

ccnm

CANADIAN COLLEGE OF
NATUROPATHIC MEDICINE

THE PRACTITIONER'S JOURNEY • CAREER RESOURCES
INTEGRA PRACTICE MANAGEMENT • YOU GOTTA HAVE NUMBERS

MIND | BODY | SPIRIT



what's success?

For us it is a combination of wealth, health,
work-life balance, and being able to do what
you love without burning out.

ISSUE NO. 6—FALL 2010

ANOTHER NEW INNOVATION FROM CYTO-MATRIX®

OMEGA-D3 LIQUID FORTE



- Evidence based dosages for all indications
- High safety profile
- Molecularly distilled, ultra-pure fish oil
- Easy to administer for maximum patient adherence
- No fishy aftertaste, light citrus flavour

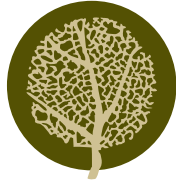
Each teaspoon (5 mls) contains:

Fish Oil Concentrate	4,377 mg
Omega-3 Fatty Acids	2,845 mg
EPA (Eicosapentaenoic acid)	1,750 mg
DHA (Docosahexaenoic acid)	875 mg
Vitamin D3	1000 IU



Improving health and wellness...naturally

1 866 783-7504
www.cyto-matrix.com



ccnm
CANADIAN COLLEGE OF
NATUROPATHIC MEDICINE

MIND|BODY|SPIRIT

MIND|BODY|SPIRIT is published twice a year for alumni and friends of the Canadian College of Naturopathic Medicine.

All material is copyright 2010, Canadian College of Naturopathic Medicine, and may be reprinted only with written permission.

EDITOR

Catherine Kenwell

EDITORIAL ASSISTANT

Sana Abdullah

ADVERTISING

Peter Mayhew

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 pmayhew@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)



CCNM is dedicated to preserving our environment. All CCNM material is printed using post-consumer recycled content.

contents

on our cover

Tara Gignac, ND, at work in the community during her sabbatical in Paraguay, SA.

02 college roundup

03 the practitioner's journey

how do you measure a successful practice?

08 career resources

11 integra practice management

14 convocation highlights

16 supporting your dreams

19 you gotta have numbers

24 getting our hands dirty

26 research news

CCNM's presence at this year's AANP convention

30 CCNM press

32 news + announcements

college roundup



the CCNM community is growing...

and with it grows the naturopathic profession. This fall on campus, we have a record-breaking 532 students for September. Our current student body boasts two chiropractors, several nurses, some homeopaths, and many 'fresh' out of university programs in kinesiology, biology, sports medicine and environmental studies.

And in May, we graduated 130 graduates—bringing our graduate numbers to 1,840. (See page 14 for convocation highlights.) CCNM alumni make up almost one quarter of the entire North American naturopathic profession. Now, that's impressive!

But with our large alumni population, it is incumbent on us to deliver not only a superior curriculum and student experience; we are also responsible for guiding and helping to maintain the professional health of our alumni.

We do this by providing ongoing continuing education and practice management programs, and by promoting practice and networking opportunities for alumni. To this end, we often work in conjunction with national and provincial associations (see page 9 for a list of offerings from the Canadian Association of Naturopathic Doctors).

We also encourage alumni to get involved in mentoring new grads, and we have established a career resources centre to assist students and alumni with business-related issues (see page 8).

Tara Gignac, ND, and partner Dan Clements have developed a practice management website and book resource, and share their life/work balance strategies and practices—check out their practice perspectives on page 3.

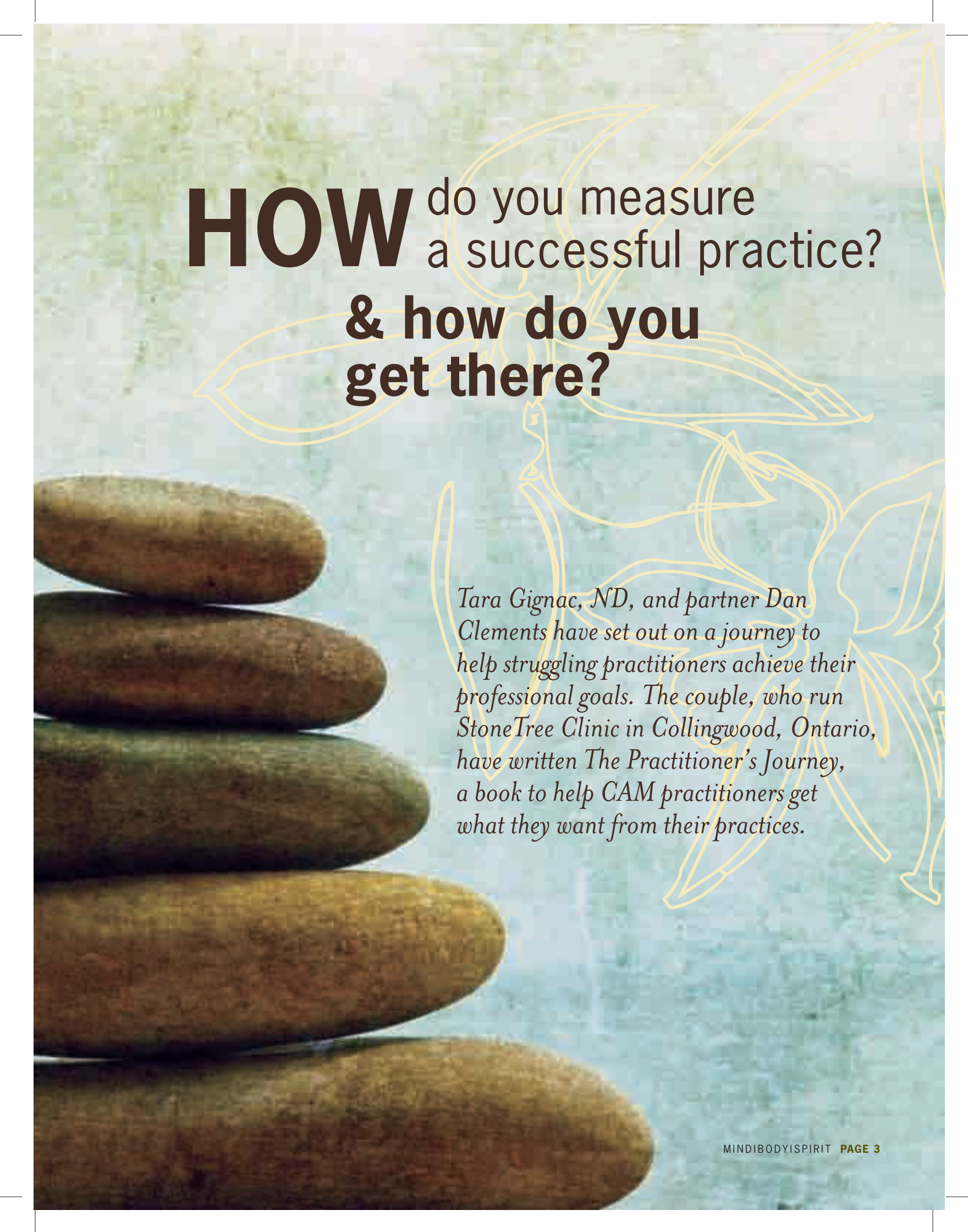
And at CCNM, everyone gets involved in promoting professional health. CCNM Integrative Healthcare Centre's

administrator Belinda Ginter offers up some sound advice for practitioners who are seeking the best in clinic administration (see page 16). Opening last fall, the IHC is a model of professional success.

CCNM works to maintain our alumni's professional health by delivering our message to elected representatives (MPPs, etc.) and participating in political processes. CCNM is represented on the Transitional Council of The College of Naturopaths of Ontario by CCNM Dean Nick DeGroot, ND, and other alumni. The Council's function is, in part, to develop and approve the regulations required by the Ministry of Health and Long-term Care to proclaim the *Naturopathy Act 2007*.

Ensuring a robust health-care reputation with government stakeholders is but one way we can support our professional success of our alumni. Through innovative research showing health cost savings and improved health using naturopathic medicine, CCNM bolsters the reputation of the College and the profession. At this year's American Association of Naturopathic Physicians' annual conference, CCNM's Dugald Seely and the research team was recognized for its groundbreaking contributions to naturopathic medical research (see page 26).

So here's to your health, alumni—remember, CCNM is here to help you grow and succeed. If we're not hitting the mark—or, if you think we're moving in the right direction—let us know. We look forward to hearing your success stories—and helping you get there.



HOW do you measure a successful practice? **& how do you get there?**

*Tara Gignac, ND, and partner Dan Clements have set out on a journey to help struggling practitioners achieve their professional goals. The couple, who run StoneTree Clinic in Collingwood, Ontario, have written *The Practitioner's Journey*, a book to help CAM practitioners get what they want from their practices.*

*The duo has authored *Escape 101: Sabbaticals Made Simple*, and lead sessions on practice management, recently presenting as part of Jonathan Wilde's CCNM practice management course.*

With naturopathic medicine being a relatively new profession, and with increasing numbers of naturopathic doctors graduating from CCNM and other accredited institutions, it is important that those now entering the profession have guideposts to success, and have access to mentors who have pioneered successful practices.



DAN CLEMENTS WORKS THE FARM IN PARAGUAY.

What is the key to Tara and Dan's success? It's clear that central to their philosophy is giving back and helping others along on their own journeys. But how does a new practitioner, or someone taking on a new business venture, gain the knowledge and confidence they need to get off the ground? First off, Dan and Tara tap into the idea of success that propels their peers through the ND program, and challenges NDs to figure out who they are and what they want. "Figure yourself out first — you need to understand yourself, your values, your motivations," explains Tara. "If you are not conscious of that stuff your practice will walk all over you."

