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Office Hours
8:30 am to 5:00 pm
Monday through Friday

Join Us For A Fall Open House!

At Integrated Medicine Group we want you to know that our patients come first! As a team of integrated professionals we have pledged to act on one basic premise making that which is in the best interest of our patients the foundation for all that we do.

As a team, we have been working diligently to transform our clinic into a patient centered environment with a positive and pleasant atmosphere. Our focus is to provide comfort and convenience for our valued patients while promoting a healthy lifestyle!

Please bring a guest and join us on **Friday, November 5, 2004** for an afternoon of socializing and celebration in honor of you, our valued patients! Come meet our staff, see our new clinic and enjoy samples, door prizes, tasty and nutritious Hors d'Oeuvres and more!

- **EECP Demonstrations with Vasomedical**
- **Door Prizes and Free Samples**
- **Mini Chair Massage Samples with Annie Allen LMT**
- **Healthy and Delicious Hors d'Oeuvres**

Please join us!

Friday, November 5, 2004
2:00 to 6:00 pm

CLINIC STAFF

Medical Director: Richard Heitsch MD, MPH, FACS

Medical Staff: Richard Heitsch MD, MPH, FACS
Robin Borsa ND
Annie Allen ST, LMT

Clinic Director: Christy Heitsch

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The Changing Roles in American Health Care

One of the few things we can be absolutely certain of in this world is that things will always change. Health care is no exception. The trick, of course, is to make change for the better rather than for the worse. The ever increasing flow of basic science, research information, improved coordination of health care delivery, and the maintenance of some core values in delivering health care are some of the aspects that support change for the better in health care.

We believe that the American health care system lost its way some years ago and it is now struggling to get back on track. The flow of basic scientific information is not the problem, as it continues to increase rather than decrease. In the free enterprise system, prized so highly in our society, improvement of delivery systems is routinely rewarded with profit, and clever entrepreneurs will always rise to this challenge. We believe the American health care system needs particular attention in the area of basic values as applied to health care delivery.

The unit of health care delivery must be and, in this case, must return to the individual patient. Each human being has intrinsic value and their health and sense of wellbeing is a basic human right; supporting that right is not a privilege, but rather a societal obligation. As strongly as we believe in this philosophy, we also believe our current system of health care delivery, all too often, does not deliver with respect to this particular right. Integrated Medicine Group is our modest attempt to deliver on this basic premise.

If one is observant, examples of success in this endeavor abound. There are several notable cases around the country of hospitals that have incorporated a broad spectrum of health care professions. In addition to practicing "conventional" American medicine, they have begun to incorporate acupuncture, chiropractic, massage therapy, naturopathy and homeopathy into their spectrum of offered services. This follows the model of health care systems employed by most "developed" countries around the world. As a result, their citizens enjoy measurably better health than Americans do. This model is based on attention to the intrinsic and real needs of each patient. It combines the best of modern technology with the milk of human kindness and the power of genuine concern for each patient's quality of life.

While the technology of health care continues to progress at an ever increasing rate, the benefits of which cannot be challenged, the current emphasis in scientific research has returned to some of the basic activities of human existence: What are the health effects of a truly healthy diet, regular exercise pattern and avoidance of toxins? Many of our best and most respected institutions of medical research have recently returned to addressing these basic questions with respect to the design of their research efforts. We understand this to be a change for the better, as it will ultimately result in returning much of individual good health back into the hands of the individual.

The root word for physician in Greek means teacher. We believe it is the place of the physician in the American health care delivery system to work with the individual patient to better understand their specific needs. The physician is able to give patients the information needed to empower them to make those basic daily decisions in life - dietary, exercise and activity patterns - that will enable them to achieve truly good health.

This is truly an exciting time to be a physician. Not only has it now been documented that between 75% to 90% of most cancers can be avoided with good diet, but also around 90% of high blood pressure can be adequately treated with diet and exercise, while various environmental pollutions are directly linked to mortality and morbidity rates of related diseases. With information coming out related to the mapping of human genetic material, we are now not only able to identify individuals at increased risk for many of our most predominant and devastating disease processes, but we can also show those individuals how to avoid the manifestation of those diseases with actions as simple as taking protective dietary supplements.

