


cam**ORG**

*A directory of
104 complementary and alternative medicine
specialty societies*

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 the
accidental
**medical
writer**
S E R I E S

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About the Authors

Cyndy Kryder has worked in the field of health care in some way ever since she grabbed her Master's Degree and headed to her first professional job as a speech-language pathologist at a private school in suburban Philadelphia. Her later 9-year stint working in a pediatric-rehabilitation hospital developed her passion for writing patient-education materials and cemented her interest in the field of medicine. She launched her freelance medical writing career in 1992 and is thankful for the freedom and flexibility it offers her.

Cyndy currently writes promotional, educational, and scientific pieces for professionals and lay audiences in a number of different therapeutic areas and for a wide range of media. She also assists companies in their publication-planning efforts. A member of the Delaware Valley Chapter of the American Medical Writers Association (AMWA), Cyndy presents workshops and leads roundtable discussions on various topics for freelance medical writers and editors.

In 2008, Cyndy and her colleague, Brian Bass, formed a company and made a commitment to develop books for individuals interested in pursuing freelance medical writing as a career. Their first book, *The Accidental Medical Writer*, describes their indirect and different paths to successful freelance medical writing careers. Their second book, *Nude Mice*, is a handy reference that demystifies medical jargon. Subsequent books in the series focus on different aspects of freelance medical writing and provide tools for aspiring freelance medical writers.

You can reach Cyndy at <http://www.theaccidentalmedicalwriter.com>. You can also follow her on Twitter: <http://twitter.com/cyndyandbrian>.

Brian Bass has been a professional writer for all of his career, including more than 20 years experience as a freelance medical writer specializing in medical education, communications, and advertising. He went out on his own in 1989 and never looked back.

Today, Brian writes scientific, educational, and promotional materials for health care professional and lay audiences in a wide range of therapeutic areas for print, electronic, and interactive media. He has won awards for his work in sales training, sales motivation, and physician education. His successful freelance medical writing business includes a team of other highly qualified freelance medical writers who work with him, including his coauthor, Cyndy Kryder.

Brian is a member of the American Medical Writers Association (AMWA), and he frequently presents workshops, roundtables, and panel discussions on topics of interest to freelance writers and editors at local and national meetings in the United States and abroad.

In 2008, Brian and Cyndy decided to write about the different paths they both took to becoming successful freelance medical writers. They launched *The Accidental Medical Writer* to tell their stories, and to motivate and empower others to become successful freelance medical writers, too. Through their books, their website, appearances, and other publications like *The Accidental Medical Writer Series ORG Directories*, Brian and Cyndy share their knowledge and experience, and provide valuable tools and resources to help aspiring and experienced freelance medical writers start, refine, manage, and build successful careers as freelance medical writers.

You can reach Brian at <http://www.theaccidentalmedicalwriter.com>. You can also follow him on Twitter: <http://twitter.com/brianandcyndy>.

Introduction

Science, fuzzy science, or nonscience? Regardless of what side of the fence you find yourself on, many people have a strong—often passionate—opinion about the use of complementary and alternative medicine (CAM). We decided to create this directory of CAM specialty societies because whether you love it, hate it, or fall somewhere in between, medical writers need to know about it. And the deeper you dig, the more society acronyms you find!

Not familiar with CAM? Allow us to explain. The National Institutes of Health (NIH) defines CAM as "...a group of diverse medical and health care systems, practices, and products that are not generally considered to be a part of conventional medicine." CAM has several distinct domains, although there is some overlap. These domains include:

- Whole medical systems, which are built on complete systems of theory and practice (eg, homeopathic, naturopathic, and Chinese medicine)
- Mind-body medicine, which uses techniques to enhance the mind's capacity to affect bodily function and symptoms (eg, meditation, prayer, art, and music)
- Biologically based practices, which use natural substances (eg, herbs, foods, and vitamins)
- Manipulative and body-based practices, which are based on manipulation and/or movement of one or more body parts (eg, chiropractic manipulation, massage therapy)
- Energy medicine, which is either intended to affect energy fields that purportedly surround and penetrate the human body (biofield therapies such as Qigong and Reiki) or that involve the unconventional use of electromagnetic fields (bioelectromagnetic-based therapies involving pulse, magnetic, and alternating- and direct-current fields)

Is complementary medicine the same as alternative medicine? Not at all. And the difference between the two has more to do with how the treatment is used than what the treatment entails. According to the NIH (<http://nccam.nih.gov/health/whatiscam/overview.htm>), complementary medicine is used in conjunction with (ie, as a complement to) conventional medicine, whereas alternative medicine is used in place of (ie, as an alternative to) conventional medicine. The use of biofeedback to help reduce chronic pain in a person with Stage 3 cancer is an example of complementary medicine. The use of a special diet to treat cancer instead of conventional treatments such as surgery, radiation therapy, or chemotherapy, is an example of alternative medicine.