In fact, both suggest that it's not merely your knowledge that makes a successful practice; rather, it's how you use that knowledge to your advantage.

"I'm a believer that information is pretty easy to come by — it's insight that makes or breaks a practice," says Dan. "Tara and I try and pass on two things to students. The first is that you really CAN do this. If you have the drive and resources to graduate, you've certainly got what it takes to practice successfully. You've still got to want it, but you can do it.

"The second is that NDs are something special. You have more training, more experience and a broader scope than almost any other health professional, so don't be afraid to put it to use. Stretch yourself. Go to the limit of your scope. Treat the really sick people. Tackle primary care."

Sure, this might seem like an idealistic pep talk—but Dan and Tara have made mistakes along the way, and are quick to share their experiences in order to help the next generations of NDs. Tara is quick to note: "We made lots of mistakes and really learned from them all. Our mistakes were all of our opportunities to make the practice better—so all of them were valuable.

"The big ones? I didn't take enough time when (our daughter) Eve was born," Tara reflects. "She came on the scene right after I graduated and I was in way too much of a hurry to get to work. Part of that was worrying about debt, but it was also because I have passion for naturopathic medicine. I was really jazzed to start treating patients. Nine years into practice now, and looking down the road to many more, I would have waited to start, taken more time with Eve and enjoyed wearing the mom hat a little more."

But NDs spend so much time in the study program, often the first thought upon graduation (and successful completion of NPLEX) is to put away the books and start focusing on a practice.

"I think that we chose early on to become 'students' of life. Just like you don't learn to be an ND without studying, we've actively studied business and life balance the same way you'd study anatomy or acupuncture. To really make a practice work you have to invest in learning beyond clinical education," says Dan.



Tara adds, "Also, from very early on in our relationship we learned to do the 'rocking chair' test. Imagine you are sitting on a porch, eighty years old and reflecting on your life – is what you are doing, or more importantly NOT doing, going to make that eighty year-old smile or frown? That is the big picture stuff – it you can keep that eighty year-old smiling, you're probably on the right track!"

Simply put, Tara and Dan encourage people to "really be NDs, not just modality users. If all you want to do in practice is hand out diet plans, you can do that with a weekend of training and a few good books. Justify your investment in the best education around by really putting it to use. For us, the real strength of naturopathic medicine is in the diagnosis and treatment plan development. That's the core genius."

One key to Tara and Dan's success is their keen sense of marketing—their strategies run the gamut from home-grown community efforts to their tech-savvy online presence. One only needs to key in one name or the other online, and it immediately becomes evident that Tara and Dan are everywhere. They have built web

presence by creating blogs, websites, book sites, and other value-added venues. Like their online presence, *The Practitioner's Journey* is a natural extension of their work/life/balance philosophy.

Says Dan, "We set out to write a book that would help struggling practitioners get unstuck, find balance, and make a decent living. What do practitioners really want from their practices? They really need to find a way to face their challenges, and move forward."

The Practitioner's Journey is a unique blend of story, business insight, and practical strategies. "It's based on our experiences in part, but mainly on those of the untold number of practitioners that we've interviewed, visited and coached over the past half-decade," says Dan.

Adds Tara: "During the research for the book, we realized that regardless of our profession in health care, we're all facing the same challenges. This book is about overcoming those challenges and finding your way to that elusive place called success.

"Not only do the challenges in practice share common threads, but we also saw over and over again that one of the trickiest parts of creating the practice you want isn't the things you have to do. It's how you think about what you have to do. The journey we all make as practitioners, it turns out, is just as much an inner one as it is an outer

one of clients and clinics and money and treatments. Sometimes it's not knowing what to do. It's knowing what to do next.

"Our goal is to help as many CAM professionals as possible find success in their practices. Whether you're a TCM practitioner, a chiropractor, an acupuncturist, a massage therapist, or a naturopathic doctor, we think you'll find some great content here to help you grow your practice and keep your life in balance," explains Tara.

"What's success?"


For us it's a combination of wealth, health, work-life balance, and being able to do what you love without burning out.

We think the best way to help the complementary, alternative and holistic health care industry is to make sure its patients and its practitioners get better every day."

TARA GIGNAC, ND, TREATS A YOUNG PATIENT IN THE FREE CLINIC IN PARAGUAY.

THE COUPLE'S DAUGHTER EVE MADE NEW FRIENDS IN SOUTH AMERICA.





"I think we walk the talk, especially when it comes to life balance. We walk together almost every day, take plenty of time off. In almost ten years, we've taken plenty of holidays and never one sick day – I don't think it's a coincidence. No one in our clinic works more than four days a week. No weekends, no evenings. Besides, it's hard to sell good health when you look like you might drop dead at any moment."

MIND/BODY/SPIRIT asked Tara and Dan to share their insights on some tough life/balance issues...and made them come clean on their own life/work/balance strategies.

Many alumni feel they can hardly manage the time to run their practices...so how do you two do it, and still find time to write books, volunteer, etc.? What's your secret?

Dan: We've been very dedicated to life balance. A practice will take everything from you if you let it, and we've decided not to let that happen. Health, family, relationships – they all take priority over the practice. The practice gets its share of energy, but not at the expense of everything else.

Sometimes that means making choices. If we have to choose, we'll take a vacation over new furniture. We'll take our health over income, time over money. Fortunately, we've built a life that has enough of both time and money, but we're very conscious of the fact that the two are closely linked.

Tara: We also enlist the help of many people in our lives. We do the stuff we have passion for and when possible dump or delegate the rest. I have always had staff in clinic, right from the beginning. There were times when this cost me money I didn't have, but it allowed me to spend more time on the stuff that really mattered instead of the administrative minutiae that sucks up a lot of time. So, could my personal income have been more each year without salaries to pay? Sure, but my life would be worse, too. I'm not willing to trade balance for a nicer car.

OK, you can talk the talk, but when did you take your last vacation/sabbatical? What did you do? What outlets do the two of you have for recreation/relaxation/balance?

Tara: I have scheduled time at work for charting, letter writing, phone-calling to patients and with rare exception that is all the time I give it. I do not take work home or go in on the weekends. The to-do list when you run your own business is endless. At some point, you have to create a boundary and say that is enough for now, go home and chill.

This I think is also critical if you are truly going to help people find wellness – so much of people's chronic health complaints are rooted in stressful lives and poor lifestyle choices. If I can't make healthy balanced choices how can I possibly have the credibility to help my patients with that? It is my job to walk the walk.

Dan: We just got back from our last vacation, which was two weeks off the grid cottaging with family and friends, and absolutely no contact with the practice for the whole time. It's one of the benefits of having more people around in the practice – it's easier to get away.

Our last sabbatical was in 2007 – we spent five months in Paraguay, SA where we started a free clinic, and worked at a camp for homeless kids. Our daughter was five at the time, and went to school there and learned to speak Spanish. And the practice was profitable in our absence.

It was that last sabbatical that led us to write *Escape IOI*, which was published not long after we got back. Our next sabbatical is slated for early 2012 – we're on a five-year cycle.

Tara: I think we walk the talk, especially when it comes to life balance. We walk together almost every day, take plenty of time off. In almost ten years, we've taken plenty of holidays and never one sick day – I don't think it's a coincidence. No one in our clinic works more than four days a week. No weekends, no evenings. Besides, it's hard to sell good health when you look like you might drop dead at any moment.

Tara Gignac, ND is a naturopathic doctor in private practice in Collingwood, ON. Dan Clements writes and speaks on health, business, and lifestyle design.

Tara and Dan's books, including *The Practitioner's Journey*, are available on Amazon, or you can download an eBook version at www.practitionersjourney.com.



Healthy, clear and pure...

Handle toxins differently,
drain and detoxify thoroughly.



The Detox-Kit® combines three specific homeopathic preparations for the mild, but yet complete cleansing of the body. It supports each of the major organs (liver, kidneys, lymphatic system, skin and mucous membranes) in their drainage and detoxification functions.

Improve your patients' therapeutic outcome by adding the Detox-Kit® into your therapy schemes to achieve better and longer lasting results.

Heel Canada Inc.
1 888 879-4335, www.heel.ca

-Heel 
Healthcare designed by nature



Career resources help new grads & alumni face post-graduate challenges

Consider this scenario: You've just graduated from CCNM and you're unsure of your options as a naturopathic doctor. Do you open up your own practice, partner with an existing ND or multidisciplinary clinic, or pursue a career outside of practicing? Or, imagine that you've had a successful practice for a number of years and are thinking about switching careers within the profession. How do you make the transition?

CCNM offers a multitude of career services to alumni, including the Career Resources Centre (CRC), continuing education (CE) courses featuring topics on specialized naturopathic therapies and practice management solutions that run continuously throughout the year, and internal and external residency opportunities.


In addition, members of CCNM's alumni association also receive access to online databases, research journals and MD Consult, continued borrowing privileges at the Learning Resources Centre, a discount on acupuncture supplies (a boon to new graduates who have just opened up a practice), and a 30 per cent reduction on all CE courses.

The CRC is CCNM's latest career service, for students and new and seasoned NDs alike, providing assistance in the job search and helping to assess the numerous career options that are available to them. It contains a student job postings and events board, a computer and many additional books and up-to-the-minute resources from the Canadian Association of Naturopathic Doctors and others.

"The genuine need to provide career resources for students and alumni at CCNM was born out of an increasingly obvious and emerging trend of students and alumni pursuing non-traditional alternatives to opening a practice after graduation," explains Patti Scott, associate director, student services. "The process began in 2008 with a working group comprised of students and staff who researched and drafted a list of recommendations which would be useful to them during school and after graduation. They included a physical space for career resources, more externship opportunities, mentors, and student job postings." (All have been implemented to some degree.)

