

C.S. Lewis & Co. Publicists

Dear Editor/Producer,

Our health-care system is broken, but not for the reasons you might think.

According to **TEL FRANKLIN, MD**, our current medical model hinders creative solutions, patient empowerment, and ongoing healing, largely because of the unhelpful and unhealthy nature of the doctor-patient relationship.

In an interactive workbook called ***Expect a Miracle*** (Celestial Arts, April 2004, \$16.95), Dr. Franklin introduces readers to a new health-care paradigm, Appreciative Medicine, in which patients come to view physicians and other health practitioners as resources to assist them through a personal journey of self-discovery and healing.

Working through the four-step process outlined in the book, patients:

- Learn to identify health-care practitioners open to Appreciative Medicine
- Build a journal that becomes a detailed patient medical record
- Gain insight about themselves, their health issues, and their progress
- Design an individualized treatment plan drawing from many healing disciplines
- Foster alliances between conventional and complementary health professionals
- Take more responsibility for their psychological, physical, and spiritual health

Dr. Franklin is one of the few experts who can bring together the wisdom of three worlds of health care in a meaningful way: that of patients, physicians, and so-called alternative health practitioners. He is available for interviews, and can discuss:

- **Why Patients Feel Abandoned by Conventional Medicine**—Dr. Franklin describes the harrowing health-care maze patients with chronic or serious health concerns routinely navigate on their own, and introduces a groundbreaking, patient-centered alternative that's changing lives.
- **Strange Bedfellows: MDs and Alternative Healers?**—Imagine a world where your acupuncturist and massage therapist consulted with your primary-care physician on a regular basis. Learn about practitioners of Appreciative Medicine, for whom that world is a reality.
- **Healing Journeys Using Appreciative Medicine**—Hear real-life stories from patients who lost 100 pounds, survived cancer, overcame paralyzing depression, and added years to their life by working the Dr. Franklin's program.

Dr. Franklin has seen miracles happen with Appreciative Medicine. This approach could trigger a medical revolution with the potential to change the way patients and health-care professionals view each other and their role in the healing process.

You can find out more about the expert at www.appreciativemedicine.com. Please let me know if I can arrange for you to speak with Dr. Franklin directly.

Warm Regards,

Cathy Lewis

Illness as a Healing Opportunity

New Approach to Health Care Shifts away from Problem-Oriented Model, Focuses on Solutions Instead

Why does our current approach to patient care center around the problem, rather than the possibilities? Patients go to doctors when they have a problem. Doctors view patients through their problem. Patients' medical records detail the history of the problem.

TEL FRANKLIN, MD, offers a radically different model called Appreciative Medicine. It is a solution-based approach that forges a creative alliance between the proactive, informed patient and health-care professionals from the worlds of conventional and complementary medicine. In practicing Appreciative Medicine, your primary-care physician becomes your number-one partner in helping you integrate the best treatment options from many healing modalities into an individualized plan of action.

In his workbook, ***Expect a Miracle*** (Celestial Arts, April 2004, \$16.95), Dr. Franklin shows patients how to manage their own healing and health using a four-step journaling and dialoguing process he calls Appreciative Medicine.

Readers learn:

- How to avoid being a passive patient and fearful victim
- How to create and maintain your own medical records
- How to turn your primary-care doctor into your health ally
- How to use complementary approaches, from Ayurveda to qi gong, that work synergistically with medical therapies
- How to treat health concerns from every angle: physical, emotional, and spiritual
- How to set achievable health goals for the road ahead

Appreciative Medicine bridges the separation between patient and physician, between medical specialists, and between allopathic medicine and complementary disciplines. As it continues to catch on, this revolutionary approach will give patients more choices for addressing health concerns with a primary-care physician, and will provide health-care practitioners with an opportunity to recapture their enthusiasm for the practice of medicine.



If we can change our focus from illness and disease and problems, to wellness, hope, and healing, the health care crisis in the United States won't exist.

