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CCNM's Ottawa Integrative Cancer Centre
opens this fall

expanding our horizons

ISSUE NO. 8—FALL 2011

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MIND|BODY|SPIRIT

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EDITOR

Catherine Kenwell

ASSISTANT EDITOR

Sana Abdullah

ADVERTISING

Alexandra Huebner

ART DIRECTION & DESIGN

Fish Out Of Water Design.com

Please send your comments and story ideas to ckenwell@ccnm.edu

General inquiries: 416-498-1255 extension 243

For information about advertising in MIND|BODY|SPIRIT, contact advancement@ccnm.edu

Publications Mail Agreement No. 40052173

Contact information:
Advancement Office
1255 Sheppard Ave. E.
Toronto, ON CANADA M2K 1E2
P: 416-498-1255 F: 416-498-1643
E-mail: alumni@ccnm.edu
Website: www.ccnm.edu

To update your contact information, please visit www.ccnm.edu (alumni services/update your info)



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on our cover

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college roundup



Fall is traditionally a busy time at CCNM.

We welcome a new class of naturopathic-doctors-to-be, and we ramp up our patient numbers at the Robert Schad Naturopathic Clinic as our senior clinicians enter the second semester of their final year.

This year is no different; however, in addition to the bustle of the new academic year our efforts have been focused on expanding naturopathic medicine to better meet the public's growing needs.

To that end, CCNM opens its Ottawa Integrative Cancer Centre (OICC) this month. The OICC will be a model multi-disciplinary flagship centre providing whole-person integrative care to people with cancer, cancer survivors, and those seeking both primary and secondary cancer prevention.

"Many people who live with cancer seek integrative care to boost their immune systems and help complement and optimize conventional cancer treatments. Often, they utilize naturopathic therapies, clinical nutrition, acupuncture, botanicals, massage therapy, and other adjunctive treatments," explains Dugald Seely, ND, clinic director. "At the OICC, we're making all of this available utilizing a patient-centred model."

We know that increasingly Canadians are seeking a more integrated approach to their health and well being. A recent survey commissioned by CCNM and the Ontario Association of Naturopathic Doctors reveals that an estimated two million Ontario residents now see a naturopathic doctor, and almost half of Ontarians treated by NDs report naturopathic medicine has helped reduce their use of prescription drugs. Approximately 40 per cent of those individuals report fewer visits to their family doctors, and three in 10 report fewer hospital visits as a result of the care they receive from NDs. For more on the survey, see page 6.

And finally, social media has become part of the way CCNM communicates with its stakeholders—from prospective students to alumni, and from patients to the general public, we're employing Facebook, YouTube, Twitter and LinkedIn to talk about the College and the profession. In this issue, our social media specialist Nii-Sackey Sackeyfio explains how to tweet your practice in 140 characters or less. Do you use social media as part of your marketing strategy? Share your experience at editor@ccnm.edu.

Catherine Kenwell
Editor

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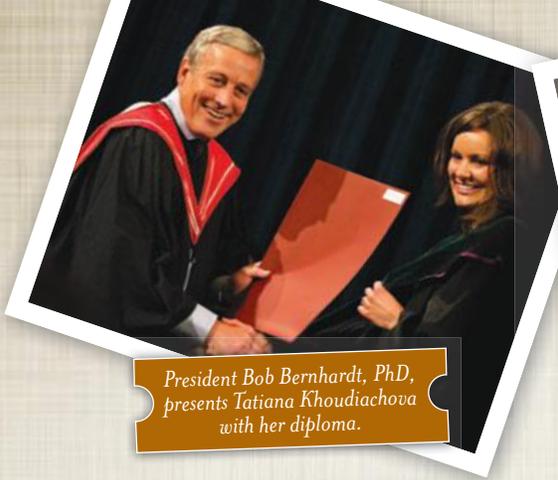
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President Bob Bernhardt, PhD, presents Tatiana Khoudiachova with her diploma.



CCNM's Board of Governors.



Kimberley Gowetor and proud parents.

CONVOCATION HIGHLIGHTS

CCNM's 31st CONVOCATION CEREMONY TOOK PLACE ON MAY 27, 2011 AT CONVOCATION HALL, UNIVERSITY OF TORONTO



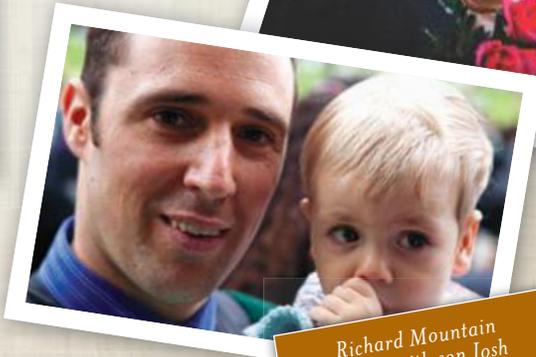
The Class of 2011.



Left to right: Tatiana Khoudiachova, Sarah Vincent, Christal Blanchard



Shalon Strauss gets a hug from her mom.



Richard Mountain relaxes with son Josh after the ceremony.



Left to right: Vito Di Blasi, Hyun Jung Oh, Dawn Gareau, Alexandra Lee, Trisha Cordes, Gi Yeon Park, Amy Valichka

2 MILLION ONTARIANS SEE NDs

A new survey commissioned by CCNM reveals that almost half of Ontarians treated by naturopathic doctors report naturopathic medicine has helped reduce their use of prescription drugs. Further, approximately 4 in 10 of those individuals report fewer visits to their family doctors and 3 in 10 to hospitals as a result of the care they receive from naturopathic doctors.

Ontarians seeking more natural approaches to health and wellness are increasingly turning to naturopathic medicine. The survey, conducted in August 2011, found:



72 PER CENT OF ONTARIANS FAMILIAR WITH THE PRACTICE VIEW NATUROPATHIC MEDICINE POSITIVELY



43 PER CENT SAY THEY ARE FAMILIAR WITH THE PRACTICE



AND AN ESTIMATED 18 PER CENT OF ALL ADULT ONTARIANS— AN ESTIMATED **TWO MILLION** PEOPLE—HAVE SEEN A NATUROPATHIC DOCTOR.

According to the survey, women are both more likely to be familiar with naturopathic medicine (49% versus 36%) and more likely to have a positive impression of it (77% versus 66%) as compared to men. Of interest, the Ontario Ministry of Finance reports that females in Ontario enjoy a life expectancy which is over four years longer than their male counterparts.

“These results show more Ontario residents are not only increasingly using complementary therapies, but also indicating that naturopathic medicine is an effective alternative to help relieve the cost pressures on the publicly-funded provincial health system,” says Nick DeGroot, a naturopathic doctor and CCNM’s dean.

The demand for naturopathic medicine continues to grow with 41 per cent of respondents indicating they are likely to see a naturopathic doctor in the next few years, and over half of these anticipating a visit within the next 12 months.

Moreover, the survey showed that there is a general movement moving towards selecting naturopathic medicine as a treatment option based on a strong desire for more natural approaches to boosting and maintaining health. In fact, survey respondents currently seeking treatment from naturopathic doctors indicate they are seeking more natural approaches to health and wellness (67%) as opposed to being motivated by a dissatisfaction with traditional health services (4%).

“The naturopathic treatment for my psoriasis has allowed me to make outstanding progress, despite the fact that I’d been treated for the past three years with steroids and other traditional treatments with limited success,” says Andrew Tappin, a patient at the Robert Schad Naturopathic Clinic.

“My psoriasis gradually and consistently diminished, and I’ve also experienced a new burst of energy, clarity of thought and tremendously improved sleep patterns. The naturopathic care I’ve received has given me my life back,” adds Tappin.