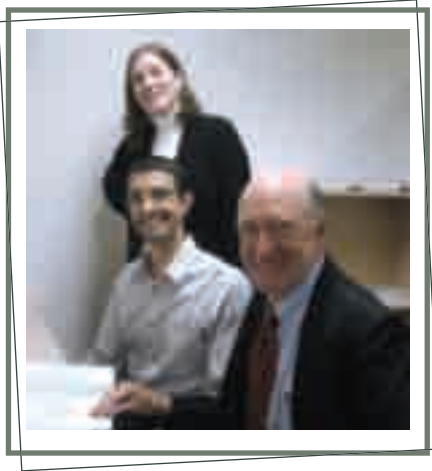
"We're trying to show students and alumni that although setting up a practice is thought of as a primary goal, there are other opportunities for them now that the field is expanding," adds Jonathan Wilde, CCNM's director of institutional advancement. "Alumni are encouraged to use the centre if they are considering a shift in career focus or if they have any career concerns."

Jonathan also provides career counselling such as assistance with drafting a contract, business plan, or bank proposal, and offering interview techniques and tips.



He teaches several practice management courses for third- and fourth-year students at CCNM as well.

"I'm available to talk about careers and life goals, help out with resumes and job opportunities, provide practice management consultation, and other related things. There are many more prospects for students and alumni now that the field is expanding," he says.



PATTI SCOTT, CHRIS HABIB, ND, AND JONATHAN WILDE

These may include positions in teaching, research, governmental health agencies, corporate health wellness programs, writing, residency, or working with nutraceutical companies in a sales, research, promotional, or development capacity. Graduates also have the chance to pursue opportunities in the U.S. and internationally, too.

Patti has also noticed the shift in the types of jobs that are available for NDs. "When I started here in 2002, most graduates opened up their own practices," she relates. "Now, clinics are so busy that NDs need to hire extra practitioners. Students and alumni need to know how to interview, negotiate salaries, and understand contracts.

"For example, many graduates from the Class of 2010 have been interviewing for positions in well-established clinics." These positions can be found at www.ccnm.edu/practice_opportunities. There are approximately 50 to 100 postings at any given moment.

Career services has become an essential part of the education provided at CCNM for students and beyond, according to Patti. In their undergraduate years students may receive guidance from career counsellors and academic advisors about getting into a naturopathic medical school (satisfying prerequisites, etc.) but very little in the way of useful career help after completing the ND program.

"The entire student demographic is changing – students are younger and need to be supported beyond the curriculum. In addition, they need to be exposed to different opportunities outside of traditional practice," says Patti.

Career counselling sessions with Jonathan are by appointment only; contact him at jwilde@ccnm.edu for further information. CCNM also provides opportunities for alumni to take on a mentorship role with one or more CCNM students – contact Patti at pscott@ccnm.edu or Jonathan to learn more.

CAND Business Offerings

Listed below is a selection of the business, privacy and office forms the CAND offers members. The CAND also offers members patient handouts on various health conditions.

Members can access these documents by logging into the Members Only section at www.cand.ca

To join the CAND please contact Stuart Watson, Member Services at info@cand.ca or 416-496-8633 ext. 326.

Business Templates

Buying an Existing Practice

Business Plan

Finance Forms

Service Contract

Privacy Policy / PIPEDA Documents

Confidentiality Agreement

Patient Information Sheet: Accessing

Privacy Code

Privacy Code for Clinic

Privacy Consent for Patients

Privacy Policy

PIPEDA Complaint Letters (5)

Office Forms

Authorization Release of Records

Checkout Sheet

Informed Consent

Patient Instruction Sheet

Lab Test Sheets (2)

New Patient - Adult

Purchase Orders

Short Form Intake

Supplement List

Supplier Form

Handouts on Specific Conditions

Adrenal Profile

Cancer Support

Candida

Chemotherapy Information

Diabetes

Eczema

Osteoporosis

Smoking Questionnaire

Other Patient Handouts

Acid-Alkaline Standard Page

Breathing Exercises

Castor Oil Pack

Chinese Food Chart

Dry Skin Brushing

Epsom Salt Baths

Food Elimination Diet

Promotional

Sound Bites for Naturopathic

Medicine

Prescription Pads

Naturopathic Medicine Brochure



Gemmotherapy

Gemmotherapy is a branch of phytotherapy which uses buds and young shoots. These are gathered in the spring at a key stage in their natural growth cycle, and stabilized / mixed with an alcohol-water-glycerin solution at collection. At HerbalGem only fresh, organic buds and young shoots are used, never frozen.

HerbalGem manages all the steps of production, from harvest to final product preparation in their laboratory, in order to create the **highest quality concentrated gemmotherapy extracts**.

HerbalGem's multi-year know-how and proprietary production techniques allow to extract all the active principles from the buds to ensure that no vitamins, minerals, natural plant hormones or nucleic acids are lost.

CONCENTRATED GEMMOTHERAPY has several advantages over the usual D1 dilution

- Only 5-15 drops daily are required vs. 50-150 drops of most D1 dilutions.
- A 50 ml is equal to a 500 ml of D1.
- The quantity of alcohol and glycerin ingested is 10 times less.

"All the energy of the tree concentrated in the bud."

Manufactured in Belgium

- Single bud extracts
- Complexes



NPN received on all HerbalGem products

**Your trusted supplier of
CONCENTRATED GEMMOTHERAPY**

BIO LONRECO INC.
Dorval QC H9P 2T1
Tel: 1.800.361.6663 or 514.631.6627

integra practice management at **CCNM** helps to solve common business problems

Since 2008, CCNM's Integra Practice Management program has successfully guided new graduates and alumni through the challenges of starting and running a naturopathic practice.

Now entering its third year, the program is expanding – a new website and a series of podcasts featuring the latest business tips were launched this year, and practice management consultants have been brought in to enhance the education in the classroom and teaching clinic by providing advice and direction to fourth-year students.

Jonathan Wilde is CCNM's director of institutional advancement and an assistant professor – and the resident expert on anything business-related. He teaches the well-known Integra practice management course to third and fourth-year students and says that the program was created after the College recognized the urgent need to support recent grads in establishing their practices.

“Many students have limited business knowledge and are overwhelmed by the complexity of things like withholding taxes, HST, employee deductions, record keeping and so on,” Jonathan says. “We want to give graduates the confidence and background to start out in business on their own. In my classes we review contracts, look at leases and zoning considerations, and the details of naming and forming a private company.”

The practice management website was introduced in February and includes articles and podcasts on subjects such as advertising, clinic fees, office management, and preceptorship. The podcasts are also available on iTunes – simply search for the College, download one or more files and transfer to your mp3 player for a quick refresher on the subject of your choice.

A detailed checklist for new practitioners is also available on the site and includes instructions on setting goals to developing a practice focus to gathering the details of taxation in any accredited province or state.



"While there are a few links to outside sources, most of the material on the website is developed in house. One of the goals of developing the program include keeping online resources free for all alumni," states Jonathan. "New articles and podcasts are produced and added monthly, and soon alumni will be able to submit their own practice management tips and videos for the website."

CCNM also provides continuing education courses to graduates who need an update in any given business topic. Jonathan brings in experts in the field to provide additional background information where appropriate; for example, all participants are given an introduction to QuickBooks (and a free, take-home trial of the product) by a specialist in bookkeeping and accounting.

As for the curriculum, students are given the confidence, background and entrepreneurial boost they need to understand the nature of practice management.

"Increasing numbers of NDs are setting up their own practices so a good understanding of the market they are entering is essential. To prepare for this, all fourth-year students are required to present a business plan with detailed demographic, marketing and financial information using the knowledge they've learned in class," Jonathan says.

He expects that as NDs continue to fill cities and smaller communities, each practitioner's overall market share should increase. "As we get more NDs out there and people continue exploring naturopathic health-care options, deciding on a practice focus and really developing their entrepreneurial tendencies will become easier," explains Jonathan.

Although he presents many of the topics in his course, such as personal financial management and public speaking, Jonathan does introduce several guest speakers throughout the year to share their experiences with students and help bridge the gap between studying and working.

"I've brought in Iva Lloyd, ND, who has lots of experience in business and runs a successful practice in Markham. Dan Clements and Tara Gignac, ND, from practitionersjourney.com have come in. An expert from the Canada Revenue Agency is coming to talk about taxes to the fourth-year students. And Class of 2010 graduate Marisol Teijeiro, ND, will discuss the latest entrepreneurial trends in naturopathic medicine."

After being at CCNM for six years and teaching the Integra practice management course to students for almost three, Jonathan has learned a few things about starting a successful practice. Here are some of his tips to overcome the initial hurdles of low patient numbers and a less-than-ideal location.

develop a niche

Jonathan always tells students to consider picking a specialized area of naturopathic medicine when first starting out. "Lower back pain is an easy one," he says. "Or you can just do gynecological and prostate exams. Narrow down a focus so that other doctors will refer their patients to you for allergies, blood work – anything you want. Remember to think entrepreneurially."

speak up

Be aware that there is a learning curve which accompanies any budding business, including a naturopathic practice. Word of mouth can assist in getting over any inertia to help bring in patients. "But prior to that," adds Jonathan, "a practitioner has to make an effort to connect with the community, to become known. You have to be out there and talking with everyone. Patients don't just come to you – you have to work for it."

don't underestimate the importance of marketing

Word of mouth is an integral facet of marketing and is probably the most effective way to bring in new patients. But marketing also includes great customer service, excellent health care, a clean and professional-looking practice, and networking within the community, insists Jonathan. Advertising is a smaller and less effective component to marketing and shouldn't be relied on as much.

overcome fear of the unknown

"This is the biggest challenge for some students – the fear of starting out on their own," Jonathan says. "They have so many questions but it usually relates to insecurity about their own skill level, uncertainty about signing a lease, partnership or associate contract, financing options in the early years when revenue might be less than expenses, and having enough to live on during that time."