By doing our best to stay abreast of such evolving information, we can deliver it to patients in a form that allows them to make educated decisions in the process of daily living, enabling them to be truly healthy.

Come see us; let us listen to your needs and concerns so we can supply you with the information you need to be truly healthy. This is the sort of change - a return

to patient directed, rather than system driven health care, that our health system needs to reincorporate actively into its approach to deliver the kind of health we all need, want and deserve.

Dr Richard Heitsch MD, FACS, MPH is the Medical Director at Integrated Medicine Group LLC. He has over 10 years experience in Functional Medicine and a masters degree in Public Health. Additionally he is trained as a surgeon and holds vast experience in general and trauma surgery as well as sports medicine and rehabilitation.

Medical Director's News

Vitamin D in human physiology is currently a very hot area of research. It has recently been appreciated that this substance is important not only in terms of body calcium supply but in many other areas as well. Inadequate vitamin D is associated not only with rickets and osteoporosis but with disease processes such as seasonal depression, multiple sclerosis and some neurological diseases.

In fact, those who are most familiar with it feel vitamin D should be considered a hormone rather than a vitamin, due to of the type and number of effects it has on human physiology. The nice part about this situation is that if one is deficient of vitamin D, the simple answer is to take vitamin D supplements. However, DO NOT supplement vitamin D without appropriate medical supervision. The differences in inadequate supply, adequate supply and toxic levels are quite small and appropriate labs and informed interpretation thereof are needed to determine safe and appropriate individual supplement dosage.

The benefits can be quite dramatic, so ask us about vitamin D as it affects you.

A Ten Point Plan for Wellness

If we don't take care of our bodies, then where will we live? - Anonymous

Individuals who are dynamic, thoughtful and conscious of their purpose in life necessarily value their physical health, mental health and vitality. Today's world, however, encourages a fast pace and a competitive attitude, leaving little time to think about health. Not until we develop a cold, a dreadful flu, or something much more chronic - such as high blood pressure, arthritis, depression or fatigue - that we begin to slow down and appreciate wellness. Illness is a sign from the body that it is not working as optimally as it should but illness is by no means limited to our physical health. Indeed, our thoughts and attitudes are major players in our physical health and vitality. The study of the mind's effect on the body is termed psychoneuroimmunology and describes the impact that the emotions (psycho-) have on the nervous (neuro-) and immune systems and, as a result, on the rest of the body.

Here is a 10-point plan for wellness that I utilize and that I believe can maximize years of wellness and daily productivity. The focus is to minimize stress, to develop a sense of joy and purpose, and to understand the critical role our mental attitude has on our health.

1. Eat a healthier diet. When you eat good, healthy food, it naturally follows that you will feel good and healthy. Eat a variety of deeply colored, organic fruits and vegetables. Daily meals should include at least 3-4 different colors. Include more items such as beets, kale, carrots, yams, strawberries, blueberries, avocados, seaweed and artichokes. Also include whole grains, brown rice, quinoa, millet and legumes. Supplement your diet with essential fatty acids, which aid in keeping body cells healthy and working efficiently. Sit down and enjoy the ritual of eating and give it the time it deserves.

2. Do not smoke. Smoking is toxic and negatively affects health and wellness. If you smoke, quit; and if not, then do not start.

3. Exercise. Take time to relieve stress from the day by choosing an activity that is enjoyable. Take a brisk walk, jog, stretch or go for a leisurely bike ride. Most importantly, just get out and move your body. Try a yoga, tai chi or chi gong class. Many community centers offer these courses for a reasonable fee. Exercise does not need to be lengthy or strenuous in order to be beneficial. The goal is to relieve mental and physical stress through exercise, encourage detoxification through sweating, and keep your body in good condition.