THIS STUDY WAS CONDUCTED BY INNOVATIVE RESEARCH GROUP INC. THROUGH RANDOM DIGIT DIALLING TELEPHONE INTERVIEWS AMONG A SAMPLE OF 606 ENGLISH SPEAKING ONTARIANS, 18 YEARS OF AGE OR OLDER. THE INTERVIEWS WERE CONDUCTED BETWEEN AUGUST 17 AND AUGUST 23, 2011. UP TO EIGHT CALL-BACKS WERE MADE IN THE CASE OF NON-RESPONSE. USING 2006 CENSUS DATA FROM STATISTICS CANADA, THE RESULTS WERE WEIGHTED ACCORDING TO REGION, AGE AND GENDER TO ENSURE A SAMPLE REPRESENTATIVE OF THE ENTIRE ONTARIO ADULT POPULATION. AFTER WEIGHTING A SAMPLE OF THIS SIZE, THE AGGREGATE RESULTS ARE CONSIDERED ACCURATE TO WITHIN $\pm 4.0\%$ (19 TIMES OUT OF 20). THE MARGIN OF ERROR WILL BE LARGER WITHIN EACH SUB-GROUPING OF THE SAMPLE.



EXPANDING OUR HORIZONS *at the* **OICC**

Catherine Kenwell

**CCNM'S OTTAWA
INTEGRATIVE CANCER
CENTRE (OICC), SET TO
OPEN THIS FALL, WILL
BE A MODEL MULTI-
DISCIPLINARY FLAGSHIP
CENTRE PROVIDING WHOLE-
PERSON INTEGRATIVE CARE
TO PEOPLE WITH CANCER,
CANCER SURVIVORS, AND
THOSE SEEKING BOTH
PRIMARY AND SECONDARY
CANCER PREVENTION.**

"The OICC will be the first integrative oncology and research centre in Eastern Canada to provide care, advocacy and education for the use of whole-person care to the cancer community and health-care practitioners, regionally and nationally," says Dugald Seely, ND, CCNM's director of research and centre director. "We know there is a need for this type of support, and we're working with regional caregivers to make whole-person care a reality."

Often cancer patients do not communicate their complementary care choices with conventional oncologists. One of oncologists' biggest concerns with complementary medicine is the potential for this care to interfere

with conventional therapies like chemotherapy and radiation therapy. The OICC will work with patients, their families and their health-care professionals to develop a complementary, non-interfering therapy program to optimize overall wellness.

Now, with CCNM Board approval, and with \$1.35 million financial support from the Lotte and John Hecht Memorial Foundation, CCNM is planning its next steps to make this first-rate cancer-care centre a reality.

While approximately 80 per cent of Canadians wish to pursue complementary therapies to augment and ameliorate conventional cancer therapies, many cannot afford the additional out-of-

pocket expense. With support from donors, OICC can commit to providing subsidized individualized care to those that do not have extended insurance and cannot afford the care that they need.

The centre will be operated by CCNM, a registered charity providing research and education in naturopathic medicine. CCNM is committed to seeing positive changes in our health-care system.

The OICC will offer:

- scientifically grounded, evidence-informed natural cancer care, to strengthen the body's ability to heal itself and to sustain wellness during aggressive cancer therapies
- open communication and collaboration with allied health professionals and conventional oncologists
- evidence-based therapies at doses and times that will not negatively impact conventional therapy but support the body's own inherent healing ability and help patients cope with therapy-associated toxicity and side effects
- research that evaluates the effectiveness of the therapies provided

Initially, practitioners in the OICC will include three naturopathic doctors, a physiotherapist, two massage therapists, an acupuncturist, a yoga therapist, a psychiatrist, and an MD family practitioner.

"Many people who live with cancer seek integrative care to boost their immune systems and help complement and optimize conventional cancer treatments. Often, they utilize naturopathic therapies, clinical nutrition, acupuncture, botanicals, massage therapy, and other adjunctive treatments," adds

Seely. "At the OICC, we're making all of this available utilizing a patient-centred model."

The plans for the OICC have been underway for several years. The momentum for integrative cancer care is increasing; CCNM's Robert Schad Naturopathic Clinic (RSNC) established an adjunctive cancer care shift in early 2008, and will add another shift to its roster in 2012. To ensure the need and desire for integrative oncology, Seely and his team set out to deepen their understanding of the issues relevant to integrative oncology, learn from the experiences of others and avoid duplicating mistakes made in other contexts.

"We systematically analyzed reports of integrative oncology programs throughout the world, and learned the characteristics of a successful centre—including such concepts as organizational structure, components of care, patient and provider flow and interaction, and measurable outcomes of change," says Seely. "We identified key issues in the provision of integrative care, including likely barriers and facilitators to the process. Studying these models taught us how to guide the development of an organizational structure, how to involve family members in care, and how to deal with issues of patient flow and practitioner collaboration."

The OICC's philosophy of care includes a strong belief that family members be present during initial consultations, and in discussions around developing and changing the integrative care plan. A focus on the family, and not just the patient, is seen as a means to strengthen family relationships, which is part of the healing process.

What can patients and visitors expect from the OICC? The emphasis is on a welcoming, calming environment. The centre features a library complete with books, periodicals, research and other resources, where visitors can relax. Staff will be on call to respond to information requests from patients and the community. When a patient or survivor arrives for their first appointment, they'll first see a case manager or naturopathic doctor. Following the initial consultation and the development of a treatment plan, the patient and their family would engage in regular consultations.

A robust research team is ready to support and develop both the OICC and integrative oncology as a whole. Ultimately, the team will comprise two research fellows and three full-time research residents. The residencies will be accredited by the Council for Naturopathic Medical Education (CNME) and we will seek integration with the Oncology Association of Naturopathic Physicians (OncANP).

The OICC is delighted to have recruited Leesa Kirchner, ND, as Chief Medical Officer. Kirchner has been providing care to people with cancer exclusively for the past several years and will be shifting her practice to the Ottawa Integrative Cancer Centre. In addition to maintaining valuable evidence-informed care, Kirchner will assist in training NDs in the developing art of naturopathic oncology.

"We want to create opportunities for student externs to participate in the centre," says Seely. "Externships will be available for two weeks to one month, and students can apply for both the externships and the residencies."

It is no surprise that a large proportion of cancer patients embrace complementary therapies alongside conventional treatments and this proportion is growing. What is a bit of a shock is that the integration, recognition, and acceptance of this care by the conventional medical system in Canada is still so absent.

With the launch of the Aviva Campaign in the fall of 2010 the OICC was able to mobilize a tremendous base of support, gathering 3,700 individual voters for the cause 'Whole-Person Cancer Care Regardless of Income'.



“Through this initiative, we expanded our social media efforts to mobilize as many supporters as we could,” explains Catherine Kenwell, CCNM’s director, marketing and communications.

“That initially meant a robust Facebook campaign, which garnered thousands of supporters. Friends, staff, patients and students shared the information with friends and families, and through those networks we were able to connect with people we hadn’t ever even met. Board members and others tweeted and re-tweeted campaign information; students signed up for email voting reminders; it was remarkable how everyone worked together towards the goal.

“Each individual understood the value of creating awareness for the campaign, and together we created a great buzz around integrated cancer care. Everyone knew about the campaign, and everyone was talking about it.”

To date, the OICC has had a number of successes in establishing partnerships locally and nationally through involvement in various works. This success has primarily come through research collaborations and projects. Examples of some of this research that effectively spans the disciplines includes the AMPLCaRe study, the CIHR-funded synthesis work on natural health products for both lung and breast cancer, the CBCRA-funded partnership with CAMEO on developing an online decisional aid for breast cancer survivors, and most recently the hyperthermia trial for pancreatic cancer patients. This research has positioned CCNM as a world leader in integrative oncology. With the creation of the OICC, CCNM plans to take this research to a new level and employ whole-systems research that uses pragmatic and observational design effectively with mixed methodologies to explore many needed questions.