He recommends visiting the Integra practice management website to download the checklist – ideas for contracts, financing and saving are included in it. But Jonathan is also a fan of taking chances in life. "At some point in time, you have to follow that old slogan and just do it!"

**VISIT INTEGRA PRACTICE MANAGEMENT ONLINE AT
WWW.INTEGRAPRACTICEMANAGEMENT.CA FOR MORE HELPFUL
TIPS AND ADVICE, OR CONTACT JONATHAN AT JWILDE@CCNM.EDU**



CCNM

DISPENSARY SERVICES

available to all NDs

Did you know that the new and expanded RSNC dispensary prepares tinctures and dried herb combinations for external NDs & their patients?

We typically stock approximately 150 single herb tinctures in the RSNC dispensary, and our staff and students are able to mix specific tinctures typically containing three to seven different herbs based on formulations specified by an ND.

In addition, the dispensary now has a selection of often-used dried herbs, and staff and students can mix the herbs according to your order.

You can send your patients to CCNM to pick up their tinctures and herbs. To do so, simply provide the following information:

- patient name
- your name and license number
- the size of the botanical and all botanicals to be included in the tincture

The botanicals should be listed in full binomial and include the volume in milliliters (ml) and concentration. We strongly recommend that you contact the dispensary at (416) 498-1255 ext 347 to confirm that we have the botanicals and concentration in stock before sending your patient.



HOURS OF OPERATION

Monday: 2 - 7 p.m.

Tuesday-Friday: 8:30 a.m. - 7 p.m.

Saturday: 9 a.m. - 5 p.m.

For a list of prices please contact the RSNC at 416-498-9763.

make your legacy a healthier future

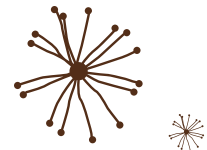


Consider leaving a bequest to support CCNM and the future of naturopathic medicine.

Leaving a bequest in your will gives you the opportunity to make a significant gift to the College that you may not have been able to make during your lifetime. Your support of scholarships, education or research at CCNM can make a lasting statement about what you believe in.

Planned giving options:

- a bequest in your will
- gifts of stocks, bonds and mutual funds
- life insurance
- charitable annuities and charitable remainder trusts



FOR MORE INFORMATION ABOUT GIVING A PLANNED GIFT TO CCNM, PLEASE CALL 416-498-1255 X226, TOLL-FREE 1-866-241-2266 OR EMAIL ABLACKLER@CCNM.EDU



Convocation

CCNM's 30th convocation ceremony took place at U of T's Convocation Hall on May 28

Graduates and guests were treated to a rollicking, touching valedictory address from Urszula May, and President Bob Bernhardt, PhD—a self-confessed numbers guy—shared some fascinating statistics with the audience.



JOHN COSGROVE, ND, HONORARY SPEAKER

President Bernhardt

on who's who in the graduating class by the numbers:

By the conclusion of today's convocation we will witness the hooding of the 1,840th CCNM graduate. Approximately one-quarter of all of the naturopathic doctors in North America have graduated from CCNM.

Of 130 graduates:

- 14 are male (~11%)
- 116 are female (~89%)

They all submitted forwarding addresses to us last month so here are the provinces that they will be living in after graduation:

- Ontario = 110 (85%)
- Alberta = 8
- BC = 0 (although I know of a few who are planning to start in Ontario and move to BC within the next three years)
- Manitoba = 2
- Nova Scotia = 3
- And 1 graduate to each of the following provinces: SK, NB, NL, NWT, QC
- USA (Vermont) = 1
- Israel = 1

Age (if you're curious):

- 90 are under age 30 (69%)
- 8 are under age 25
- 35 are in their 30s (27%)
- 4 in their 40s and
- 1 in (his) 50s

On health-care spending—and spending...and spending...

On March 8 of this year the Ontario Liberal government presented its speech from the throne. The speech noted that health-care costs currently constitute 46 cents of every dollar that the provincial government spends. Further, if we continue on the path that we are on, in 12 years 70 cents of every dollar the province spends will be on health care. As noted in the speech, the current path cannot be followed – something needs to be done.

Naturopathic medicine offers opportunity for improved health care that is actually focused on health, not illness. The Ontario Hospital Association notes that 49 per cent of combined hospital and home care costs are consumed by just 1 per cent of the population, and 5 per cent account for 84 per cent of such costs. The Association also noted that a 10 per cent reduction in chronic illness could save Ontario \$1.2 billion annually.

And a challenge to the Class of 2010: To the graduates, I would ask that you expand your vision of the manner in which you can contribute to the health of our nation. Just as we need practicing NDs, we need policy analysts in the Ministry of Health, administrators within LHINs and our own version of Dr. Oz to help to change the systems that are stuck in an outdated paradigm.

Later, valedictorian Urszula May stole the show with her wit and reflection—and literally, with her camera. From her podium perspective, she turned the camera on her colleagues and started snapping away.

On the 'uniqueness' of the Class of 2010: There's something that very few people ever understood about our class, but it's really very simple...we value competence and efficiency more than almost any other skill. If you don't know this about us, our constant stream of criticism over the last four years may have come off as a tad harsh. Some have named this drive of ours 'annoying' or 'inconsiderate'. Others...have respected our tenacity, and acted as partners in our mission as agents of change. Together, we have driven our professional education towards improvement.

On 'family' values: What I have always loved about us is what Hind Hussein, our exceptional lab supervisor, pointed out to me one day while we were discussing our class. Hind has the unique opportunity to stand to the side a bit and watch each class as they pass through our clinic. Hind said to me that what struck her the most about our class is how deeply we care for each other

There's something that very few people ever understood about our class, but it's really very simple...we value competence and efficiency more than almost any other skill.



LIA SONNENBURG, CENTRE, GETS CONGRATULATORY KISSES FROM DAD ERICH AND MOM INGRID.

and how fiercely protective we are of each other. How much like a family we are. And a family we certainly are. I'm not talking about the monarchy here with its smiles and polite waves...I'm talking about a deep down scary mafia family.

On the physical, emotional and linguistic challenges of the CCNM program: These have been four of the most difficult, challenging, and painful years of our lives. We've ended relationships, lost best friends, lost pieces of ourselves in the marathon of endless assignments, exams, secret needle sticks, bruised arms, semi-forced partial nudity, weeks of bleary eyed late-night study sessions, early mornings when even Suri doesn't say hello, the menopause thermostat in classroom 4, and parkas and toques in the lecture theatre in the middle of May. We were told it would all come together in 4th year. And then, my first patient on my first clinic shift was a walk-in who came in with a six-page list of concerns she wanted addressed, written in Dutch.

She wasn't even Dutch! How could I have possibly prepared for that?

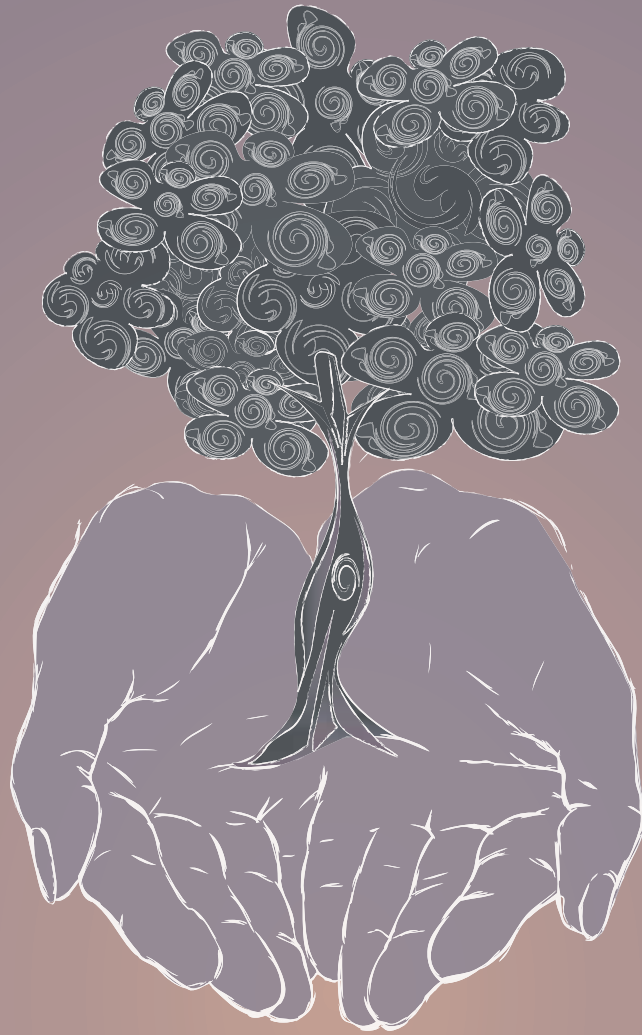
And on recognizing the sacrifices—and dietary adjustments—made by loved ones: I know I speak for the entire CCNM team when I say that it is so wonderful to finally be able to see you, our support team. This should really happen at the start of the program. We all could have met our families, partners, kids and close friends. We would have brought you all in a great hall and given you pre-emptive thanks, and fair warning. Something like... 'Thank you for all the meals you will make and clean up after with no help from us, thank you for the weekends and late nights that our absence will make you doubt our existence, for being our guinea pigs, for being poked, stuck, and diagnosed with new diseases every week, for paying the bills, for stalking the fridge with gluten-free products in 1st year, gluten-free, dairy-free products in 2nd year, gluten-free, dairy-free, sugar-free, egg-free products in 3rd year, and Pillsbury cookie dough in 4th year. Thank you for being our 2 a.m. editors, our sounding boards, for learning the lingo and allowing us to pronounce it RE-view without too much fuss, for indulging our curiosity and encouraging our passions. You all come here today to celebrate our accomplishments, to support us as you always have. Please know, that we know, that this is as much about you as it is about us. Thank you and congratulations...you made it!