—**TEL FRANKLIN, MD**

For more information, contact:
CATHY S. LEWIS, email:
CLEWIS1333@AOL.COM
voice: (845) 679-2188
fax: (845) 679-0529

About the Author

TEL FRANKLIN, MD, is an award-winning physician, a nationally recognized speaker and educator in the field of integrative medicine, and author of ***Expect a Miracle*** (Celestial Arts, April 2004, \$16.95).

A Fellow of the American Academy of Family Physicians, Dr. Franklin completed graduate medical studies at East Carolina University and trained at The London Hospital Medical College, University of London. He also earned credentials in Medical Acupuncture through the University of California at Los Angeles School of Medicine, and has completed advanced study in Traditional Chinese Medicine.

Dr. Franklin gained renown early on for his pioneering investigations into treating coronary heart disease through lifestyle modifications. As one who has long integrated Eastern and Western philosophies in his medical practice, Dr. Franklin saw the need for an approach to health care that would foster a new kind of partnership between patient and practitioner. Further, he aimed to bridge the impractical divide between conventional medicine and complementary health modalities. The result was Appreciative Medicine, a patient-centered, solution-based medical model that has been gaining followers exponentially as more doctors and patients witness its stunning rate of success.

“My vision is to transform the way medicine is practiced in the United States,” says Dr. Franklin. To that end, he founded the Center for Appreciative Medicine as a way to educate health practitioners and their patients on the benefits of this new medical model.

A dynamic and passionate speaker, Dr. Franklin has presented seminars, conducted workshops, and spoken at major medical conventions worldwide.

He is the recipient of many honors for academic, scholastic, and research achievements, and was recently recognized as one of the fifty outstanding family physicians in the state of California by the California Academy of Family Physicians.

Dr. Franklin is in private practice and lives on the Monterey Peninsula in California.



As more people experience optimal health—made accessible by direction and connection—we will witness a growing network of healing practitioners. A dynamic organization of servers—from cardiologists to chiropractors, family physicians to Ayurvedic practitioners—will be welcomed by all providers who think holistically

For more information, contact:
CATHY S. LEWIS, email:
CLEWIS1333@AOL.COM
voice: (845) 679-2188
fax: (845) 679-0529

Interview Topics

Heal Me, Inc.

How to form a partnership with your health practitioners.

The old way: Your gatekeeper-physician wrote prescriptions, required lab tests, recommended medical procedures, and referred you to one or more specialists, sending you off into a medical maze. In the new paradigm, you hire your physician as consultant to help coordinate an individualized holistic treatment plan drawing from various healing disciplines. Dr. Franklin discusses:

- How to interview and select the right physician-partner
- How to build a network of health-care practitioners and run your organization like a CEO
- How to get diverse health pros talking and meeting for you

How Satisfying Are Your Doctor Visits?

Discover insider tips to optimize your doctor-patient relationship.

Is your doctor too rushed to really listen? Does your doctor seem to disregard your feelings and opinions? Dr. Franklin says patients would be surprised to learn that physicians, too, are often dissatisfied with the doctor-patient relationship. Learn:

- How to talk to your doc and get the most out of your visit
- How to find a doctor willing to be a partner in your healing
- How to be an empowered, informed, proactive patient and gain the respect of your partner-physician

Lose Weight Using Appreciative Medicine

Inspiring weight loss stories from Dr. Franklin's patients.

Weight loss is an area in which Appreciative Medicine has produced some of the most stunning successes. Learn:

- Why Appreciative Medicine is well-suited for weight loss
- Which complementary health treatments aid in weight loss
- Real-life patients who shed up to a hundred pounds and kept them off using Dr. Franklin's approach

Truce in the Conventional/Complementary Medicine Wars?

A veteran of both sides explains how coexistence is possible.