The OICC has recently partnered with the Ottawa Regional Cancer Foundation (ORCF) to establish a new educational and supportive cancer survivorship program titled the “Integral Healing Program: Empowerment on the Cancer Healing Journey”. The first series of modules for this program began Oct 3, 2011. The ORCF have also agreed to explore future funding initiatives to support both research and infrastructure of the OICC. “We see the CCNM site as a natural place for referral for complementary cancer care,” says Linda Eagen, the ORCF’s CEO.

World leaders in cancer care are the first to acknowledge that cancer control remains beyond our grasp. We must pave new roads, form new alliances, and break through existing barriers. A new way of thinking is required and the OICC has a pivotal role to play in showcasing the standard of stewardship needed in Canadian cancer care.

As a Canadian not-for-profit integrative cancer-care centre combining whole-person and preventive based care, an environmental focus, a “living lab” research program, and educational programs for clinicians, patients and the general public, says Seely, “the OICC will effect positive change. Our commitment to collaboration with all stakeholders in the cancer world, bridging conventional facilities with whole person care will be a catalyst to transform Canadian cancer care—today and tomorrow.

“The lessons we learn through this process of creation and development will be documented and made available to assist others. As stated and embodied in our vision, the OICC will provide a charter to facilitate the creation of other such centres in Canada. We aim to be a transformative and positive catalyst for change,” he adds.

CCNM President Bob Bernhardt has been instrumental in the realization of the OICC and is delighted to see the dream of the Centre actualized. “When the Board of Governors of CCNM reviewed the move to launch the OICC, they assessed who would gain from its presence. The Board determined that the OICC will benefit CCNM students through curriculum enhancements, the naturopathic profession through the promotion of greater understanding of and respect for naturopathic medicine, cancer patients through much greater care, and ultimately the health of Canadians as we develop a better understanding of how to boost the body’s ability to fight cancer. This is truly a transformative move for the College and for the profession.”



research news

CCNM research strongly represented

Kieran Cooley

At this year's AANP convention in Phoenix, Arizona, CCNM showcased some of the high-quality research being generated by our research department, faculty and residents with a total of six oral and four poster presentations.

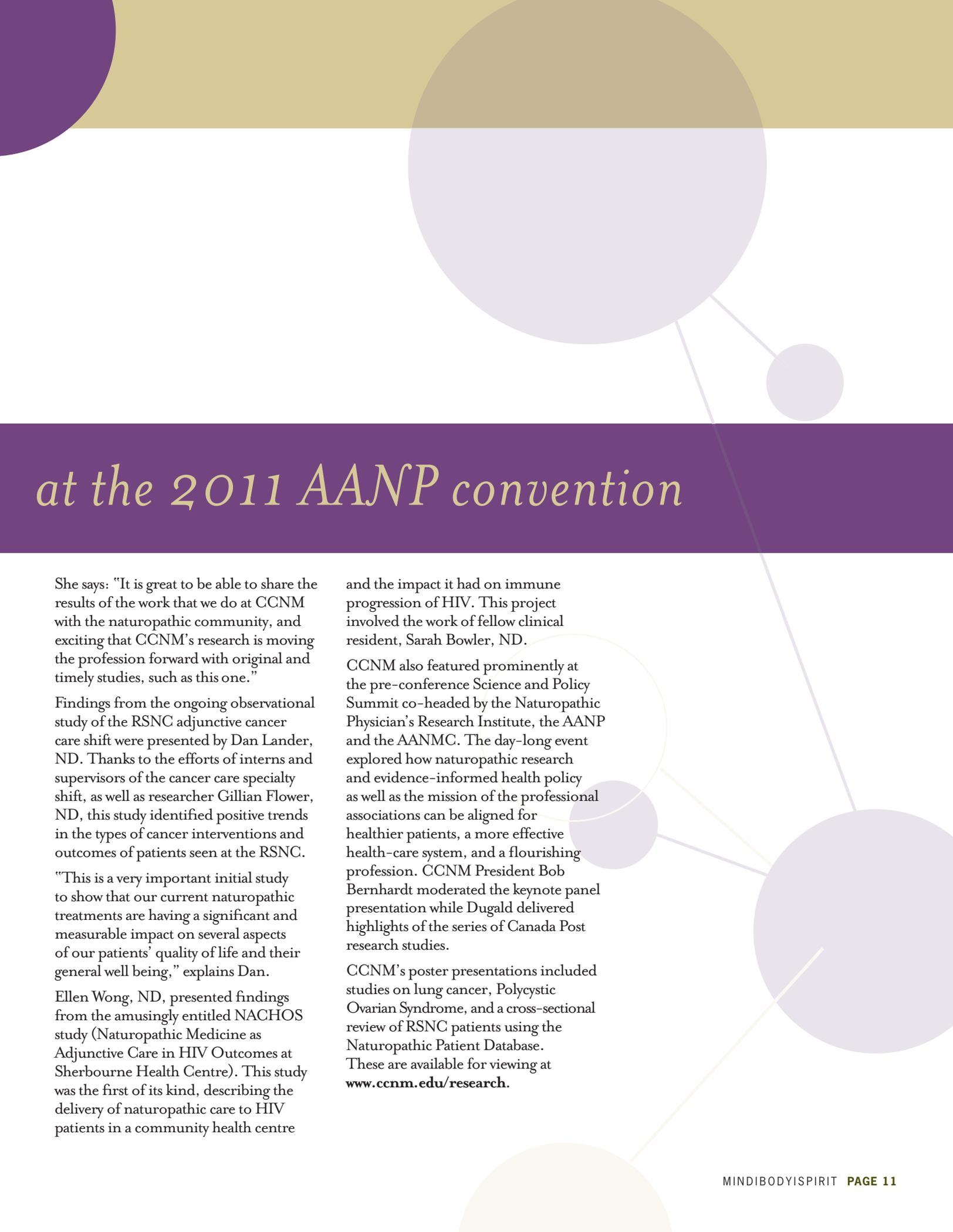
Dugald Seely, ND, and Bastyr's Erica Oberg gave a plenary session entitled: "Feasibility to Implementation: Two Models of Developing Integrative Cancer Care and Research Centres" that highlighted considerations for bringing research, naturopathic medicine and health-care delivery together. Dugald's expertise in this area stems from the outstanding innovations emerging from the Ottawa Integrative Cancer Centre.

Chris Habib, ND, presented results from an observational study auditing naturopathic diagnosis, management and treatment for type 2 diabetes using the naturopathic patient database. This is the first phase in a practice improvement initiative to document and accelerate the excellent care of diabetic patients given by CCNM interns and supervisors at the RSNC.

"My presentation was very well-received," says Chris. "The audience members commented about how it's great that we are moving the profession forward with the kind of research we are doing. My hope is that I can improve the standards of naturopathic care for diabetic patients."

Heidi Fritz, ND, summarized the vast amount of evidence generated from the series of CIHR-funded systematic reviews on natural health products for the treatment of lung cancer.

Deborah Kennedy, ND, presented results of a pilot study that debunked the claim that ionic footbaths assist in the detoxification of heavy metals by pulling these toxins out of the body and into the footbath water.



at the 2011 AANP convention

She says: "It is great to be able to share the results of the work that we do at CCNM with the naturopathic community, and exciting that CCNM's research is moving the profession forward with original and timely studies, such as this one."

Findings from the ongoing observational study of the RSNC adjunctive cancer care shift were presented by Dan Lander, ND. Thanks to the efforts of interns and supervisors of the cancer care specialty shift, as well as researcher Gillian Flower, ND, this study identified positive trends in the types of cancer interventions and outcomes of patients seen at the RSNC.

"This is a very important initial study to show that our current naturopathic treatments are having a significant and measurable impact on several aspects of our patients' quality of life and their general well being," explains Dan.

Ellen Wong, ND, presented findings from the amusingly entitled NACHOS study (Naturopathic Medicine as Adjunctive Care in HIV Outcomes at Sherbourne Health Centre). This study was the first of its kind, describing the delivery of naturopathic care to HIV patients in a community health centre

and the impact it had on immune progression of HIV. This project involved the work of fellow clinical resident, Sarah Bowler, ND.