THE DAVIS FAMILY CELEBRATES WITH NEW GRAD CHRISTINE (CENTRE BACK ROW).



NEW GRADS (L-R) WENDY CHIU, MICHELLE DOWKER, BERCHMAN WONG AND JISELLE GRIFFITH.



PRACTICE MANAGEMENT FROM AN ADMINISTRATOR'S PERSPECTIVE

supporting your dream

From the time you entered CCNM, many of you have dreamed of opening your own clinic. That dream drove you to succeed in your academic career and carried you through all the challenges and deadlines you faced on your way to graduation.

Now that you have achieved your dream and started your own practice, you've realized the dream will not grow itself and now you're faced with some big decisions. Many health-care practitioners begin to realize that there is a lot more to the dream than they expected. Booking and scheduling patients, taking payments, ordering supplies, marketing—these don't leave you much time to review and research your patient charts. With your significant overhead you may feel you can't afford to hire a well-qualified office manager, but I ask—can you afford not to?

Trying to do it all yourself can lead to burnout or other health problems, and the principles that drew you to the naturopathic profession in the first place—balance, health and wellness—can start to slip away. It's imperative to have another pair of hands to help support you and your patients.

You owe it to your patients to find a professional, efficient office manager with superior customer service skills. For years you invested in yourself, spending money to put yourself through school—now it's time to invest in someone else that will help

support "the dream". A well-trained and experienced office manager will educate your patients, keep them on schedule and will reschedule missed appointments in a timely manner.

A superstar office manager will suggest office improvements both in operations and atmosphere. They'll help build your practice by encouraging referrals with patients, handing out business cards and looking for new marketing venues to get your name out in the community. Most importantly they will be a teammate, supporting, promoting and growing your dream practice.

here are the top **TEN** qualities of a superior candidate:

1 Professionalism – Professionally dressed; resume and cover letter are professional and error-free.

2 Ability to Multi-task – This is a must for a naturopathic office manager. Simultaneous appointment booking, checking in patients, and answering the phone is a regular occurrence, and the perfect manager handles it all with confidence.

3 Outgoing Personality "PR" Personality – When patients arrive they need to feel welcomed by a friendly face. The office manager needs to be able to introduce themselves to new patients, and be the 'first face' of the office.

4 Experience – Consider hiring an office manager with at least three years experience in running busy health-care clinics. If you have a multi-practitioner centre I would suggest looking only at applicants with 3-5 years experience.

5 Like-minded – An office manager who shares your vision can promote what they believe in—your practice.

6 Fun – The average Canadian spends more time at work than they spend with their significant others. With that considered, the person you decide to spend the majority of your time with should have a positive attitude and be fun and friendly.

7 Well-organized – Your office manager will be responsible for organizing your practice, creating day-to-day office procedures that ensure a good patient flow. They keep your treatment rooms and office neat, tidy and well maintained, so organization is key.

8 Able to Handle Confrontation – This is a must. Although an office manager needs to be polite and friendly they also need to protect you and the office when needed. They need to be able to handle the confrontation of asking a patient to pay on a past bill to clear up their accounts; they need to be able to charge for a missed appointment and must be able to diffuse conflict such as with an angry patient.

9 Independent Worker – Since you will be focused on your patients and their care, you don't have time to micromanage your manager. The right applicant won't need to be told what to do next; rather, they are organized, disciplined, and able to keep the clinic organized, disciplined, and running smoothly without assistance.

10 Caring – Your patients need care and support when they walk through the door of your practice. Sometimes, older patients need help hanging up their coats and filling out paperwork. Patients might be nervous, especially if they're new or worried about their health. Your office manager should be a calming influence, no matter what state your patients arrive in.

With the aforementioned attributes, your superstar office manager will help you realize your dream – so recruiting the right person is a worthwhile investment!

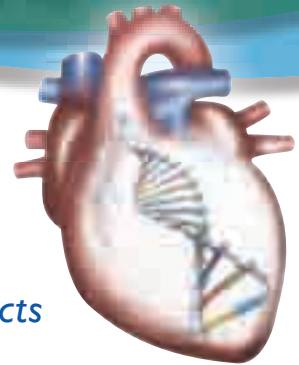
Belinda Ginter is the clinic administrator at the CCNM Integrated Healthcare Centre. She brings 14 years of health-care office administration to her role, and has played an integral role in building the CCNM IHC since its inception in 2009.

SIRTUINS

HEART HEALTH & AGING

*Because Healthy Aging
Requires Healthy Arteries and a Healthy Heart*

Dr. Mark Houston, Associate Clinical Professor of Medicine at Vanderbilt Medical School and Director of Hypertension Institute and Vascular Biology in Nashville, in conjunction with Biotics Research Corporation, have developed a series of products to support sirtuin activity.



Sirtuins are a class of enzymes that affect cellular metabolism via selective gene expression.

Sirtuins perform two post-translational modifications of target proteins:

- Deacetylation (coupled to NAD⁺)
- Mono-ADP-ribosylation (coupled to NAD⁺)

Mammals have seven sirtuin proteins which are classified according to their amino acid sequence. Sirtuins regulate cell survival, fat metabolism and insulin secretion.

In animal studies, Sir 2 has been shown to mimic caloric restriction and extend life expectancy by more than 30%.

VasculoSirt™, EFA-Sirt Supreme™ and ResveraSirt-HP™

Support for vascular integrity and healthy aging by supporting and stimulating sirtuin activity.

For additional information on these or other Biotic's products please contact us:



Biotics Research Canada • (800) 840-1676
bioticsresearch@sympatico.ca
Box 283, #1 High Gwillim Drive
Keswick Ontario CANADA • L4P 3E2

**BIOTICS**
RESEARCH
CORPORATION
"The Best of Science and Nature"
www.bioticsresearch.com

© Copyright 2008

These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.



You Gotta Have **NUMBERS**

My real estate professor in university had just finished filling up three blackboards with numbers while explaining a complicated financing case. The class was lost and as he turned around to see our blank expressions he exclaimed, "But you just gotta have numbers!"

While a busy practitioner may not have time to pore over every number that the accountant produces, this doesn't mean they should be totally ignored either.

Here are **five quick tips** to keep on top of some critical numbers in your practice:

1. Income Statement

This is the most important financial statement for any business and is usually produced monthly and annually. First look at revenues. These will be mostly "service revenue", or money coming in from selling your services. What is the trend? Up is good, but expect some seasonality throughout the year. Summer months will be the slowest. (There is no time to be sick when you're sitting on the dock at the cottage!) Work out the revenue per day by dividing the monthly figure by 20, or the number of days you actually worked.

Then do the same for your expenses. There should be a certain "fixed cost" component to these as most expenses like rent, utilities and staff costs don't vary much with patient volume. Again work out your expenses per working day. Let's say they work out to \$200/day. If your average patient visit earns you \$100 your "break even" point is two patients per day. After you see two patients you are starting to make money for yourself!

If you sell supplements this will be a little more complicated, but the same principles apply.

One final thing, as you scan the expense items think, "Are there areas I can cut back on? Or, are there areas that I should be spending more on?" For example, an extra phone line, or promotion.

2. Balance Sheet

While the Income Statement tells you your revenues and related expenses over a period of time, the Balance Sheet provides a snapshot of your business frozen in an instance of time.

First the Assets are listed on the left, starting with the most liquid asset, Cash. Then Accounts Receivable or money owed to you, and Inventory, which would be supplies and supplements you hope to sell, all recorded at your cost.

You should have enough cash (or bank line of credit) for two or three month's operation with no revenue coming in.

Accounts receivable should be as low as possible, and if you are still billing patients consider

moving to only accepting debit or credit cards. While the fees are high this simplifies your operation tremendously.

Inventory should also be as low as possible and definitely no more than three month's worth of supplement sales. Losses for obsolete, expired and stolen product can really hurt a small business.

We then move to the Long Term Assets, or assets we expect to have for more than a year. For most practices the main item here will be leasehold improvements, which will be gradually expensed over their useful life. Remember, when you do extensive renovations, you cannot "expense" this expenditure. Instead you record it as an asset, and gradually expense it. But don't forget you still have to come up with the cash to pay for it. This is how "cash" accounting differs from "accrual" accounting that most businesses use.

The right hand side of the balance sheet simply tells you where you got the money to buy the assets listed on the left side.

Basically there are only two places a business can get money:

- Your own money, this is called Owner’s Equity, or money you put into the business, and Retained Earnings or profits you have left in the business. The total of these two figures represent your net worth in the business.
- Borrowed money, usually called Bank Loan. (Businesses can also get money for a short period of time by not paying their bills immediately, called Accounts Payable. This source of financing is obviously very short term and may be expensive if you are missing out on discounts for paying promptly.)

Obviously it’s good not to have too much of your business financed by debt, and banks usually don’t like to lend more than 50 per cent of the book value of assets.

3. Cash Balance

It’s so important to watch your cash balance daily. We live in a “plastic world” mentality about money. “Just pull out the card and worry about it later.” Obviously this is a formula for disaster for both your personal life and your business. Credit card charges are exorbitant and will rapidly wreck your business or personal finances.

