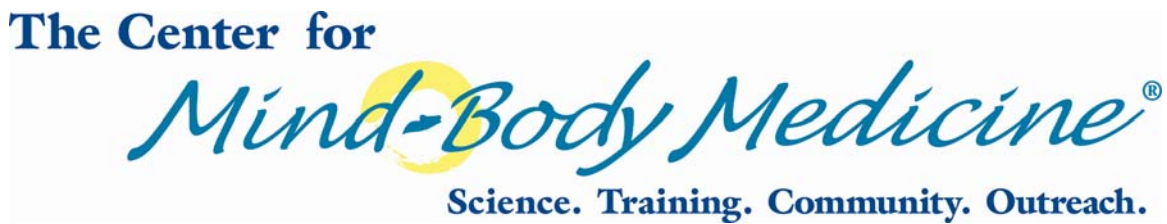


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For Immediate Release

**Director of Center for Mind-Body Medicine to Chair White House Commission on
Complementary and Alternative Medicine Policy**
Complementary and Alternative Approaches Will Reshape Healthcare in the 21st Century

July 13, 2000 – President Clinton announced today the appointment of James S. Gordon, M.D., the director of the Center for Mind-Body Medicine, as Chairman of the White House Commission on Complementary and Alternative Medicine (CAM) Policy. The Commission will be providing a report to the President of the United States on legislative and administrative initiatives that can maximize the health care benefits of CAM to all Americans. Dr. Gordon will be the Chair of the Commission, which will include 19 others from the conventional medical and CAM communities.

“Almost half of all Americans currently use some form of complementary or alternative medicine as part of their healthcare,” Dr. Gordon said. In one recent study published in the *Journal of Clinical Oncology*, he noted 69% of all cancer patients are using these therapies and 74% of all cancer patients are interested in learning more about them. Dr. Gordon, who recently co-authored Comprehensive Cancer Care: Integrating Complementary and Alternative Therapies, observed, “to people with cancer, knowing information about which therapies work and which don’t, feels like, and may well be, a matter of life and death.”

Dr. Gordon, who was also the first chair of the Advisory Council to NIH’s office of Alternative Medicine, was, for ten years, a research psychiatrist at the National Institute of Mental Health. He has spent more than 30 years developing a holistic approach to medicine, and exploring and practicing a variety of CAM therapies including acupuncture, nutrition, herbal therapies, musculoskeletal manipulation and a wide variety of mind-body approaches.

“[White House Quote]”

“Within five to ten years complementary and alternative medicine will be a part of the care in every hospital and clinic across the country,” said Dr. Gordon. “The issues are not ‘if’, or even ‘when’, this will happen. The issues are how much we can learn about

which of these therapies work and which don't, how clinicians will be trained in using them, and how those that prove effective will be integrated into comprehensive care for everyone. This is the work of the Commission.”

The Center for Mind-Body Medicine, which Dr. Gordon founded and directs, is a non-profit organization dedicated to reviving the spirit and transforming the practice of medicine. Its programs combine the best of modern science and ancient wisdom and emphasize the capacity of all people to help themselves and one another. The Center's programs include a professional training program in mind-body-spirit medicine; a mind-body skills group program for people with chronic illness; “Healing the Wounds of War,” an international program currently working to relieve stress and trauma in Kosovo; an annual conference, Comprehensive Cancer Care; a program of nutrition education for professionals; and a program to train Integrative Care Counselors for people with cancer. The Center is located at 5225 Connecticut Avenue, N.W., #414, Washington, D.C. 20015. More information is available at www.cmbm.org.