CCNM also featured prominently at the pre-conference Science and Policy Summit co-headed by the Naturopathic Physician's Research Institute, the AANP and the AANMC. The day-long event explored how naturopathic research and evidence-informed health policy as well as the mission of the professional associations can be aligned for healthier patients, a more effective health-care system, and a flourishing profession. CCNM President Bob Bernhardt moderated the keynote panel presentation while Dugald delivered highlights of the series of Canada Post research studies.

CCNM's poster presentations included studies on lung cancer, Polycystic Ovarian Syndrome, and a cross-sectional review of RSNC patients using the Naturopathic Patient Database. These are available for viewing at www.ccnm.edu/research.

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CAND Wine & Cheese and thank you



Gillian Flower, ND



Deborah Kennedy, ND, and Patricia Rennie, ND,
discuss research findings.



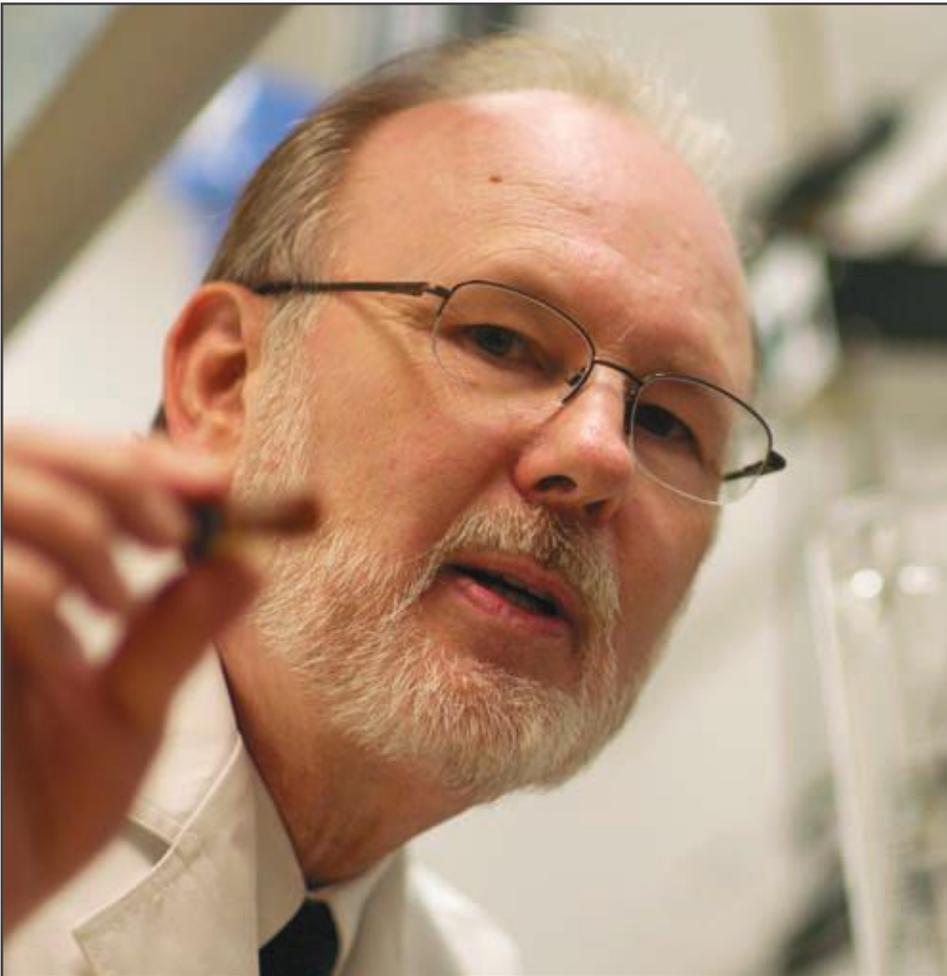
Chris Habib, ND, and Jasmine Carino, ND

CCNM's research efforts were front and centre at the Canadian Association of Naturopathic Doctors wine & cheese reception held in Calgary this June. The informal gathering afforded an opportunity for our researchers to discuss their latest findings with conference attendees. Thanks to Biotics Research, Cyto-Matrix and Ferring Pharmaceuticals for their generous support.



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BE INSPIRED BY THE JANUARY CLASS OF 2014!

The Class of 2014 “Jan Babies” are remarkable – they’re passionate, they’re proud of their chosen profession, and they’re determined to leave their mark on the College!

In January 2011 – just weeks into their studies – they decided to raise \$6,000 to sponsor the renovation of a room in the Robert Schad Naturopathic Clinic. Through bake sales, car washes, raffles and contributions from family and friends, they have almost reached their goal. A plaque honouring the Class of 2014 “Jan Babies” will soon be unveiled outside their sparkling new clinic room. Their class photo will take pride of place inside the room itself.

Plus – they have inspired the Class of 2015 to follow their lead!

Kim Bretz, ND, Class of 2001, was so impressed by these 2nd year students that she has proposed a clinic room to her reunion committee to commemorate their 10th class anniversary. Kim and her committee are right now busy contacting all their fellow classmates to ensure the Class of 2001 leaves a lasting mark at the RSNC.

And now the Class of 2014 “Jan Babies” would like to invite all alumni classes to express pride in their year by leaving their mark on the Robert Schad Naturopathic Clinic, the largest naturopathic teaching clinic in Canada. To date all 15 rooms in Phase I are complete through the generosity of faculty members, staff and corporations, and we have already received additional pledges for 10 rooms in Phase II, bringing us over halfway through this campaign.

Starting your own class campaign is as simple as contacting the Advancement Department at advancement@ccnm.edu. They will provide you with a contact list of fellow classmates and help you



set up your own online donation page. Watch the thermometer rise as the Class of 2014 “Jan Babies” approach their goal by month’s end, at www.canadahelps.org/gp/10135.

The time is right to reunite your class by leaving a lasting legacy and expressing your class pride in your chosen profession. We need your support. Please help us make a difference, so that we can continue to provide a model treatment facility for our patients and a great clinical teaching environment for our students!



ROBERT SCHAD NATUROPATHIC CLINIC CAMPAIGN

Supporting our students...it's the natural thing to do

Class of: _____ First Name: _____ Last Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Home/Bus. Phone: _____ Email: _____

Yes! I would like to lead my Alumni Class Campaign. **Yes!** I would like to make a personal donation to the RSNC Campaign.

Here's my gift of: \$50 \$100 \$500 \$1,000 \$6000 (to name a RSNC Room) Other amount \$ _____

I have enclosed a cheque payable to CCNM **OR** please charge my: VISA or Mastercard

Credit Card #: _____ Expiry Date: _____

Name on Card: _____ Signature: _____

I wish to remain anonymous

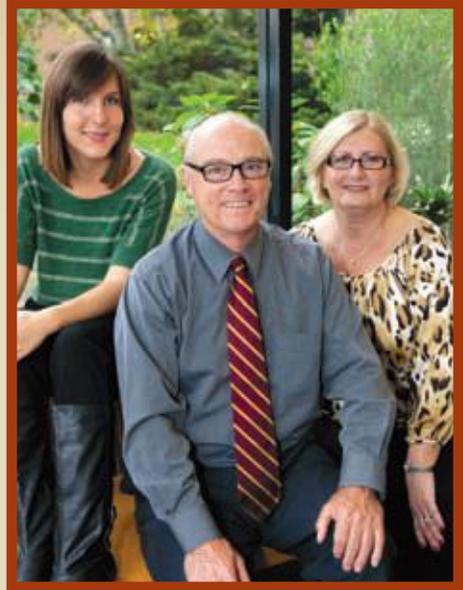
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- Through canadahelps.org on my class giving page
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Thank you for supporting the RSNC Clinic Campaign

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WE'D LIKE TO INTRODUCE CCNM'S *new* Advancement & Alumni Department!