Above all else, you simply can’t run out of cash.

Make sure you do a projection of your cash coming in and going out for the next six months. If you forecast a deficit, make sure you do something about it before it happens. It is especially important when approaching a bank for a loan to present a detailed cash forecast with all planned expenditures for the next year or two. There is nothing worse than getting a loan, then going back a few months later asking for more!

4. Patient Numbers

I am always amazed at the number of clinicians who have no idea of the number of active patients they have. Your patients are the lifeblood of your business. Keep a simple spreadsheet and graph new and returning patients weekly. It might look something like this:

Be sure to ask all new patients how they heard about you. (From the chart below, a personal note to thank Dr. John might be in order!) A personal note to patients who haven’t been in for over a year is also effective.

5. Write-offs

While paying taxes is never fun, deductions directly reduce the taxes you will have to pay so track them carefully. I’m often asked the question as to what can be legally deducted. Basically the answer is any reasonable expense incurred to earn an income. The roll of paper towels for the staff lunchroom is deductible, as is the driving expense to Costco to buy them. Driving from Toronto to Montreal to buy paper towels would not be deductible however as it fails to pass the “reasonable” test.

Automobile expenses are actually one of the more difficult areas, and one that the tax authorities watch carefully as it is open to considerable abuse. Basically you should keep a book in your car and record every business use of your automobile, the reason, and kilometers travelled. Then calculate the percentage of business use and write off that percentage of your total auto expenses throughout the year. Once you have done this in detail for one full year, you only have to do it for three months every year from then on. And remember driving to and from your place of work is not deductible.

Remember part of your job is keeping the government healthy too!

Jonathan Wilde ©CCNM 2010

Jonathan Wilde, MBA, teaches Practice Management at The Canadian College of Naturopathic Medicine in Toronto. He is a graduate of the Harvard Business School and has wide experience in business and education.

WEEK ENDING	JULY 3	JULY 10	JULY 17	JULY 24	JULY 31	AUG 7
NEW PATIENTS	5	7	3	6	5	2
RETURN PATIENTS	21	20	24	14	30	22
TOTAL PATIENTS	107	114	117	123	128	130
REFERRED BY:	WEBSITE DR. LOVE WALK IN (2)	WEBSITE (3) DR. JOHN VITASTORE (3)	FRIEND DR. LOVE DR. PHY	? (3) DR. NICE VITASTORE (2)	WEBSITE (3) DR. JOHN (2)	DR. JOHN (2)

“Treating people, not their diseases. It’s my passion.”

Leading naturopathic physicians like Dr. McInnis rely on proven modalities that work with the body, not against it, to help their patients improve health. And to keep their practices thriving. So when these dedicated NDs choose a nutraceutical or medical food to recommend, they look beyond the label to the company that stands behind it. GMP-certified manufacturing safeguards. Sound scientific research and formulation. Forward-thinking lifestyle therapy protocols. And industry-leading laboratory and clinical testing.

Naturopathic physicians look to Metagenics to help deliver a higher standard of patient care.



Tammy McInnis, ND
Naturopathic Physician
NaturoMedica



Veera Konda, PhD
Director, Molecular & Cellular Biology
Metagenics

“Discovering new plant-based therapies to improve health safely. It’s my passion.”

World-class scientists like Dr. Konda are the reason why we set the gold standard in nutritional formula quality and research, with over 200 articles in peer-reviewed journals. You’ll find groundbreaking plant derivatives and traditional herbal medicines tested through our MetaBotanica® Method—ensuring effective species/part selection, reproducibility, safety, and quality via triple GMP-certified manufacture. Plus demonstrated programs that enhance clinical outcomes.

Take patient health and your practice to the next level with Metagenics today.

© Copyright 2010 Metagenics Inc., All Rights Reserved.

Open an account and we’ll give you an instant credit line of \$2,500 just to try us out—or try us again! Learn more at grow.metagenics.com or call 800 268 6200

 **Metagenics™**
Genetic Potential Through Nutrition

happy anniversary

CCNM Integrated Healthcare Centre



Celebrating its one-year anniversary this month, the CCNM Integrated Healthcare Centre (CCNM IHC) opened its doors on September 1, 2009 with the generous support of Metagenics. The clinic started with four health-care practitioners and one full-time clinic administrator and in a year has grown to fifteen naturopathic doctors and one registered massage therapist. Its support staff has grown as well and

now consists of one full-time clinic administrator and three part-time clinic receptionists. Patients who have received services in the centre have commented on its warm, inviting atmosphere and its beautiful Bombay professional furnishings. Practitioners enjoy the freedom to do what they love “helping patients reach optimal health” while the friendly and professional staff take care of all their administrative needs. Here is what a few of our health-care practitioners have to say about their experience leasing in the CCNM IHC.

“I have practiced in multidisciplinary clinics for over ten years. A few months ago, I moved my Toronto practice to the CCNM IHC,” says Nadine Cyr, ND. “IHC’s superior level of professionalism was evident from the start. This, combined with their outstanding customer service, has made for an easy and flawless transition for my patients and me. It is truly a pleasure to be part of such a professional and dynamic team!”

A few opportunities remain for health-care providers, such as massage therapists, chiropractors, medical doctors and social workers, who are interested in CCNM IHC’s private, multi-disciplinary setting.

Please contact Belinda Ginter at bginter@ccnm.edu for more information.





Getting our Hands Dirty

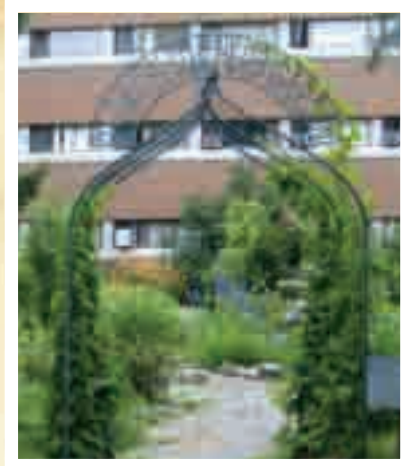
Many students and alumni know the Paracelsus Herb Garden as a CCNM fixture, an essential part of their education. Occupying the northeastern corner of CCNM's courtyard, the garden is primarily an outdoor classroom – a place for students and professors to explore common and foreign plants and herbs in their living, breathing form. Some also claim it as their sanctuary, with its tranquil environment granting moments of calm and respite amidst the hustle and stresses of everyday life.

But the College didn't always have a herb garden, or anything resembling a herb garden, for a long time. It was through the vision and funding of Wayne Steinke, ND, Class of 1995, and his family that the Paracelsus Herb Garden became reality.

"When I started, CCNM was OCNM and we graduated from Etobicoke. There was a herb garden which looked like someone's flower garden – it was six by eight feet, and had a couple of plots. There was a lot of emphasis on herbs in the curriculum – we learned the constituents, actions, contraindications and best practices. While I was happy with the education I got, most of us probably wouldn't be able to identify a herb in its natural form if we came across it," he says.

Wayne describes the importance of building a herb garden as a personal feeling. "My minor in university was botany and I was used to doing field work and identifying plants. At school, we were trained very well and had the book smarts, but we didn't have any assets to use. We did take a field trip to the Royal Botanical Gardens in Burlington, but one trip doesn't really instill any kind of relationship with herbs."

“If we’re to learn the characteristics and day-to-day existence of herbs well – that’s an important part of naturopathic medicine, especially in homeopathy – a herb garden serves as a way to understand the properties and feelings of a herb. It’s easier to transcribe that into practical use for the patient in front of you.”



CCNM'S PARACELSUS HERB GARDEN.

After graduation Wayne approached David Schleich, CCNM's president at the time, to discuss creating a permanent, outdoor home for the herbs that were taught in the curriculum (the College was still located at Yonge and Eglinton). The plan gained momentum when the College moved into its own campus and students participated in a competition to determine who would design the garden (Chris Sowton, ND, was the eventual winner).

The name "Paracelsus" was selected by Wayne because he represented rebellion against the established, renaissance-era practice of medicine and viewed sickness as an imbalance in the body brought by outside causes. There's also a deeper meaning behind the name – according to Wayne, the herb garden was a way to bring students, staff and the profession together and signifies the value and growth of naturopathic medicine in Canadian health care.

The herb garden has exceeded Wayne's expectations as a resource for students – in part due to the students' initial enthusiasm for the project, an attitude which has carried through to subsequent years. "It has done everything I envisioned – it gives students a chance to really get to know the plants from the seeds up and observe them during the growing season. At a minimum, the garden offers an opportunity to have a relationship with the plants. David would say that the goal was a chance for students to get their hands dirty!"

The garden is also an exemplary hands-on teaching and learning tool for both instructors and alumni, containing more than 200 herbs and plants. Each has a plaque accompanying it, stating the plant's origin, natural habitat and usage.

Patients and visitors also enjoy the tranquility that the garden provides. Wayne says that he used to talk to workers from the surrounding office buildings who visited the garden to "find some inner peace and beauty." And whenever he's in town from Edmonton, Wayne makes it a point to stroll through its familiar pathways.

Wayne, a CCNM Board member from 2001 to 2007, has seen some tremendous changes at the College and in the profession. "Communication has become more open between students and the board. There's also been a change in the students too – most came to CCNM after having positive experiences with naturopathic medicine when they were ill. Now, students hear about it in high school and university and choose it as their primary profession," he says.