4. Get in touch with nature. Here in Oregon, there are many walks, shorelines and trails from which to choose. Nature is a great healing force. Connect with nature in any way you can. Being in your garden or a walk through your neighborhood while appreciating the surrounding flora and the fauna does wonders to relieve stress and put one in a better state of mind.

5. Seek fun and laugh. Laughter is great medicine. Studies have shown the health benefits of having a good sense of humor. Having fun should not be limited to weekends or vacations. Be proactive and take the time to find what it is you enjoy and do it regularly. Fun and good laughs are essential to healthy and joyful living.

6. Get in tune with your body. Take five minutes every day to tune into your body. A lack of body awareness accompanies a sickened condition. Be aware of any pains or heaviness in the body. Assess your energy level. How are you sleeping? What foods are you craving? Are you eating well? By listening to your body, you will know when something is going wrong and, thus, do what is necessary to bring it back into a healthy balance.

7. Know that you are in charge of your life. This is a simple and yet empowering rule. You may be what you eat, but as well, you are what you believe. Believe in yourself and believe in wellness and know that you are the one in charge of its direction.

8. You always have a choice. Choice is power. To know that there are always choices in your life is empowering. Feeling that you are stuck in a rut or restricted in any way can negatively affect your health. Know that you are the director of your life and that you have the ability to make choices each day that will bring you closer to a peaceful, productive and healthy living.

9. Develop a sense of spirituality and community. Developing a sense of connection to the universe and the people around you is important to good health. Additionally, build a network of individuals who are supportive of your dreams and goals without judgment and who allow you to make mistakes.

10. Know your life's work. This may be different from or the same as your vocation or avocation. You will know that you have found it when you sense its significance and contribution to your life. Discover what this is and move toward it. The passion will lift you into a place of better health and balance.

Here's to your health and happiness in work and life!

Dr. Robin Borsa ND is a board certified naturopathic family practice physician who has been involved in natural health and alternative medicine for over 10 years. She offers complete healthcare for the entire family with special interest in women's health, chronic illness and emotional concerns.

Women's Health

As women continue to move forward in taking their rightful position as equals in American society, the health care establishment has placed increasing attention on women's health issues. We feel this focus is entirely appropriate.

As a result, the Integrated Medicine Group team now includes a female naturopathic physician, trained in and well versed in women's health issues. Dr. Robin Borsa is ready to place emphasis on addressing these special patient needs.

Top 10 Reasons For A Massage

10. Massage affects the immune system by improving lymphatic flow that has been slowed due to lack of mobility from an injury or sedentary lifestyle. This process helps metabolic waste products from the cellular level exit the body more easily and efficiently.

9. During deep relaxation, trapped emotions may be released which can aid the healing process in both a physical and psychological manner.

8. The art of "healing touch", as it relates to massage, can make the difference between healing and suffering.

7. Massage can be used to help reduce the pain of tight, stressed and injured tissue and muscles. The release of endorphins by massage can modulate the pain-impulse transmission in the central nervous system and induce relaxation and the feeling of general wellbeing.

6. A massage can improve and increase digestion by relieving stress and allowing for normal digestion processes to function normally. Patients with stomach and intestinal ulcers have often found relief from massage therapy.

5. Increased blood circulation locally and through the whole body is an important and desired effect of massage. This process helps to bring nutrients more efficiently to areas that need them and removes metabolic waste products from muscles and other tissues.

4. A massage can increase joint mobility and flexibility by addressing restrictions in the soft tissue surrounding joints. Using kneading and friction strokes, adhesions and scar tissue in muscle and connective tissue can be softened, allowing freer movement.

3. The relaxation response from a massage allows for the release of endorphins, increasing both mental clarity and a general sense of wellbeing.

2. Massage helps reduce the effects of chronic stress. In today's society, it can be an effective means of not only helping the body regain its natural balance, but improving the immune system's ability to function.