Wondering who uses CAM? According to the 2007 National Health Interview Survey (NHIS, http://nccam.nih.gov/news/camstats/2007/camsurvey_fs1.htm#), nearly 40% of

adults and more than 10% of children in the United States use some form of complementary and/or alternative medicine. Among adults, use of CAM is highest among women and people with higher education and income levels. CAM therapies used most frequently include herbal remedies, and use of deep breathing, meditation, massage therapy and yoga is increasing. Adults most often use CAM to treat musculoskeletal problems.

The important thing to keep in mind is that although there is some scientific evidence regarding CAM therapies, most CAM therapies lack data from controlled clinical trials supporting their efficacy and safety for use. Which brings us to this disclaimer. Inclusion of an organization in this book does not imply our endorsement. We are simply listing these organizations for information purposes only.

If CAM piques your interest, *camORG* may open your eyes to a whole new world of writing opportunities. If conventional medicine is strictly your cup of tea, knowing that some patients and health care practitioners may be taking a more unconventional approach to treatment may help you write more effectively. At the very least, we believe you'll find this directory and the accompanying links to be a real, shall we say, enlightening, experience.

In *camORG*, we've uncovered quite an array of interesting organizations and a broad range of applications for you to explore. We make no judgment for or against these claims. That's for you, and medical science, to decide. For example, you can learn about the millennia-old use of bee venom to improve circulation, decrease inflammation, stimulate immune system response, and treat rheumatic diseases, at <http://www.apitherapy.org/>. Find out how people use the beautiful flowers those bees help pollinate to provide physical and spiritual healing at <http://www.flowersociety.org>. Then check out the application of the aromas from these flowers for alleviating stress and treating skin irritation, depression, and anxiety, at <http://www.naha.org/>.

We created the *ORG* Directories for our readers for two important reasons: first, to help you decipher the myriad acronyms you will either come across or seek out as a medical writer to help you in your work; and second, to put these societies on your radar so you can be proactive in looking them up when you're working on relevant projects or seeking to expand your client base. If you're looking for a list of organizations that might be in the market for freelance medical writers, the *ORG* Directories are good places to start.

Other directories in the *ORG* series are:

- *docORG*, a directory of medical specialty societies
- *nurseORG*, a directory of nursing specialty societies
- *dentalORG*, a directory of dental specialty societies
- *alliedhealthORG*, a directory of organizations for allied health professionals

Like other eBooks in the *ORG* Directory series, we've tried to make *camORG* as user-friendly as possible. We made the website addresses hyperlinks, so when you find an organization you want to investigate, if you're connected to the Internet you can simply click to follow the link and open the website in your browser. We've made searching the directory easy, too. First, all of the entries are alphabetized according to acronym. Second, if you want to find all the organizations in a certain category, simply type a keyword into the search window in the Adobe® Acrobat® or Adobe® Acrobat® Reader toolbar. This will bring you to each organization in the directory that matches your keyword.

We can't guarantee that *camORG* includes every major relevant organization, but we've included every one we could find as of this writing. And as of this writing, all the urls are live. This directory focuses on major national organizations, but we've also included some relevant international organizations because of their relevance. Some of the national websites listed here also have state affiliates. There are also some country-specific organizations not listed here that you can search for if you are looking for information specific to a country other than the United States.

In preparing this directory, we had to make some interesting and unexpected decisions about certain societies to include or exclude. The biggest surprise we encountered is the difference between the way the American Medical Association (AMA) categorizes certain medical resources versus the way the NIH categorizes them. For example, the AMA categorizes art therapy, music therapy, and massage therapy as allied health care. The NIH categorizes them as CAM. We don't believe it's our place to dispute one or the other respected opinion, so you will find societies for art and music therapists, as well as societies for other similar specialists, included in this directory as well as in *alliedhealthORG*. Likewise, we made the decision to include the American Holistic Nurses Association in *nurseORG* because members are registered nurses, as well as in this directory because they are nurses specializing in holistic medicine.

Like our books in *The Accidental Medical Writer Series*, the *ORG* Directories are great resources! And that's exactly what *The Accidental Medical Writer* is all about—helping you become a successful medical writer, too, by giving you the benefit of our nearly 40 years of combined experience including all the tools and resources we've discovered along the way.

We hope you enjoy this directory and that you keep it handy. You're going to need it!