Preface

Complementary Integrative Medicine, Health, and Wellness: A Guide for the Otolaryngologist

Michael D. Seidman, MD, FACS
Marilene B. Wang, MD

Editors

Complementary Integrative Medicine (CIM) treatments continue to gain in popularity and acceptance. While such treatments have been defined as modalities that have historically lacked scientific evidence, CIM is showing promise through both patient satisfaction surveys and research. The growing segment of the population utilizing complementary care has attracted national attention from the media, the medical community, and governmental agencies. Patients are increasing their use of complementary care to do the following:

- Improve the management of, or resolve, chronic disease conditions
- Be responsible for participating in achieving the highest quality of health
- Maintain an optimum state of wellness
- Assist in healing when conventional medical approaches have been exhausted
- Spend more quality time with a practitioner
- Receive more natural and noninvasive treatments
- Integrate care to utilize expertise in complementary medicine modalities that will enhance the likelihood of success of conventional care

CIM is further defined as any practice that can be used for the prevention and treatment of diseases, but not taught widely in medical schools, not generally available in hospitals, and not usually covered by health insurance. Similarly, Andrew Weil, MD, defines integrative medicine as a healing-oriented medicine that draws upon all therapeutic systems to form a comprehensive approach to the art and science of medicine.

Many CIM remedies have been in existence for thousands of years. However, given the general paucity of randomized, double-blind, placebo-controlled studies...
supporting their efficacy, many health care professionals remain skeptical and hesitant to recommend CIM modalities. There is tremendous public interest in CIM, particularly in areas that are difficult to treat with conventional medicine. Statistics show that the amount of money being spent on CIM by the public is increasing rapidly each year. And, with increased funding now available from the NIH, preliminary research is showing that certain CIM remedies are appropriate for treating a number of acute and chronic health conditions. In view of this, it is imperative that medical professionals familiarize themselves with these options. In addition, we should be aware that modalities we may consider to be “alternative” are mainstream and accepted practices elsewhere in the world.

Hospitals and medical centers around the country are increasingly adding CIM to their repertoire.

Above all, as health care professionals, we need to remove our blinders and consider the options, without jeopardizing our patients’ health. With both public interest and scientific research in CIM on the rise, our profession is certain to experience a further increase in the use of CIM therapies. For the sake of both our patients and our profession, it is essential that health care practitioners gain knowledge in this increasingly evolving field.

Michael D. Seidman, MD, FACS
Otologic/Neurotologic/Skull Base Surgery
Wellness and Integrative Medicine
Advent Health (Celebration and South Campuses)
AdventHealth Medical Group–
Otolaryngology–Head & Neck Surgery
410 Celebration Place, Suite 305
Celebration, FL 34747, USA

Marilene B. Wang, MD
Department of Head and Neck Surgery
UCLA David Geffen School of Medicine
200 Medical Plaza, Suite 550
Los Angeles, CA 90095, USA

E-mail addresses:
Michael.Seidman.md@adventhealth.com (M.D. Seidman)
mbwang@g.ucla.edu (M.B. Wang)