



***College of Medical and Health
Science Department Of Pharmacy
Complementary and Alternative Medicine***

COMPLEMENTARY & ALTERNATIVE MEDICINE



Out-line

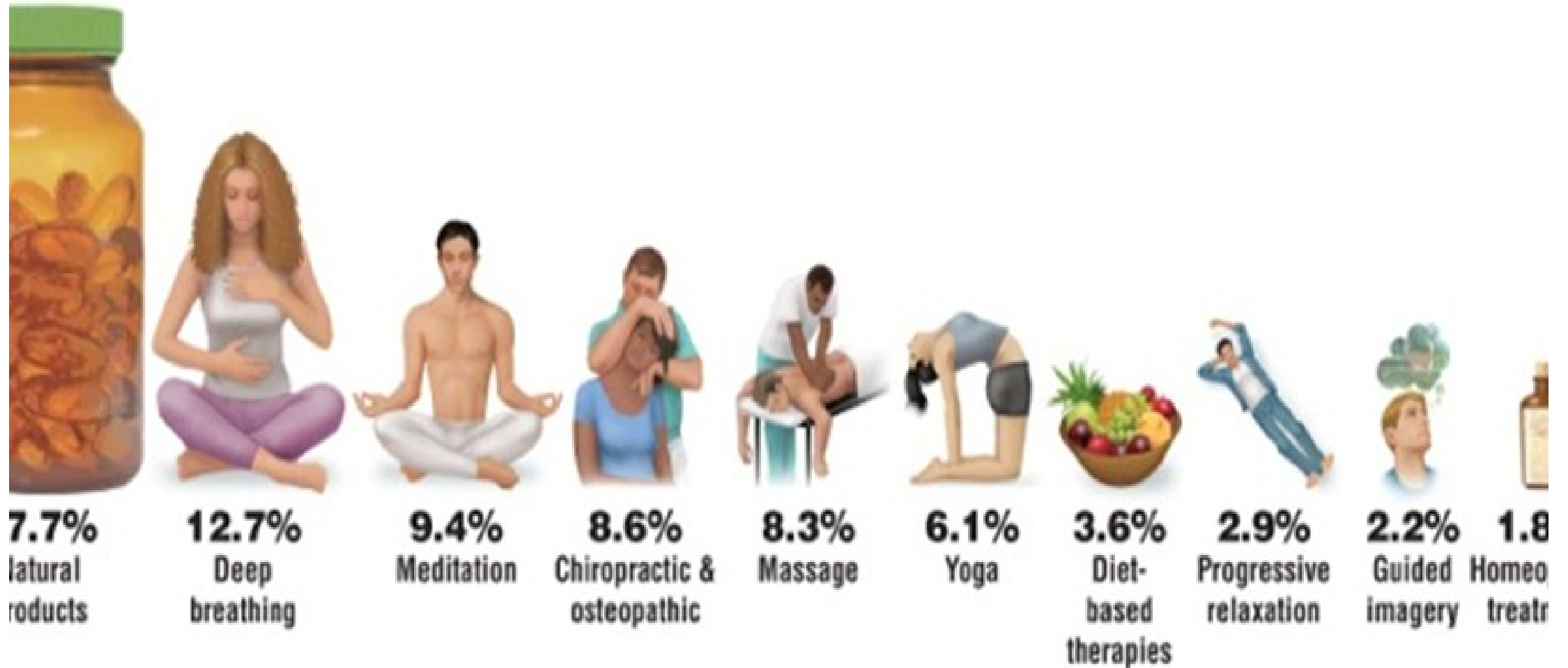
- ❑ Introduction
- ❑ Definition of term
- ❑ Major Domains of Complementary and Alternative Medicine
- ❑ Traditional vs Modern medicine

Introduction

❑ **What Is Complementary and Alternative Medicine (CAM)?**

- ✓ A group of diverse medical and health care systems, practices, and products that are not presently considered to be part of conventional medicine.
- ✓ **Complementary**” medicine as being used together with conventional medicine, whereas “**alternative**” medicine is used in place of conventional medicine.
- ✓ People choose as adjuncts to or as alternatives to Western medical approaches.
- ✓ Complementary and alternative medicine varies widely in terms of the nature of treatment, extent of therapy, and types of problems for which it offers help.