As the profession grows and prospers, so does the Paracelsus Herb Garden. "It inspires pride and is one of the highlights of the school," Wayne says. And his advice for students? "if you want to see change, there's nothing stopping you from taking your vision and improving the College and the profession. I saw a need for an enriched learning experience – for me, that translated into leaving a legacy in the form of the herb garden. If people agree with you, anything can be brought into fruition."



research news

CCNM's presence at this year's annual American Association of Naturopathic Physicians

The event, held in Portland, Oregon from August 11 - 14, was attended by over 700 NDs and exhibitors. Over the past several years, the AANP has gradually incorporated a growing research focus in the form of a research track, a series of breakout sessions dedicated entirely to research presentations. This year's research track was arguably the most successful to date, boasting several high-quality and well-attended presentations. In particular, CCNM - increasingly known as "the research school" among the naturopathic colleges - is pleased to have led the way with no less than seven oral presentations and three poster presentations given by the Department of Research and Clinical Epidemiology.

Gillian Flower, BA, ND, presented: "Profile of cancer care patients from a naturopathic teaching clinic database: demographics, treatments and outcomes." Gillian outlined use of the Naturopathic Patient Database and demonstrated its utility in tracking commonly used treatments and outcomes for patients with cancer. According to the Measure Yourself Medical Outcomes Profile (MYMOP) questionnaire, which RSNC patients are asked to complete at regular intervals, there was an approximate 30 per cent improvement noted with respect to patients' top rated symptoms after naturopathic treatment. This study is part of a larger project funded by the Lotte & John Hecht Foundation examining the use of the patient database as a research and educational tool.

Heidi Fritz, ND, MA, presented a comprehensive systematic review on vitamin A and its derivatives for the treatment and prevention of lung cancer. This work is part of a larger series of synthesis reviews funded by the Canadian Institutes of Health Research (CIHR) looking into 10 natural health products (NHPs) used for lung cancer. Although vitamin A has been used for well over 20 years for a broad spectrum of cancer types, evidence shows that use of vitamin A yields little benefit. In fact, vitamin A may increase the risk of lung cancer among certain individuals, most notably smokers and asbestos workers. These findings underscore the need for ongoing research especially at the human level to help direct best natural/naturopathic cancer treatments.

(AANP) Convention was a tour de force

Deborah Kennedy, MBA, ND, presented “Evidence for the topical application of castor oil: a systematic review.” Deborah outlined the uses of castor oil for pain reduction and as artificial tears, as well as its effects on immune function, based on human data. The long-standing use of this traditional naturopathic therapy is better supported and understood through scientific inquiry.

Kieran Cooley, ND, M.Sc. (cand.), associate director of research, presented “Safety and efficacy of a compound natural health product in children with ADHD: a feasibility pilot study.” This small, open-label clinical trial investigated zinc citrate, magnesium dilactate, vitamin B6, and vitamin C, substances thought to influence dopamine synthesis to influence severity of symptoms and nutritional status of children with ADHD. Overall there was a significant decrease in ADHD symptom score ($p < 0.001$) associated with treatment that did not correlate to blood markers of these nutrients. Funded by the SickKids Foundation CCNM will be conducting a larger randomized and blinded trial to better assess these effects.

Jean-Jacques Dugoua, ND, PhD (cand.), presented “Treating pregnant women from the 1st trimester to delivery: clinical pearls based on the best scientific evidence available - a 2010 update.” JJ reviewed changes in drug metabolism that occur in pregnancy and outlined new evidence for over a dozen natural health products. JJ has also published a book entitled *Natural Health Products in Pregnancy and Lactation – An Evidence-based Overview*.

Dugald Seely, ND, M.Sc., and Patricia Herman, ND, PhD, jointly presented on the therapeutic efficacy, outcomes, and cost-effectiveness of naturopathic care for the prevention of cardiovascular disease, based on a recent nationwide trial conducted by CCNM with Canada Post and the Canadian Union of Postal Workers. The year-long study examined the impact of a combination of naturopathic interventions prescribed at the discretion of the treating clinician primarily to improve cardiovascular health. The primary outcome, consisting of a 10-year cardiovascular risk score based on the Framingham heart study found that individualized naturopathic treatment decreased the risk of having

a cardiovascular morbid event (e.g., heart attack or stroke) by 3.6 per cent, reduced apparent cardiovascular age by 5.4 years, and decreased the prevalence of metabolic syndrome by 27 per cent compared to standard medical care. These highly significant clinical changes occurred while also showing a total societal cost-saving of over \$1000 per person over the 12-month study. To our knowledge, this is the first trial to directly compare whole-practice naturopathic care to standard medical care as a primary care intervention for preventative health. It is therefore fitting that Dugald Seely and Patricia Herman were jointly presented with the convention award for best presentation.

Based on our strong presence at this convention, and the accolades we received, CCNM continues to be a leader in advancing naturopathic research. With strong support from the College, its alumni, donors and the naturopathic profession at large, CCNM’s research department continues to further our knowledge base and build evidence for naturopathic medicine.

UPDATE

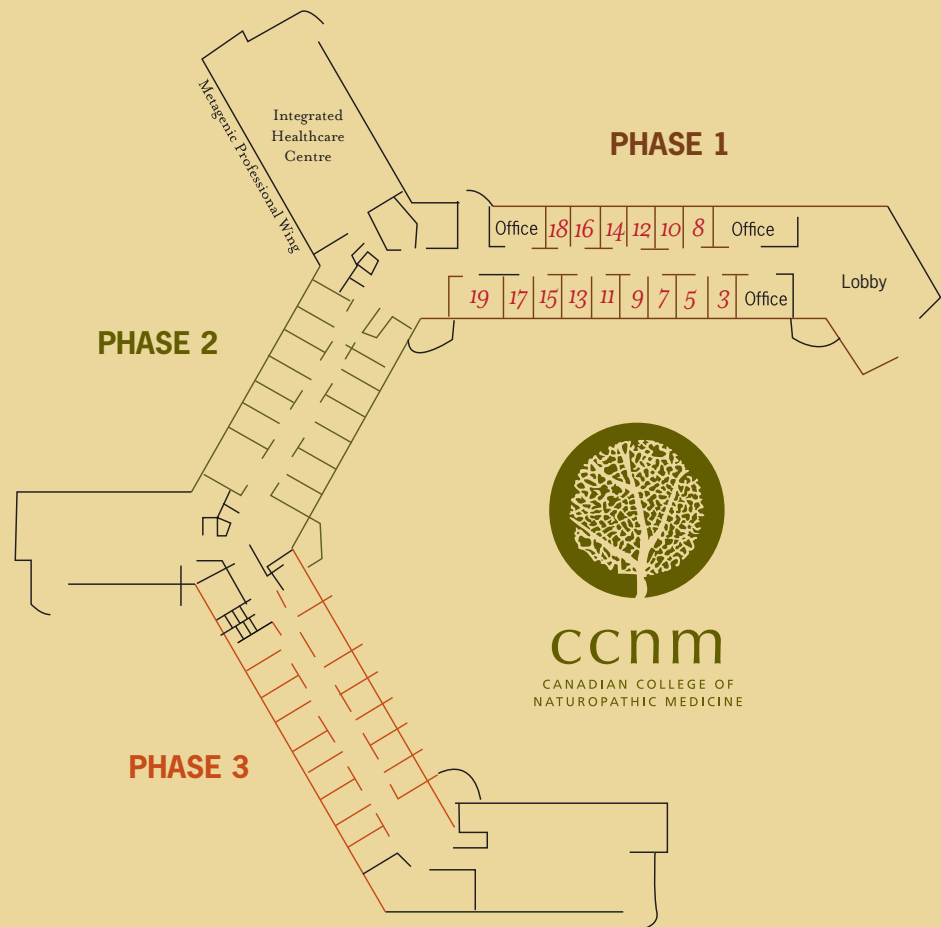
RSNC Revitalization Campaign

*phase 1
complete!*

CCNM has embarked on a \$240,000 fundraising campaign to refurbish 40 clinic rooms. The first 15 rooms (Phase 1) has been supported by staff members, alumni and corporate partners.

*Thank you to our generous
Phase 1 supporters*

3. In memory of Louise Young
5. CanPrev Natural Health Products Ltd.
7. Bioclinic Naturals
8. Cyto-Matrix Inc.
9. BioGaia®
10. TuZen®
11. Kimberlee Bylden-Taylor, ND and In memory of Bryan Timothy, ND
12. Electro Therapeutic Devices Inc. (ETD Inc.) and Seirin® Corp
13. The Mayhew Family, and Tara Snyder
14. Go Natural Health and Nutrition
15. Anna Evans, Catherine Kenwell and Zeynep Uraz, ND, & Alan Vu, ND
16. In honour of naturopathic research
17. In loving memory of our Dad, Victor Prousky
18. In memory of Dr. Kenneth Pownall
19. Gamma-Dynacare Medical Laboratorie



PLEASE HELP US FINISH RENOVATING THE REMAINING 25 ROOMS
IN PHASES 2 & 3 BY MAKING A DONATION AT www.ccnm.edu OR USE THE BUSINESS-REPLY ENVELOPE IN
THIS ISSUE. FOR MORE INFORMATION, CONTACT THE ADVANCEMENT DEPARTMENT AT **416-498-1255 x 226**
OR EMAIL ablackler@ccnm.edu



Exciting new line of products from AOR
Supports optimal health for mother and child
Effective from conception to nursing



www.AOR.ca
1.800.387.0177

3900 - 12th Street N.E. Calgary, Alberta T2E 8H9 Canada





CCNM
PRESS

New Titles from CCNM Press

CCNM supports the publishing of these books through CCNM Press. The most recent titles are *Healing Depression* by Peter Bongiorno, ND, and *Principles & Practices of Naturopathic Botanical Medicine, Volume 1*, by Dr. Anthony Godfrey, PhD, ND, and Dr. Paul Saunders, PhD, ND.