THE NEW ADVANCEMENT TEAM, FROM LEFT TO RIGHT: ALEXANDRA HUEBNER, NORMAN WIGGETT AND KRYSZYNA STREICH.

In April, Peter Mayhew, known to many of our grads, relinquished his position as director of advancement to pursue a career at TSN. Peter served the College for many years, and we wish him all happiness and success in his new career.

Our new director, Norman Wiggett, brings many years of experience as a corporate trouble-shooter and a strong background in fundraising. Norman will help to take the College in exciting new directions.

Andrea Blackler, our development officer, is currently on maternity leave with her new baby girl Zoe. We wish her all the best as a new mom!

Andrea's replacement is Krystyna Streich, who has over 10 years of fundraising experience in the non-profit sector. As the mother of a 2010 CCNM grad, Krys has a valuable perspective on the challenges facing our students and our new grads.

Alexandra Huebner is the department's administrative assistant, making sure the advancement machine runs smoothly on a daily basis. Contact Alex at ahuebner@ccnm.edu if you missed any previous issues of *Mind Body Spirit*.

Kristi Prince is a 4th-year student and president of the Naturopathic Students' Society. She manages alumni affairs, including membership and alumni

inquiries. She also coordinates events for students to gain professional advice from our alumni. Reach her at alumni@ccnm.edu.

Lindsey White, also in 4th year, works with our corporate partners to provide gifts-in-kind (free products and services) for our patients at CCNM's five community health clinics.



Stay in Touch!

As new members of the Advancement and Alumni Affairs Department, we care about staying in touch and strengthening relationships with our alumni. As exciting new developments in the profession occur, everyone's interest and involvement is critical. Please fill out the form below or email us at alumni@ccnm.edu to receive alumni news and professional updates.

First Name: _____	Business Address: _____	Business Address: _____
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Drop us a line, tell us a bit about what you're doing now: _____

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OAND CONVENTION 2011: be there!

Alison Dantas, OAND CEO

Exciting things are happening in the world of naturopathic medicine and that is the focus for this year's OAND Convention 2011: Emerging Trends and Treatments in Naturopathic Medicine. In addition to half-day intensives and world-renowned speakers, this year's convention is kicking off with a meeting of minds. For the first time, North America's top-level naturopathic educational administrators will be in the same room in front of an audience to discuss the nitty-gritty around emerging trends that are informing naturopathic medicine and how these trends affect the curriculum and culture of the naturopathic colleges of North America. Hear what is happening, what is innovative and what needs improvement at the foundational level. What are new NDs learning? How is that different from what the elders learned? How are the colleges preparing new NDs to stand at the front line of a revolution in health care?



Educational institutions are the hub for the free exchange of ideas, and ideas inform the future. No one knows that more concretely than our panelists, who include CCNM's very own Bob Bernhardt, as well as Daniel Church, president of Bastyr, David Schleich, president of NCNM, and SCNM's president, Paul Mittman. "[Learning] occurs at the intersection between the students, the content, and the educators.... [The students] are more likely to choose us as their preferred medical professional

choice where those choices could include being a medical doctor or a vet or a chiropractor," says Bob Bernhardt, president and CEO of CCNM. "That's somewhat different from in the past when they've maybe been exposed to naturopathic medicine and it's their calling. We're becoming a more regular option for pre-med students to consider."

Each panelist will present his educational vision for the future of the profession in terms of the health-care system at large, emerging trends and environmental influences that impact on what naturopathic medicine is, can be and will be. According to Dr. Bernhardt, "We'll probably see additions to the programs in terms of options to learn a great deal more in targeted fields. There's starting to be specialization in respect to pediatrics, chronic fatigue, fibromyalgia, multiple chemical sensitivity. In areas like that, we would need to teach more than can easily fit in the program to really equip people to be strong." It will be interesting to see in the panel discussion following the presentations how Dr. Bernhardt's vision compares with the other panelists' ideas.

Given that the foundations of the profession stem from what is happening inside the educational institutions, the discussion and question period promise to capture the imagination. This high-level discourse will provide an inside look at the education and training of the next wave of naturopathic doctors and examine the challenges and opportunities facing the profession.

The OAND's annual Convention and Tradeshow has always been a great way to pick up extra CE credits, to gather clinical pearls, to meet suppliers, to network and to socialize with friends, old and new. And this year, more than ever, students and elders alike have the opportunity to get plugged into the pulse of the profession, to hear the behind-the-scenes perspective, to ask questions and to join in the discourse.

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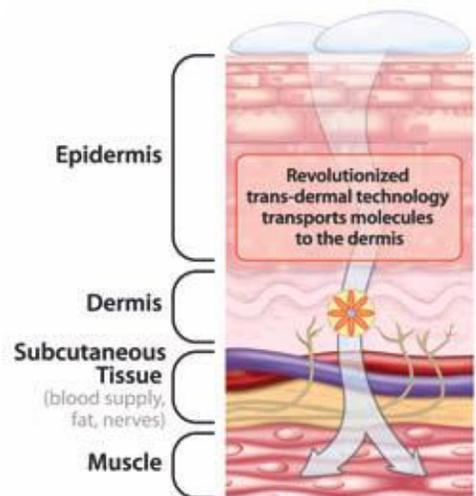
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IHC PROVIDES BALANCE FOR PRACTITIONERS

Sana Abdullah



The CCNM Integrated Healthcare Centre (IHC), which opened in September 2009, is a multi-disciplinary, integrative clinic that allows patients to see several health-care practitioners under one roof. It's also the perfect setting for Rena Zambri, ND, and Ken Dunk, ND, who not only instruct CCNM students and supervise interns at the RSNC, but maintain busy, full-time private practices as well.

Before joining the IHC, Ken and Rena operated Danforth Village Chiropractic Naturopathic Clinic in Toronto for more than 11 years, and East York Chiropractic Naturopathic Clinic for seven years prior to that. After realizing that it was becoming too arduous a task to balance working at CCNM with the demands of running a full-time clinic, they decided to shift their private practices to the IHC.

"Since both of us are teaching and supervising, we spend a large amount of our time at CCNM," Rena explains. "When the IHC opened, we felt that relocating would allow us to be more effective and efficient for our students and patients."

In addition to the time saved by reducing their everyday commuting distance, the couple, who married in 1992, found that they were able to strike a more comfortable and realistic sense of balance between working at CCNM, seeing their patients, and most importantly, engaging fully in family life.

"As NDs are aware, running a full-time practice entails many long work hours and can mean limited time for the family. Together we owned and ran a clinic for more than 18 years, but we definitely needed more of a balance," says Ken.

One of the qualities which attracted the two to the IHC was its organizational structure. At the IHC, the administrative tasks associated with running a practice – such as collecting payment, booking appointments, and fielding telephone inquiries – are handled by the IHC's clinic staff and management team, freeing the practitioner to help their patients achieve optimal health without interruptions in care.

"What the IHC offers is the opportunity to concentrate on patient care without the distraction of ownership or worrying about clerical or business duties," Rena describes. "The environment is welcoming to practitioners and patients alike, and the clinic receptionists are well-trained and exceptionally accommodating to both practitioner and patient needs. We've had many comments from patients about how they feel grateful to have such a wonderful and understanding clinic staff."



“Since both of us are teaching and supervising, we spend a large amount of our time at CCNM,” Rena explains. “When the IHC opened, we felt that relocating would allow us to be more effective and efficient for our students and patients.”

In addition, patients can purchase their supplements, teas, and tinctures right from Body and Mind and the RSNC’s botanical dispensary, both located conveniently on CCNM’s campus. The College is also serviced by the Leslie subway stop, 24-hour security, parking facilities, and an onsite organic, healthy foods cafeteria.

Rena and Ken found that the switch to the IHC was relatively painless for their patients, too. The key, according to Rena, was being well organized and to let their patients and suppliers know, verbally and in writing, about their impending change in address.

