



FIFTH ANNUAL COMPREHENSIVE CANCER CONFERENCE SET FOR APRIL

Only Cancer Conference that Integrates Complementary,
Alternative and Conventional Care

*Called "Most Important Conference of its Kind."
Directed by Doctor James S. Gordon, Former Chair of White House
Commission on Complementary and Alternative Medicine*

The Fifth Annual Comprehensive Cancer Care conference is scheduled to begin in Washington, D.C., on April 9, 2003. This Conference is the only cancer care conference that seeks to integrate conventional, mainstream care techniques with evidenced-based complementary and alternative medicine. It has been hailed as "the most important alternative medicine meeting in America" by the New Yorker, and it is unique in that it seeks to find a "best of both worlds" approach to healing.

The Conference is sponsored by the Center for Mind-Body Medicine (CMBM), which is led by Founder and Executive Director James S. Gordon, MD, who is the former Chair of the White House Commission on Complementary and Alternative Medicine.

Complementary and Alternative Medicine (CAM) is an entirely different way of thinking about healing. It includes the use of such effective, proven therapies as meditation, exercise, diet, biofeedback, visual imagery and hypnosis. CAM explores the healing practices of other cultures, such as acupuncture and acupressure, meditation and yoga, as well as under-appreciated Western approaches including herbalism, massage, and prayer. In the last several months alone, CAM has been the subject of intense attention in the major media.

It is in combining these methods with traditional oncology that sets this conference apart. These conferences differ from traditional conferences in other ways, as well. In addition to welcoming oncologists, nurses and other traditional providers, patients and their advocates are also welcome.

This year's conference is focusing on state-of-the-art CAM therapies for breast cancer, the latest developments in nutritional and herbal therapies for a variety of cancers, as well as programs structured for both professionals and patients. Presenters will include Stephen Sagar, MD, Senator Tom Harkin, and Dr. Gordon, along with many others.

The conference is presented with the participation of the National Cancer Institute, and is sponsored by the Susan G. Komen Breast Cancer Foundation, Cancer Treatment Centers of America and the Kanbar Fund for Innovative Cancer Research.

To participate or learn more, please contact the CMBM at 202-966-7338 or visit www.cmbm.org.