinguish yourself from your colleagues. Naturopathy is a profession of peers.

One should be careful about suggesting that one is a “specialist” or that one specializes in a particular modality or in treating certain conditions. The words “specialist” and “specialize” have a distinct meaning in the context of health professions because in allopathic medicine and dentistry those terms are exclusively used by individuals that have specific defined and recognized credentials. Such credentials have not yet been defined within the naturopathic profession and many jurisdictions strictly prohibit the use of such terms by naturopathic doctors.

Please note:

This article does not constitute legal advice. Contact your regulatory body if you have any questions.

INFORMATIVE



By informative, I mean advertising needs to educate the general public on what naturopathic doctors do and how they do it. The recent initiative of the CAND on television and in social media has attempted to address misconceptions about the profession within the confines of a 15-second soundbite. On your website, you have the opportunity to expand on this process.

The ability to use testimonials in your advertising varies depending on the province or state in which you practise. It is not permitted in Ontario. If your practice is located in a jurisdiction that does not prohibit it, please keep the following in mind.

- Soliciting testimonials from your patients, even if not done aggressively, can place your patients in an awkward position. In effect, you are asking them to waive their right to privacy and some patients may feel obligated to provide a public endorsement so as to not risk antagonizing you.
- Attempting to protect privacy by using a pseudonym for the patient or just their initials is both ineffective and unverifiable.
- It is recognized that practitioners are not able to restrain a patient from making an endorsement of their ND on a third party website such as Yelp; however, it is unprofessional to urge your patients to endorse you on such websites.

TASTEFUL



I realize that trying to define what constitutes tasteful advertising is a subjective process. At the very least, all members of the profession should ensure that they uphold the dignity of the profession and refrain from advertising in a manner that would attract negative publicity for the profession as a whole. Make sure if

you work for or are associated with a multi-member practice, that any advertising done by the clinic conforms to the advertising standards of your jurisdiction.

Ultimately, word of mouth endorsement of their naturopathic doctor by satisfied patients is the most effective means of advertising and the least expensive.

“In my almost three decades of association with naturopathy, I have been impressed by how the profession has increasingly penetrated the public conscience.”

Keith Pownall, LLM (CCNM's legal counsel)





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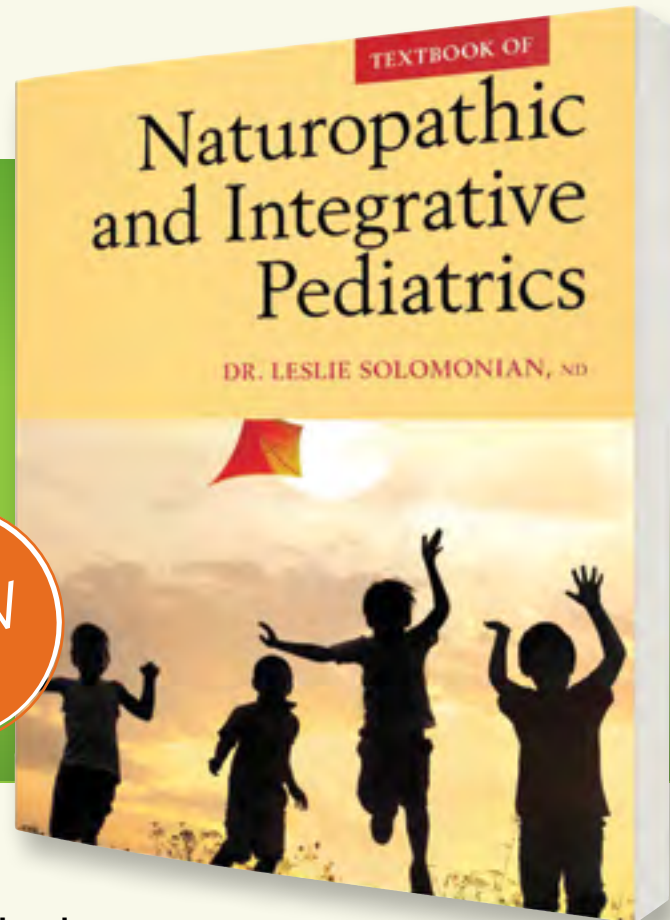
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