“We informed everyone well in advance of our move by sending letters to all our patients and suppliers from the past 10 years with a detailed introduction to the IHC, its location and accessibility. Therefore, we enjoyed a smooth transition from our previous clinic to the IHC with minimal attrition.”

Today their practice is called Family Wellness, reflecting the development of their individual naturopathic focuses over the years. (Ken covers men’s health and physical medicine, while Rena treats women’s health and pediatric concerns.) “We feel very fortunate to be a part of this initiative and focus on the needs of our patients without the stresses of administrative responsibilities,” Ken says.

“Our two boys (16-year-old Michael and eight-year-old Daniel) are ecstatic that we’re able to spend more time together, as a family. Life is good!”

For more information about the IHC, please visit www.ccnmihc.ca or contact Belinda Ginter, the IHC’s clinic administrator, at bginter@ccnm.edu.





Promote your practice with us!

One of the great benefits that we offer to our alumni is the opportunity to advertise a practice vacancy or clinic space on CCNM's website. NDs from North America and worldwide can access your listing and learn more about your practice – and best of all, it's fast and absolutely free!

Postings can be submitted online at www.ccnm.edu/practice. The form requires only a few minutes to complete. Here are a few instructions and tips to make the process easier:

- > You can advertise for the following options: practice for sale, office space for rent (great for multi-disciplinary clinics!), full-time position, or part-time position.
- > We've added a new "international" feature to our form. If you're advertising from outside North America, simply click on "Outside Canada/US" under the location drop-down menu.
- > Because the form can't be saved and completed at a later date, make sure to have your address, opportunity description and contact information ready to type in or copy and paste.

> Remember that a red asterisk denotes a required field! If you don't complete a required field, your form won't be uploaded to our website and you'll be asked to fill in the empty field.

> Postings are displayed for a maximum of 90 days and then deleted. You also have the option to select an earlier start date, and your posting will be deleted from the website on that day. If you're unable to find an ND in that time, you may re-submit your opportunity.

> Conversely, if you're an ND looking for a practice opportunity, feel free to get in touch with the contact person(s) indicated on the form.



social media

TWEETING YOUR PRACTICE IN 140 CHARACTERS OR LESS

Nii-Sackey Sackeyfio

“How can a social network that restricts what I can say to less than 140 characters help my business?” This is a question many individuals starting their practice ask. Usually, it is followed up with “nobody cares about what I would tweet and what would I tweet about anyway?” These are all valid questions and to a novice, Twitter may seem like another tedious social networking platform that provides little benefit to start-ups. Twitter, however, allows individuals to advertise and market their clinic cheaply and efficiently with advantages that even Facebook has yet to employ.

With Twitter you can post updates (called tweets) as often as you want but they’re limited to 140 characters. When you follow people on Twitter, you can see their tweets; conversely, when people follow you on Twitter, they can see your tweets. It is a real time communications tool. The ability to be connected with people who share your interests without requiring them to accept you in their networking list distinguishes Twitter from Facebook. For instance, I could send out a tweet that says: “I love naturopathic medicine” and anyone interested in naturopathic medicine can potentially see it and can choose to follow me to hear what I have to say, thereby, building my audience and potential clientele basis.

Promoting Yourself

Simply by tweeting consistently (five – eight) times a day and adding the correct #hashtags will help promote you on

Twitter for anyone interested in topics you tweet about. However, it is always important to add “share this” hyperlink buttons to your blog/website or add follow us buttons to your website. This will help your current clientele remain connected as well as giving individuals who land on your page the venue to connect with you. Other simple actions you can do are:

- i. Promote it during your next client newsletter (if you have one)
- ii. Add hyperlink icons to your work signature
- iii. Letting people know by telling them

What Type of Twitter User Are You and What Do I Tweet?

As with any social network before deciding what to say you should always have a plan as to which audience you want to attract. There are many different types of Twitter users but if your plan is to build a network of potential clientele it is best to keep a niche as a naturopathic content specialist. According to Klout, a content specialist “may not be a celebrity, but within your area of expertise your opinion is second to none. Your content is likely focused around a specific topic or industry with a focused, highly-engaged audience.”

Keep Twitter as a mechanism to promote content related to the audience that you want to convert into costumers. The foundation of topics you tweet about should revolve around articles related to naturopathic remedies, studies, journals

as well as anything positive related to natural health but this will encompass all of your tweets. Add general health topics which would be interesting to the broader public to entice others who may not be specifically interested in naturopathic medicine to follow you. You could become the news source for anything related to naturopathic medicine in your geographic area. Additionally, adhering to tweets featuring subjects that are related to your practice is also beneficial; for example, if you practice focus is pediatric health, tweet topics such as childhood obesity. This will help increase your social media and online presence and allow people who have never heard of you to become interested in you and specifically, the type of health concerns in which your clinic specializes.

Garnering content to tweet can be difficult and time consuming, but fortunately there are numerous programs such as Feedly that can help you aggregate all the day’s news in naturopathic medicine and helps to formulate tweets to make your job even easier. With these types of tools you can disseminate content like a pro and watch how others will soon look to you to for guidance on anything related to naturopathic medicine. Furthermore, if you have your own blog, connect it to Twitter to offer people who go on your blog the opportunity to see your tweets through a Twitter feed.





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meet ccnm's newest residents

Sana Abdullah



Fifteen years after the first CCNM graduate entered the College's residency program, the newest batch of residents is ready and eager to make their dent on the naturopathic profession.

They'll be in impressive company – 38 NDs have graduated from the program, including RSNC supervisors, deans, CCNM Board members, policy makers, and researchers.

But the residency program has changed and evolved over the years. CCNM's worked hard to meet and exceed industry standards (resulting in CNME's accreditation of the residency program in April). Interest from students is high and applications are stronger. So, *how* exactly has the program changed?

"We're providing increased mentorship opportunities and a more didactic curriculum to residents," says Jasmine Carino, ND, dean of curriculum and residency. "There are fewer administrative tasks but more responsibility as they gradually take on the roles of clinic supervisors, TAs, instructors, and researchers."

Jasmine, a clinic resident and graduate from the program in 1998, has also witnessed a change in the successful candidates, too.

"They're engaged with the College, and enthusiastic about making life better and giving back. They've implemented clinical initiatives, supported student success, gave public lectures, responded to media queries, helped with evaluation procedures like OSCEs, and so on."

And armed with this desire to give back to the CCNM, our residents are poised to make a lasting, positive impact on patient wellness, provide leadership and direction for students, and grow in their role as advocates for naturopathic medicine.

Chris Roberts, ND: Clinical Resident

Describing himself as a "teacher at heart," Chris sees his residency as an opportunity to improve and hone his skills as an educator and clinician. Prior to enrolling at CCNM, he spent a few years teaching before a career in naturopathic medicine beckoned.

"I had long been considering a career in this field because I had a strong interest in medicine along with an aversion to pharmaceutical use," says Chris, who holds a B.Sc. in human biology and anthropology and a B.Ed.

At the moment, his time is occupied with being a teaching assistant in botanical medicine, physiology, Asian medicine, physical medicine and the second-year clinic course.

"Each of these classes is quite different, so things are always interesting," he replies.

He's also observed his shifting role in the RSNC; as part of the clinical component, he's supervising as opposed to interning, a process he's still "getting used to."

Chris plans to continue on an education path as a professor or preceptor. For now, he's enjoying the challenges of residency under the same mentors and role models that guided his education as a student.





In addition to his residency, Mark plans to continue his involvement with CCNM and focus on naturopathic oncology and pediatrics in his private practice. Mark's also motivated to promote the integrative quality of naturopathic medicine at every opportunity, especially to the hospitals and health centres that first introduced him to the health-care profession.

Vanessa Youssef, ND: Clinical Resident

For some NDs, the call to naturopathic medicine builds steadily over time. For others, a sudden, life-changing experience with an ND awakens an inner drive to care for others.