1. Perhaps the most basic and inherent aspect of a massage is the muscular relaxation. Therapeutic massage can be used as an adjunct treatment for chiropractic adjustment or physical therapy. Done before these treatments, massage relieves muscle tension and warms the tissues, making joints more pliable and more easily adjusted or worked. Massage after these treatments is also extremely beneficial in that they may help adjustments last longer by keeping muscles relaxed and lengthened.

Annie Allen ST, LMT has been a licensed massage therapist for over three years. She has an associate degree in Allied Health from Mt. Hood Community College and has been in the health field for over 29 years.

Inside Your Clinic ...

NUTRITIONAL SUPPLEMENTS

Nutritional supplements at Integrated Medicine Group have undergone a change.

We are now dedicated to carrying only pure, premium, pharmaceutical quality brands that are free of animal by-products and gelatins. The products we carry are not only superior in quality but there is also no risk of contamination from mad-cow disease due to filler ingredients added unnecessarily to the supplement. As a result, we have a few lines being phased out and these may be purchased during our open house on November 5, 2004 for only \$2.00 per bottle.

Featured in our new line of supplements is Pharmax, LLC in addition to a few other suppliers. Their approach to supplementation is founded in the philosophy of nutritional medicine and health optimization. A philosophy we believe in, particularly as it relates to putting a patient's health back into the hands of the individual. Empowering our

patients to be truly healthy and enabling them to enhance their quality of life is of the utmost importance to all of us at Integrated Medicine Group!

IV THERAPY ROOMS

In an effort to enhance our patient's comfort, we have a new addition to our primary IV Room: a new 27-inch screen DVD/VHS television! Our patients are encouraged to bring in their favorite VHS/DVD video to view while receiving IV therapy. Additionally, all IV therapy patients will have access to fresh, organic, all-natural snacks ranging from a variety of fruits and popcorn to juice and bottled water.

For our patient's added convenience, we are now offering private IV therapy rooms. Please bring in laptops, books or magazines, as they will keep you occupied while receiving IV therapy.

MASSAGE THERAPY

Massage Therapy is one of many treatments offered at Integrated Medicine

Group and therapy is available to all of our patients! As a courtesy to our patients, we will bill your personal insurance for the massage, but if it is not covered (or you do not have insurance) we offer competitive cash prices. Gift certificates are also available. Annie will be offering short chair massages at the Open House on November 5, 2004.

Together, the team at Integrated Medicine Group strives to meet all of our patients' needs. If you have any additional questions related to massage therapy or any of the other therapies we offer at our practice, do not hesitate to contact us!

"The doctor of the future will give no medicine, but will interest his patients in the care of the human frame, in diet, and in the cause and prevention of disease."

Thomas Edison, Inventor, Vegetarian

A Patient's Perspective By David H.

I am a 31 year old school teacher and tennis and basketball coach. I enjoy participating in all kinds of athletics and consider myself healthy and in pretty good shape.

About 18 months ago, I began to notice I just didn't have the energy I used to have. I had to have an afternoon nap just to get through after school practices. I kept gaining weight, especially around the middle. I had shin splints that just wouldn't go away, so even if I laid off playing basketball, as soon as I started playing again, the shin splints came back. I was starting to feel like a slob and just couldn't seem to get much done.

I got a routine check up and everything seemed alright. The doctor said I was just starting to feel the effects of aging. Finally I decided to approach the situation from a sports medicine stand point - what do accomplished athletes do to maintain vigor? I contacted the doctor that looked after sports teams where I went to high school. He suggested I come in to his office at Integrated Medicine Group and discuss my concerns.

After some discussion, we concluded I was basically healthy but could possibly have allergies, possibly to foods as these allergies are very common. He convinced me to try a blood test for food allergies and some common inhalants as a starting point. I learned that food allergies, in particular, often have a delay before the body responds, making them difficult to figure out without testing.

The test showed only one allergy - a severe one to dairy products, but I ate a lot of dairy - four glasses of milk a day, pizza, butter, ice cream, and cheese so I found this hard to believe. Still, the test results were quite definitive and no other allergies were flagged.