Healing Depression Naturopathic and Conventional Treatments

by Peter Bongiorno, ND

Depressive disorders affect almost 10 per cent of the American adult population age 18 and older in a given year, and about 25 per cent of adults will have a major depression episode. In 2005, the U.S. Centers for Disease Control and Prevention reported that prescriptions for antidepressants had tripled during the past decade. Conventional allopathic medicine is clearly adept at prescribing medications for depression, but not well versed at addressing the causes of depression or preventing this disease. Fortunately, naturopathic medicine has proven to be especially effective in doing so. *Healing Depression* is an authoritative guide for the naturopathic doctor and integrative practitioner, providing comprehensive information about the underlying factors that contribute to depression, how to diagnose the disease properly, and how to safely and effectively treat depression using natural medicines, while weaning patients from medications.

BISAC: MED102000 HEA016000

ISBN - 10: 1-897025-300 **ISBN - 13:** 978-1-897025-38-3

Price: \$49.95 CDA / \$49.95 USA

USD Cover: Softcover **Pages:** 240 **Copyright:** 2009

Contents

Depression Basics
History of Depression
Diagnosis of Depression
Conventional Drug Treatments
Natural Medicine Treatments
Diet
Nutritional Supplements
Botanicals
Homeopathy
Acupuncture
Chinese Herbs
Massage
Emotional Freedom Technique
Neurolinguistic Programming
Reiki
Biofeedback
Intravenous Therapies
Special Populations
Pregnancy and Post-Partum Depression
Children and Depression
References
Index



Principles & Practices of Naturopathic Botanical Medicine Volume 1: Botanical Medicine Monographs

by Dr. Anthony Godfrey, PhD, ND, and Dr. Paul Saunders, PhD, ND with Kerry Barlow, ND, and Matt Gowan, ND

More than 250 botanical medicine monographs, based on the most current research, are presented in a handbook and CD format, searchable by body system, constituent, action, and indication. This volume includes all herbs identified for study for the Naturopathic Licensing Examinations (NPLEX II), provides an independent prescribing reference, and serves as the companion text for Volume 2: Fundamentals of Naturopathic Botanical Medicine and Volume 3: Advanced Botanical Medicine.

BISAC: MED004000 HEA011000

ISBN-10: 1-897025-26-2 **ISBN-13:** 978-1-897025-26-0

Price: \$124.95 CDA / \$124.95 USA

USD Cover: Hardcover + CD **Pages:** 464 **Copyright:** 2010

Contents

Western and Oriental Herbal Traditions
How to Use/Search this Resource:
· by body system
· by phytochemical constituent
· by pharmacological action
· by patient indication
250+ Monographs A-to-Z
with current references

CCNM alumni receive a 10% discount on all CCNM Press titles. Visit www.ccnmpress.com for more titles and to order call Login Brothers at 800-665-1148. Mention CCNM alumni order code CC9.



Rest

Falling asleep should be as natural as breathing but for many patients it is hard work. Help them to get the restorative rest they need by offering the full family of Stress and Sleep Management Solutions by Bioclinic Naturals. Formulas that work, products you can count on.

- Clinically proven to support the sleep/wake cycle
- Clinically proven to help manage stress
- Fast acting formulas
- Naturally sweetened, delicious flavour
- No colours or magnesium silicate
- Vegan friendly formulas
- cGMP and TGA certified



For more information, contact our Eastern Canada Account Manager, Barry Flath at bflathbioclinicnaturals@bell.net or call Customer Service at 1-877-433-9860.

Place your order today!

customer service 1-877-433-9860 • fax 1-877-433-9862
 email customersupport@bioclinicnaturals.com



@bioclinic1



Complimentary Service



Proudly Canadian



bioclinic
 naturals

natural solutions + clinical results
www.bioclinicnaturals.com

alumni updates

Rachelle De Jong, ND, Class of 2010, has made the Canadian women's eights rowing team, which is poised to be a favourite in the London Olympics 2012. She is also featured in the Women of Canadian Rowing 2011 calendar, which can be viewed and purchased at www.werow.ca. All proceeds go directly to the athletes.

Lisa Doran, ND, Class of 1997, has co-authored a book with Lisa Caron, entitled *Bearing Witness: Childbirth Stories Told by Doulas*. *Bearing Witness* is an anthology of 50 stories about doulas working with birthing families. The book has received outstanding reviews and reader ratings on www.chapters.indigo.ca.

Jonathan Prousky, ND, CCNM's chief naturopathic medical officer, was featured in a Ryerson documentary on nutritional therapies for mental health, called "Feeding the Brain". Jonathan, documentary filmmaker Renée Rodenkirchen and Lydia Hunziger, program manager with the Canadian Society for Orthomolecular Medicine screened the film at CCNM's October 2 Open House.

Dugald Seely, ND, Class of 2003, received the Award of Outstanding Achievement: Best Research, presented at the 25th annual convention of the American Association of Naturopathic Doctors. The winning project was titled: Naturopathic Research for the Prevention of Cardiovascular Disease: A Whole System Randomized Pragmatic Trial.

Marisol Teijeiro, ND, Class of 2010, has launched the OJA Body Compress and Flannel Insert. This soft, organic cotton compress can be used hot or cold for castor oil pack, hydrotherapies and medicinal compresses. It's available at www.ecoqol.ca.

William Dronyk, ND an alumnus who has been giving back to CCNM for over 20 years

William Dronyk, ND, graduated from the Ontario College of Naturopathic Medicine in 1984 and currently has a very successful practice in Kitchener, Ontario. He has been giving back to the College for over 20 years through volunteering and philanthropic donations.

In the 1980s, he and a group of other alumni started up a mentors club to share their knowledge with the newer graduates. His support for students has continued to this day as his clinic has been a popular location for students to preceptor for the last 15 years.

Dronyk has been supporting the College for many years with philanthropic donations in memory of his family members, friends and his patients. He feels this is a wonderful way to pay respect to those who have passed and provide some comfort to the family of the deceased.

His clinic has also donated thousands of dollars worth of natural health products to CCNM's community clinics over the years to provide the underserved patients at those sites access to free supplements. Through CCNM's donation brochures, which are displayed in a holder in his clinic waiting room, one of his patients mailed in a donation in Dronyk's honour to support the College.

William Dronyk feels that it is important as an alumnus to give back to the College and ensure the growth of the profession. He has always lived by these words: "Honesty, integrity and strength of conviction is what makes a person successful."

in memoriam – Bryan Timothy

Bryan Timothy, ND, Class of 1989, passed away on July 19, 2010. Bryan had a significant impact on the profession and ND education, and was an instructor at CCNM for several years. Bryan also served on the Board of Directors Drugless Therapy – Naturopathy for six years.



the CAND corner

**Health Fusion 2011- June 24-26, 2011,
Calgary, Alberta**

Canadian Association of Naturopathic Doctors
– www.cand.ca

Environmental medicine has become a hot topic for practitioners and consumers alike. The mainstream media continues to publicize the myriad harmful effects to the body caused by physical burdens such as heavy metal toxicity, and exposure to common hormone disrupting chemicals, such as bisphenol A.

The message is becoming clear that naturopathic doctors are highly skilled in the field of environmental medicine and capable of addressing these grave health issues.

The theme of our 2011 conference is "Environmental Medicine: From Microscopic Understanding to Macroscopic Application," Health Fusion 2011 will bring together environmental medicine experts from the professional medical field and high-profile environmental organizations. This conference is a must-attend for all naturopathic doctors and naturopathic medical students.

We'll be releasing more details about the conference and registration later this fall.

Plan to join us in Calgary for this important conference and stick around to enjoy Alberta's breathtaking summertime sights and natural beauty! More info to follow at www.cand.ca.



From Left to Right: Cecilia Ho ND, Adriana Restagno ND, Tanya Salituro CanPrev Founder, Janet Neilson HD, Natalie Lauzon HD

Working together with you.

CanPrev Natural Health Products Ltd., based in Richmond Hill, Ontario, is an all-Canadian company that develops and markets premium natural health products to healthcare professionals and select health food retailers.

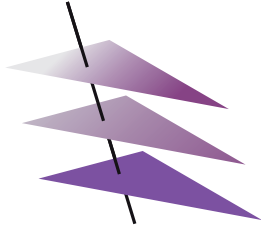
Tanya Salituro, a three-time breast cancer survivor, founded CanPrev in 2005 as a response to her search for alternative health solutions and to the perceived need for highly comprehensive, premium quality, natural health products.

Our product development process merges the best creative and critical thinking with the very latest scientific research.

Our goal is to create the world's most innovative and effective natural health products.

Our in-house Research & Development team and Scientific Advisory Panel is composed of experienced, licensed natural healthcare practitioners, process and quality control engineers and experts in natural ingredients.

Visit our newly redesigned website www.canprev.ca and log-in or create a new professional account to view our 2011 Product Portfolio and request a free product sample.



INTEGRA NUTRITION INC.

INTEGRATIVE TO YOUR APPROACH INTEGRAL TO YOUR SUCCESS INTEGRITY OF SERVICE

Integra Nutrition would like to present the **NEW LOOK** of **Alpha Science Laboratories**

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.



TO ORDER CALL:
Toll Free: 1-888-566-8297
www.integranutrition.com



PROVIDING PRODUCTS OF UNCOMPROMISING QUALITY WITH UNQUESTIONABLE INTEGRITY SINCE 1997



Publications Mail Agreement No. 40052173

RETURN UNDELIVERABLE CANADIAN ADDRESSES TO:
Canadian College of Naturopathic Medicine
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