A board-certified family physician, Dr. Franklin is also a specialist in medical acupuncture and traditional Chinese medicine. Learn:

- How alternative treatment modalities can boost the effectiveness of certain medical treatments
- How establishing cooperation between disciplines benefits both sets of health practitioners, as well as their patients
- Two dozen alternative treatment options and the health conditions most likely to respond to them

—MORE—



Complementary and alternative approaches to health and medicine are among the fastest growing aspects of health care. In 1990, one-third of the U.S. population used some form of alternative approach to health care; by the year 2010, at least two-thirds will.

Spending on our nation's health care is likely to double to \$2.1 trillion by the year 2007; the NIH estimates that already-proven mind-body therapies could eliminate 37 percent of visits to the doctor per year and save \$54 billion annually.

For more information, contact:
CATHY S. LEWIS, email:
CLEWIS1333@AOL.COM
voice: (845) 679-2188
fax: (845) 679-0529

Do You Know What's on Your Medical Record?

Learn how to create and keep your own patient records.

If you've been coping with a chronic illness, chances are you remember your last doctor's appointment and your most recent prescription refill. But you probably depend on your primary-care physician to keep your long-term health history. If you want to take charge of your own healing, says Dr. Franklin, that mind-set has to change. Find out:

- How to keep and organize detailed records of your health care and history
- Why journaling keeps you focused on your healing goals
- How to use your patient record as a powerful healing tool

How Do You View Your Health?

Learn to take responsibility for your health and healing.

Many patients deal with health issues simply by asking a doctor to diagnose and treat their problem. Dr. Franklin has seen astounding results when patients begin, instead, by looking inward. Find out:

- How to understand and inventory everything that contributes to your experience of health
- How to create a vision of your own optimal health
- How to develop a plan, with the help and guidance of your physician-partner, for achieving health goals
- How to access deep wells of healing potential within you

Be a Smarter, More Energetic Doctor

Learn how physicians can benefit from Appreciative Medicine.

When it comes to treating patients with chronic health concerns, such as back pain, diabetes mellitus, allergies, depression, or anxiety, most physicians would give conventional health care a failing grade. Dr. Franklin says physicians are the first to admit that the current way they see and treat such patients needs a major overhaul. He talks about:

- Doctors practicing Appreciative Medicine who have gained a newfound sense of professional purpose
- MDs who have formed mutually beneficial alliances with healing-arts practitioners they formerly scorned
- How solution-based medical care has changed the way physicians view their profession, patients, and own health

Complementary and alternative medical therapies were ordered or provided at 31.6 million physician office visits in 2002, representing 3.8 percent of all visits, according to the National Ambulatory Medical Care Survey.

Nearly half of all deaths are associated with lifestyle and behavior choices. Yet this nation spends less than 5 percent of its total health-care dollar on disease prevention and health promotion.

According to a 2002 Newsweek article, Americans make more visits to nonconventional healers (some 600 million a year) than we do to MDs, and spend more money out-of-pocket to do so—about \$30 billion a year by recent estimates.

Suggested Interview Topics

1. What is Appreciative Medicine?
2. What's so wrong with our current medical model, where patients see their doctor when they have a problem, and the doctor diagnoses and treats that problem?
3. In what ways are patients empowered using Appreciative Medicine?
4. What do you see as the main benefits of Appreciative Medicine for patients?
5. How do physicians benefit from Appreciative Medicine?
6. What kinds of medical conditions respond best to Appreciative Medicine?
7. Are there patients or medical conditions for which you do **not** recommend Appreciative Medicine?
8. What are some of the most stunning success stories you've seen with patients who have used Appreciative Medicine?
9. Why are conventional physicians typically at odds with complementary health practitioners?
10. In an ideal scenario, how would you envision the patient-doctor relationship and health-care paradigm in the future?
11. What do patients find most surprising about Appreciative Medicine?
12. What kinds of responses have doctors had to this approach?
13. Your Appreciative Medicine workbook, *Expect a Miracle*, seems like a lot of work. Is it? Does healing have to be hard work?
14. In what ways might illness be considered an opportunity for patients?



For more information, contact:
CATHY S. LEWIS, email:
CLEWIS1333@AOL.COM
voice: (845) 679-2188
fax: (845) 679-0529