With the encouragement of my wife, we both went off dairy products. In two weeks time I had regained my energy, no longer had any evidence of shin splints even with daily basketball games, and I lost 10 pounds off my middle. My long lost abdominal muscle showed up again! Since then, I have continued to avoid dairy products. I continued to lose weight until I

was back down to my college weight. I have all the energy I used to have. I no longer need naps and have no problem getting my work done.

I happened to be allergic to milk products, who would have thought? I would strongly recommend that if things don't seem to be right, don't accept the idea you are just aging, but keep asking questions until you run out of questions to ask. The answer you need may be just around the corner and if you don't pursue it, you are accepting a lifetime of feeling and being less healthy than you can be. This small piece of information not only made my life better, but my wife's too!

Patient's Perspective was created at the request of our patients who are enthusiastic about their treatment care and results and wish to share their experience with others.

We would be pleased to consider your contributions. If you have an experience you would like to share please contact the Clinic Director.

Therapy Focus - Intravenous Therapies

Before instrumentation was available to cannulate peripheral veins, there were attempts to transmit nutrients into the human body in situations where they could not be administered by mouth. Primarily this consisted of giving enemas with various elements in them. When it was appreciated a more reliable method was to directly infuse nutrients into the blood stream. Equipment was developed to place a needle in a peripheral vein which was then attached to a reservoir of fluid and allowed to flow slowly into a vein by force of gravity. The science of blood and its constituents had to be defined before it could be determined what could safely be infused. Blood is a dilute salt water solution with various cells and proteins floating in it. Obviously, this description is a gross over simplification, but true in principle. Solutions of similar concentration and makeup can be infused without causing much difficulty.

Over time intravenous fluids containing salt solutions came into common use. As such therapy became routine, users of the therapy became very proficient in its delivery. In fact, particularly in massive trauma situations, a half liter of blood or a liter of salt solution can be infused in literally a minute or two.

In our clinic, we use intravenous therapy to deliver various nutrients and medications when other routes are not practical. Many medications and a few nutrients do not readily cross the bowel wall into the blood stream; examples are the EDTA and DMPS used for chelation therapy and the mineral magnesium. In some cases, the gut is not healthy enough to selectively absorb needed nutrients and cannot become healthy until those nutrients are obtained otherwise. In some cases, a long history of poor nutrition must be rapidly reversed so the patient can withstand challenges at hand; there is surgical literature supporting better survival and expedited recovery in patients undergoing major surgery who preoperatively are given intravenous nutritional support.

Recently improved techniques used for intravenous therapy have emphasized safety and convenience for both caregiver and patient. We now use spring loaded IV catheters which allow for more reliable placement of needles. An early flash of blood in the needle assures accurate placement and quick withdrawal of the needle by the spring assures that the needle can injure neither patient nor the clinician.

Another development of patient interest pertains to things that minimize patient discomfort. We now use either mini injections of numbing solution or application of numbing gel to IV sites to decrease the pain of needle insertion.

Another important factor seldom mentioned in this context is the completeness of nutritional support given in IV therapy. We continue to use a full spectrum of vitamins and minerals in a recipe tailored to the individual patient's needs. Some offering this therapy hold down costs by eliminating certain nutrients they consider not as important.

We will supply this time honored therapy in state of the art fashion, by giving the best possible therapy in the safest, most pleasant way possible and in clean, pleasant surroundings. We believe this is the true way to optimally serve our patients.

Therapy Focus, a regular "Clinic News" feature, selects a therapeutic service currently offered at Integrated Medicine Group to highlight in each issue. If you have a therapy you would like to see highlighted here, please contact the Clinic Director.

FRIDAY, NOVEMBER 5, 2004
2:00 to 6:00 PM

Please Join Us - Our patients are Number One and we want to express this by holding a Fall Open House. Join us for demonstrations, healthy and delicious refreshments, samples, door prizes and more!

We're Having An Open House!

- ▶ Open House
- ▶ The Changing of Medicine
- ▶ A Ten Point Plan for Wellness
- ▶ And More...

In The Fall Issue of Clinic News



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