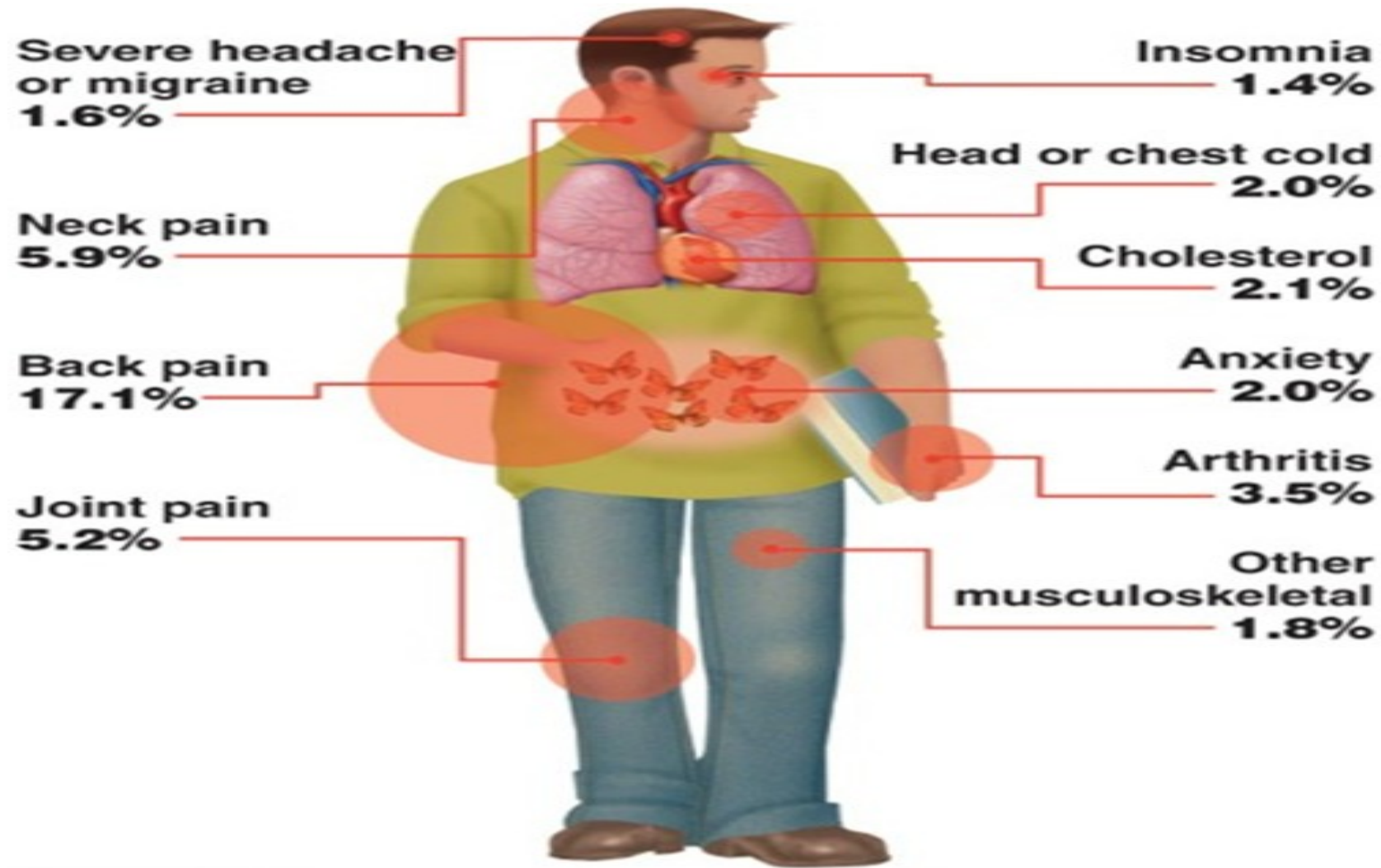
The 10 Most Common CAM Therapies among Adults



who use CAM

- ✓ More women than men
- ✓ People with levels of higher education
- ✓ Those hospitalized within the past year
- ✓ Former smokers
- ✓ People with back, neck, head, and joint pain or other such conditions
- ✓ Those with gastrointestinal disorders or sleeping problems

Diseases and Conditions for Which CAM Is Most Frequently Used among Adults.



Definition of terms

❑ **Traditional medicine**

- ✓ Is the health practices, approaches, knowledge and beliefs incorporating plant, animal and mineral-based medicines, spiritual therapies, manual techniques and exercises, applied singularly or in combination to treat, diagnose and prevent illnesses or maintain well-being.
- ✓ Also known as **indigenous** or **folk medicine**; comprises knowledge systems that developed over generations within various societies before the era of modern medicine.

❑ **Ethno medicine**

- ✓ Is the study of traditional medical practice which is concerned with the cultural interpretation of health, diseases and illness and also addresses the healthcare seeking process and healing practices.

Cont....

- ❑ **Complementary therapies:** are non-invasive, non-pharmaceutical techniques which are used as an adjuvant to the primary, conventional treatment to improve the general health and wellbeing of an individual in treatment for an illness.
- ❑ **Alternative therapy:** is one which is used in place of conventional medicine, as for example those considered 'whole medicine systems.
- ❑ **Acupuncture:** is the method which involves the insertion of needles into different parts of the body and can be used to activate the discharge of natural chemical painkillers.
- ❑ **Aromatherapy:** is the therapeutic use of aromatic substance mainly essential oils extracted from plant material
- ❑ **Herbal medicines:** use of herbs for treatment of varied health problems

Cont....