This was certainly the story for Vanessa – as a stressed-out high school student, she visited an ND to explore other treatment options and found herself drawn to the healing nature of the profession. After studying kinesiology at York University, she applied to CCNM.

But Vanessa didn't consider a residency at the College until Alan Vu, ND, (Class of 2006 and former clinical resident) suggested it. Despite her initial hesitancy, her interest peaked after assisting in a first-year clinical physiology class during her fourth year.

"My background in teaching goes back many years, from when I was still in high school," explains Vanessa. "I had never considered what it would be like to teach mature medical students a subject that I loved; it was inspiring to know I was teaching future NDs!"

But Vanessa's responsibility as a resident reaches beyond teaching and supervising—she regards herself as a "big sister" to students, someone who is available for help or coaching. "My role also involves making students feel comfortable in approaching me, while passing on the wisdom I've learned for thriving in the program," she says.

Eventually, Vanessa wants to settle outside of the city and build a clinic with her sister, a psychotherapist. "Providing non-profit services is also a dream of mine – whether it's in Toronto or working with Naturopathic Doctors International in third-world countries."



MARK FONTES, ND, AND VANESSA YOUSSEF, ND, CLINICAL RESIDENTS.

Maria Shapoval, ND: Research Resident

A graduate of the University of Toronto with a degree in physiology and psychology, Maria always knew that she would end up in the medical profession. She didn't know in what capacity – at various times she aspired to be a chiropractor, neurosurgeon or massage therapist – until she came across an ad for CCNM's ND program.

"I was drawn to the diversity of treatments and the eclectic approach that naturopathic medicine provides," Maria says. "Having seen the limitations of the medical field with respect to my family, the possibility of providing six different treatment modalities (and not six different medications) was appealing."

As a student, Maria valued the level of support and encouragement from students and faculty. Her impetus to continue being "a part of the energy and passion at CCNM" compelled her to apply for the research residency position.

For Maria, residency is an extension of being a student but with an advanced set of goals and discoveries – residents are empowered to step into mentorship positions, fine-tune their clinical, research, and teaching skills, as well as cultivate their private practice.

Furthermore, Maria participates in the multitude of research projects which are currently underway – extracting data, performing peer reviews, and facilitating her own research study are some of her daily duties as a research resident.

Eventually, she plans to build a state-of-the-art, multi-disciplinary health centre. As her leadership and business skills blossom further, she's confident she'll turn her dream into reality.

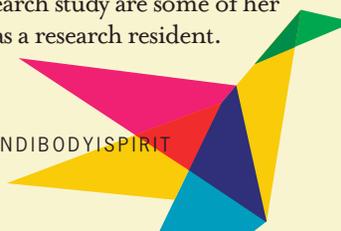
"NDs combine various treatments and negotiate with different health-care providers, so I think we're the right people to be in charge of this kind of integrative medicine," she says.

Mark Fontes, ND: Clinical Resident

Much like fellow resident Maria, Mark viewed medicine as a calling. As an undergrad at McMaster University he volunteered at several hospitals to achieve a clearer understanding of the field. But he was unsure about his options until his third year at Mac, when a few CCNM graduates spoke about naturopathic medicine during a presentation.

"It was after that presentation that I began looking into becoming a student at CCNM. Once I visited the College and preceptored with NDs, I knew it was the right choice for me," explains Mark.

Mark's face is a familiar one at the College – as the former president of the Naturopathic Students' Society from 2009 to 2011 and a participant in many clubs and committees, he has accumulated a wealth of knowledge from his involvement with the student community, faculty and NSA over the course of four years. "I was able to see just how motivated course coordinators and clinic faculty were in enhancing the student experience, and as a clinic resident I knew I'd have a role in that as well."



LEADING

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THE PROFESSION



CCNM is led by a 15-member Board of Governors including both naturopathic doctors and non NDs. The Board's role includes establishing the strategic direction of the institution, monitoring the performance of the College, selecting the CEO and ensuring that the assets of the institution are used for the objects of the corporation. The Board bears the ultimate responsibility for CCNM, and carries out this responsibility through stewardship and fiduciary roles. The Board delegates the day-to-day management of CCNM to the president/CEO in accordance with adherence to Board policies.

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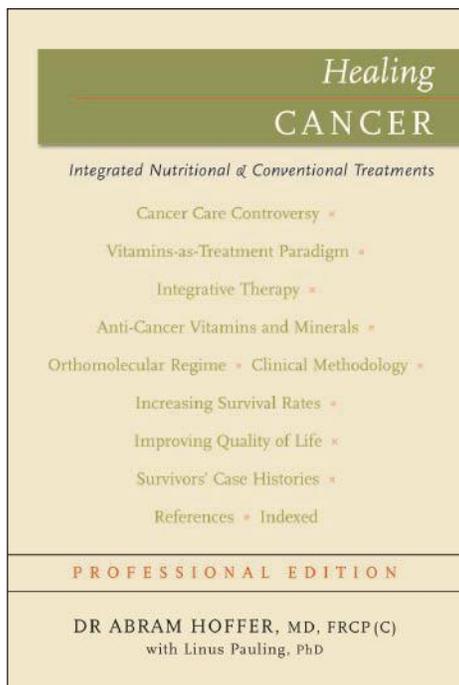
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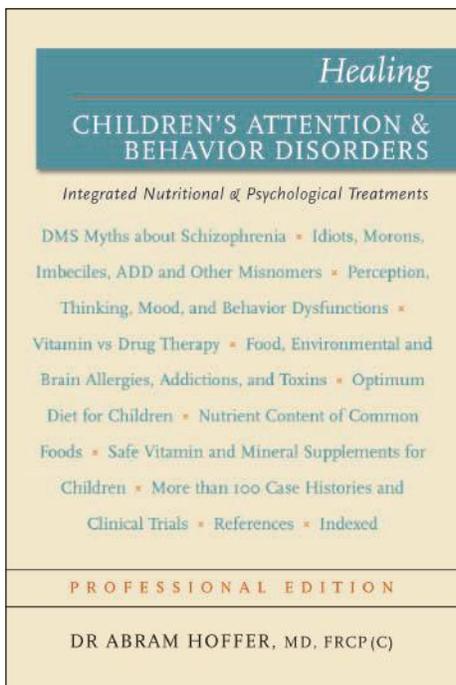
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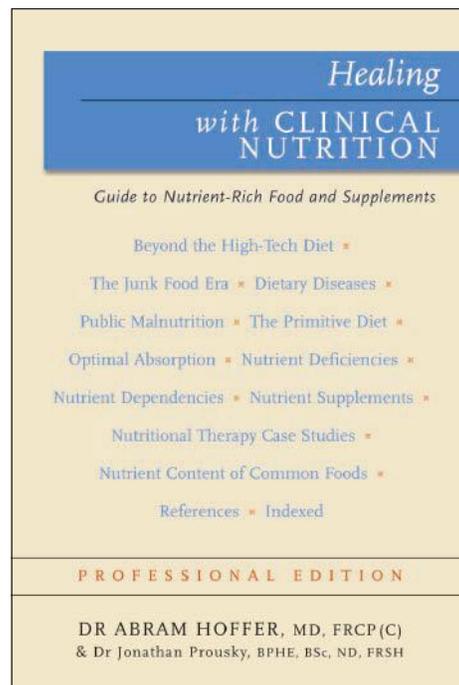
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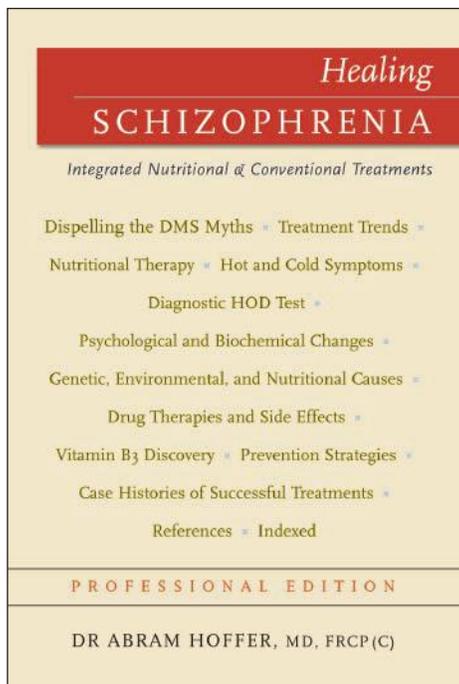
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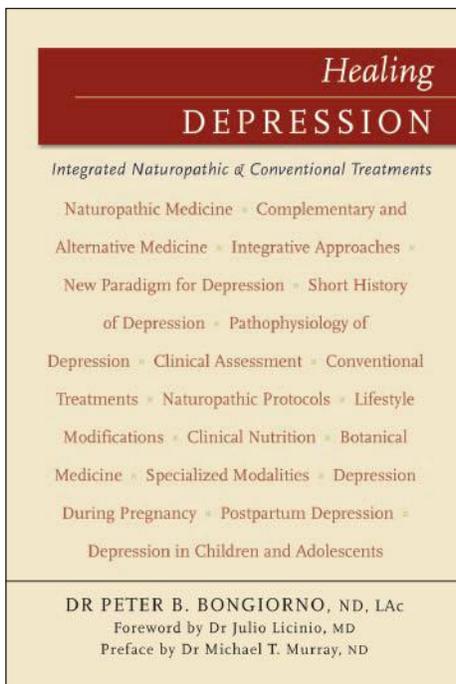
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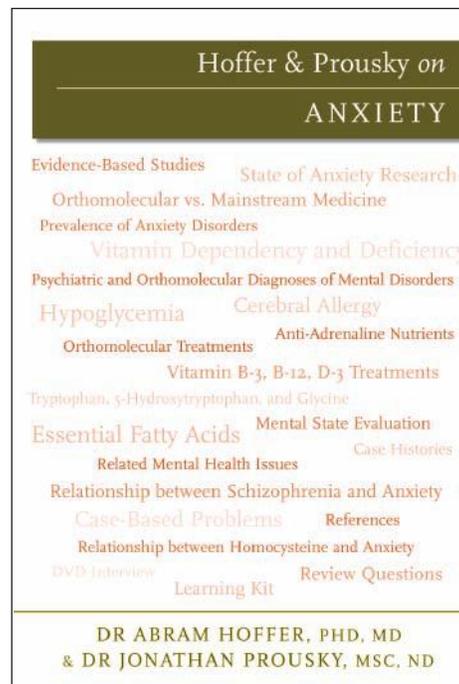
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alumni updates

