

PRESS RELEASE

4/1/98 PIONEERING BOOK CHALLENGES MEDICAL COMMUNITY TO INTEGRATE ALTERNATIVE THERAPIES

- In a groundbreaking new book published by Johns Hopkins University Press, Michael H. Cohen says laws governing health care need surgery in order to meet the demands of twenty-first century, integrative medicine.
- "We have freedom of speech and freedom of religion, but do we have medical freedom-the freedom to care for our bodies?" asks Michael H. Cohen Esq., a health-law expert. Cohen describes how:
 - Proposed changes in licensing, malpractice, food and drug, insurance, and other laws will usher in millennial medicine, integrating conventional care with acupuncture, homoeopathy, herbal and nutritional support, manipulation, prayer, and other complementary and alternative therapies.
 - New federal and state laws will change patient access to holistic health care.
 - Mind-body therapies will change legal views of physician-assisted suicide, fertility technology, organ transplantation, genetic engineering, and other divisive bioethical issues.
- The book's audience includes:
 - patients living with the frustration of having an illness that conventional medicine cannot cure;
 - physicians, hospitals, and insurers seeking legally safe ways to integrate alternative therapies;
 - chiropractors, acupuncturists, and other providers challenging the legal rules of professional healing.
- Cohen exposes the gap between what consumers want, and what the law lets them have. He lays out the split between, and coming integration of, orthodox medicine and holistic competitors, and he addresses the legal and political issues from a balanced perspective.
- "We are moving to a medical culture that acknowledges our emotional and intuitive sides," he says. "The law, while still protecting patients from worthless or dangerous treatments, must evolve to support a comprehensive, holistic and balanced approach to health."

Contact: Karen Willmes, Johns Hopkins University Press (410-516-6932); Professor Michael H. Cohen (lawmed2000@aol.com). Complementary and Alternative Medicine: Legal Boundaries and Regulatory Perspectives can be ordered by calling 1-800-537-5487.



Author – Michael H. Cohen

COMPLEMENTARY & ALTERNATIVE MEDICINE

Legal Boundaries & Regulatory Perspectives

Michael H. Cohen

Explores the legal issues that health care providers, institutions, and regulators confront as they contemplate integrating complementary and alternative medicine into mainstream U.S. health care.

"A must read for alternative / complementary advocates, consumers, and practitioners who want a better regulatory framework and better health care." — **Rep. Peter DeFazio, Oregon**

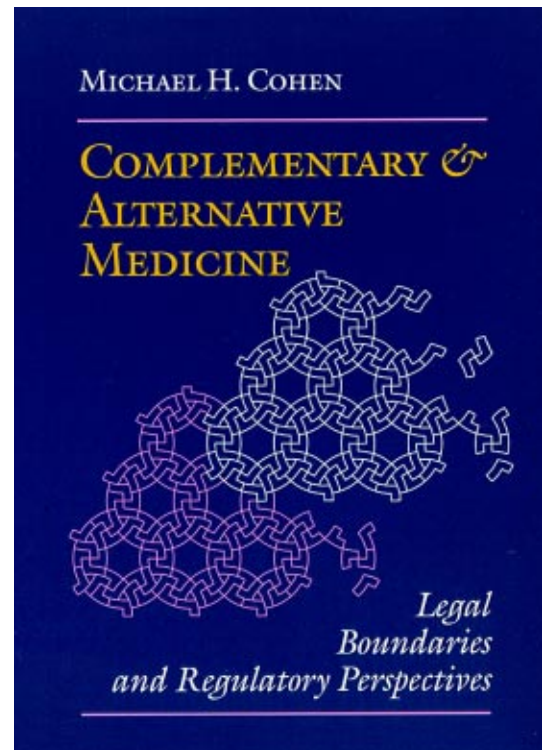
"This outstanding recommended resource – nearly one-third of the text is devoted to case law and references – belongs on the library shelf of anyone thinking about or involved in health care." — **Rene J. Gordon, University of Arizona**

"A provocative, pioneering, and timely contribution to the future of health care and medical regulation. Professor Cohen provides an original and authoritative synthesis of current regulatory and medical thinking regarding complementary and alternative medicine, together with a comprehensive framework for the evolution of regulatory authority governing alternative treatments and providers. Future discussions by clinical and research professionals in health care law and policy will find this authoritative text to be indispensable." — **Kenneth R. Pelletier, Ph.D., Stanford University School of Medicine**

A third of all Americans use complementary and alternative medicine – including chiropractic, acupuncture, homeopathy, naturopathy, nutritional and herbal treatments and massage therapy – even when their insurance does not cover it and they have to pay for such treatments themselves. Nearly a third of U.S. medical schools offer courses on complementary and alternative therapies. Congress has created an Office of Alternative Medicine within the National Institutes of Health, and federal and state lawmakers have introduced legislation authorizing widespread use of such therapies. These institutional and legislative developments, argues Michael H. Cohen, express a paradigm shift to a broader, more inclusive vision of health care than conventional medicine admits.

Cohen explores the legal issues that health care providers (both conventional and alternative), institutions, and regulators confront as they contemplate integrating complementary and alternative medicine into mainstream U.S. health care. Challenging traditional ways of thinking about health, disease, and the role of law in regulating health, Cohen begins by defining complementary and alternative medicine and then places the regulation of orthodox and alternative health care in historical context. He next examines the legal ramifications of complementary and alternative medicine, including state medical licensing laws, legislative limitations on authorized practice, malpractice liability, food and drug laws, professional disciplinary issues, and third-party reimbursement. The final chapter provides a framework for thinking about the possible evolution of the regulatory structure.

This book is the first to set forth the emerging moral and legal authority on which the safe and effective practice of alternative health care can rest. It further suggests how regulatory structures might develop to support a comprehensive, holistic, and balanced approach to health, one that permits integration of orthodox medicine with complementary and alternative medicine, while continuing to protect patients from fraudulent and dangerous treatments.



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1-800-537-5487
Mon. – Fri., 8:30 - 5:00 E.S.T.



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