- ❑ **Homeopathy:** is a form of alternative medicine system based on the theory that certain diseases can be treated with minute doses of a natural substance that can produce symptoms similar to those of the illness.
- ❑ **Allopathic Medicine:** use of pharmacologically active agents or physical interventions to treat or suppress symptoms or pathophysiologic processes of diseases or conditions
 - ✓ "The system of medical practice which treats disease by the use of remedies which produce effects different from those produced by the disease under treatment"
- ❑ **Integrative medicine:** is Combination of knowledge of traditional and modern medicinal practices is ultimately superior to a single model approach of treatment.

Cont....

- ✓ **Traditional health practitioner:** Is a person recognized by the community in which he lives as competent to provide health care.
E.g. herbalists, spiritual healers, bone setters, traditional midwives and hydro-therapists
- ✓ **Naturopathy:** is an umbrella term used for a wide range of natural medicines.
- ✓ “Generalists” of the alternative therapy world.
 - Nutrition, homeopathy, herbal remedies, hydrotherapy, massage, acupuncture, fasting and breathing.
- ✓ **Chiropractic:** (“done by hand”) and is defined as “the diagnosis, treatment and rehabilitation of conditions that affect the neuromuscular system.

Major Domains of Complementary and Alternative Medicine

- ❑ The National Center for Complementary and Alternative Medicine (NCCAM) has grouped the many varieties of CAM into four domains
 1. Manipulative and body-based practices
 2. Energy medicine
 3. Mind-body medicine
 4. Biologically based practices

The Domains of Complementary and Alternative Medicine



Cont....

1.Manipulative and body-based practices: focus primarily on the structures and systems of the body, including the bones and joints, the soft tissues, and the circulatory and lymphatic systems.

- ✓ Involve practitioners physically manipulating a patient's body, without using tools or machines.
- ✓ Heterogeneous group of CAM interventions and therapies.
E.g. chiropractic and osteopathic manipulation, massage therapy, Tui Na

Cont.....

2. Energy medicine

- ✓ Focuses either on energy fields thought to originate within the body (biofields) or on fields from other sources (electromagnetic fields)
- ✓ “conventional” medicine already uses various forms of “energy” medicine.
 - E.g. MRI device uses electromagnetic waves to create images of internal body organs and tissues.
 - ultrasound machine uses sound waves to create images of body organs, tissues, and fetuses.
- Use veritable energy fields in the diagnosis of disease or other conditions or in the cure, mitigation, treatment, or prevention of disease.

E.g. Acupuncture, Acupressure,

Cont....

3. Mind-body medicine

- ✓ Focusing on “the interactions among the **brain**, **mind**, **body**, and **behavior**, and the powerful ways in which emotional, mental, social, spiritual, and behavioral factors can directly affect health.
- ✓ Involves behavioural, psychological, social and spiritual approaches to health.
- ✓ Typically focuses on intervention strategies that are thought to promote health, such as relaxation, hypnosis, visual imagery, meditation, yoga, biofeedback, tai chi, cognitive-behavioral therapies,

Cont. ...

4. Biologically Based Practices

includes, but is not limited to, botanical
animal-derived extracts, vitamins, min
fatty acids, amino acids, proteins, prebi
and probiotics whole diets, and “functi



- ❑ Cheaper than modern medicine
 - ✓ Modern Medicine is costly because:
 - Uses modern technology
 - Drugs cost
 - Needs highly trained professional
- ❑ a wider acceptability among the people of developing countries than does modern medicine
 - ✓ inaccessibility to modern medicine
 - ✓ TM is blended in to the socio economical life of the people
 - ✓ Since it was the only health care before modern medicine
 - ✓ The community beliefs that certain type of disease respond only to TM
E.g. Rabies, epilepsy, rheumatoid

Cont....

- ✓ Lack of scientific proof of its quality and efficacy
- ✓ The preparations (medications) lack precise dosage.
- ✓ Both the traditional medicine practitioner's health care giving place (clinic) and his mode of preparing medicines are often **unhygienic** when compared to modern medicine.
- ✓ Witch craft and the evil aspects of traditional medicine also discredit this traditional medicine. i.e., some practices of TM are designed to bring evil to other people.
- ✓ Secrecy of some healing methods and the absence of written records about the patients

Thank
you



Quiz.....5%

1. Define the terms of CAM, TM, complementary medicine, and alternative medicine.
2. Write at least five common CAM Therapies among adult.
3. Which one of the CAM domain that focus primarily on the structures and systems of the body, including the bones and joints, the soft tissues, and the circulatory and lymphatic systems?
 - A. Energy medicine
 - B. Manipulative and body-based practices
 - C. Mind-body medicine
 - D. Biologically based practices
4. T/F Modern medicine are widely acceptability among the people of developing countries than does traditional medicine
5. That use of pharmacologically active agents or physical interventions to treat or suppress symptoms or pathophysiologic processes of diseases or conditions is termed as
 - A. Naturopathy
 - B. Homeopathy
 - C. Allopathic Medicine
 - D. Aromatherapy
 - E .