Tamsyn Freeman, ND, Class of 2001, has published a book entitled *The Healer: A Guide to Spiritual Healing*. The book is 'a complete guide for the spiritual healer and student describing in detail the intricacies of healing and dis-ease through the perspective of the Self'. Visit www.drfreemanned.ca for more information.

In late September, **Chris Habib, ND, Class of 2010**, was invited to deliver a lecture at Toronto Western Hospital. The lecture was given to the largest liver clinic in Ontario for hepatologists, researchers, fellows, and residents. Chris presented on "Naturopathic Approaches to Liver Disease" and reviewed the evidence available in the field. His presentation was well-received and as a result the liver clinic has requested pamphlets to generate referrals and promote co-ordination of care with the College.

Jonathan Prousky, ND, CCNM's chief naturopathic medical officer, was a guest on the show *Wylde on Health* on Friday, October 7. Jonathan discussed mental health and was part of the final segment of the program.

An article written by CCNM's **Paul Saunders, ND, OCNM Class of 1990**, titled *Respiratory Therapies: A Naturopathic Medical Approach*, has been published in The Lung Association's Ontario Respiratory Care Society's fall newsletter.

in memoriam

Susan Plourde, ND, passed away on Sunday, July 3, 2011. Susan graduated from Southwest College of Naturopathic Medicine returning to her roots to practice in PEI. She was very involved in the profession on the Island, serving a term as the president of the Prince Edward Island Association of Naturopathic Doctors (PEIAND).

Memorial donations may be made to the Hospice Palliative Care Association of Charlottetown.

new wiki site for naturopathic medicine now online

A new wiki site for naturopathic medicine has been started at www.ndhealthfacts.org.

The purpose of the site is to support the practice of naturopathic medicine and to provide a central site that reinforces the foundation of knowledge within the profession. The public will have complete access to the site at no charge.

THE SITE WILL ACCOMPLISH THIS OBJECTIVE IN FOUR WAYS:

1. Consolidate naturopathic information and research including: history, principles and philosophy of naturopathic medicine, peer-reviewed publications, articles written by NDs and on NM, books written by NDs, conferences and news and events.
2. Hub for naturopathic resources including: schools, associations, specialized naturopathic organizations, journals and databases.
3. Patient information including detailed articles on the Determinants of Health (for example <http://ndhealthfacts.org/index.php?title=Water>); monographs on herbs, homeopathics and nutraceuticals; and detailed write-ups on conditions and symptoms.
4. Information on the site will be reference-based (preferably naturopathic references), and will be compiled and maintained by naturopathic doctors that have access to the site.

The first two parts are well underway (with over 1,500 articles and 200 books listed) and over the next few months the patient information section will be expanded. To provide feedback or if you are interested in contributing to the site contact Iva Lloyd, ND, at i.lloyd@naturopathicfoundations.ca.



CAND corner

The latest installment of the CAND's biennial national conference, Health Fusion, took place in Calgary in June. The CAND would like to thank all our speakers, delegates, exhibitors, and sponsors for their strong support and participation, all of which culminated in the CAND's most successful conference to date.

Health Fusion 2011 featured international speakers presenting top quality lectures, a first-ever national oral research session and poster presentation, led by Dugald Seely, ND, and an unparalleled trade show brimming with cutting-edge, quality industry suppliers. The CAND also held its very successful inaugural public event, featuring Dr. Rick Smith of Environmental Defence, in addition to its exciting biennial gala dinner and awards.

Do you have some special memories from Health Fusion 2011? If so we'd love to hear from you. Please contact the CAND to share your story.

Get ready for Health Fusion 2013!
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Tanya Salituro CanPrev Founder

Fighting for a cause.

Tanya Salituro has a cause. During her three battles with breast cancer, she developed a deep passion for natural health. In 2005, she founded CanPrev to share this passion.

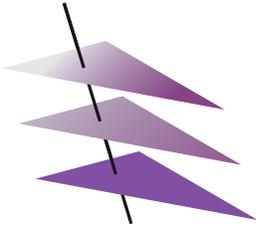
For Tanya and all of us at CanPrev, our cause is natural health. We believe that natural medicine should be safe, effective and accessible. We're listening to you and working to make your voice louder.

Natural health is about the whole person. It goes beyond treating the symptoms and strengthens the body, mind and spirit. It leads to stronger people, stronger families, stronger communities and a stronger planet.

At CanPrev, natural health is our cause. Join us at www.canprev.ca/training

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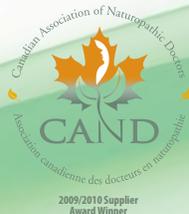
No other company is as close to their clients as Integra Nutrition.

We work alongside our professional clientele to support their practice and respond to their needs as practitioners and as business people. This approach promotes trust and allows us to communicate fully with the people we serve and...we've been listening!

Our practitioners tell us that their patients are motivated, if not excited, about taking responsibility for their own health. To work in harmony with them, our responsibility must go beyond the quality and efficacy of supplement solutions. We must also help you, our client, cultivate your patients' positive direction toward optimal health.

The new look of Alpha Science Laboratories does this! It reflects vibrancy, confidence, positivity and dare I say, excitement. Yet, it maintains the integrity of a professional look and the integrity of the brand.

Our new look brings colour; colour reflects life and our formulations support life.



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