

Balens Third CPD Conference

CAM and Primary Care – Latest research into the effectiveness and benefits of CAM and how that can fit with Primary Care in the UK today

Monday 11th May 2015

10.00 am ~ 5.00 pm
NEC, Birmingham



CAM Therapists offer patients/clients a choice in their health care provision. Whilst Primary Care is excellent at supporting acute conditions, we are all aware that there is a crisis brewing in the NHS, and chronic conditions can be more difficult and/or expensive for Primary Care to deal with, consequently this is an area where many patients look towards Complementary Therapy for help and support.

However, certain CAM Therapies are either illegal or tolerated and medicines and health supplement are increasingly under scrutiny and restriction on the continent. There is concern that this could move over into the UK with regular debates in the media that question the effectiveness of CAM. What do CAM practitioners and organisations need to do to ensure that this does not happen? What is needed to ensure that patient choice continues?

A number of Universities and organisations are researching the effectiveness of different CAM therapies, in order to provide the evidence that today's public demands. Our conference brings together some of the UK's leading lights in the current field of CAM research, to explain what the latest research is demonstrating, and how CAM can continue to fit as a Health Care choice for people within the UK today and tomorrow.

Conference Program

- 10.00 **Welcome & Intro** **Why this conference ~ aims and objectives**
David Balen – Balens Ltd
- 10.20 – 11.30 **The Therapeutic Relationship - including research into its benefits**
Professor David Peters – Westminster University
- 11.30 – 11.45 **Break**
- 11.45 – 13.00 **What patients expect from us and how this fits with Primary Care**
Professor George Lewith – Southampton University
- 13.00 – 13.45 **Lunch & networking**
- 13.45 – 14.30 **Measuring Outcomes – Current research in CAM**
Professor Sarah Steward-Brown MD – Warwick Medical School
- 14.30 – 15.00 **Where are we now? (video presentation)**
Professor Paul Dieppe –University of Exeter
- 15.00 – 15.30 **What else can we do?** Robert Verkerk PhD - Update from the Forum day on Sunday 10th
- 15.30 – 17.00 **Q & A Panel Discussion** - all lecturers from the day
- 17.00 **Close / Networking**

Therapeutic Client Relationship

Professor David Peters

It is well established that all treatments may be powerfully enhanced by the effects of a positive practitioner-client relationship; sometimes to an extraordinarily high degree. This effect, though it has been marginalised and discounted as non-specific, subjective or placebo-response, is in reality an essential part of what our patients consciously or otherwise hope for.

A positive practitioner-client relationship improves treatment outcomes and client-satisfaction, makes work less stressful and makes errors and complaints less likely. In chronic illness and disease - perhaps especially where stress and lifestyle are significant component - how effectively practitioners co-regulate their clients and support their self-care will often be crucial therapeutic factors.

Why then do we so widely ignore this precious aspect of our healing art and fail to foster it? How instead might we reflect on it and nurture it? How indeed are we better to understand and research it? This seminar will provide some salient facts and cogent questions for reflective practitioners.

What patients expect from us and how this fit with Primary Health Care

Professor George Lewith

Why do patients choose CAM and what are they expecting from the CAM Practitioner? Professor Lewith will explore some of the major reasons why patients seek help from a CAM practitioner, which include:

- To be heard and understood
- To be prescribed an individualised treatment: "for your back pain I would use this approach because this seems to fit with your symptoms"
- To be given mechanisms to empower themselves to self-manage their condition
- Implicitly to promote empowerment and well-being

And how this gives a basis upon which CAM Organisations and Practitioners can communicate with the NHS and primary carers, demonstrating these areas are at the core of what medicine would like to deliver but at the moment is in crisis and cannot deliver. Structurally, politically, socially and emotionally Complementary, Alternative and Allopathic Medicine can help each other to deliver the best care for patients, which Professor Lewith genuinely believes is what the research is demonstrating.

Measuring Outcomes in CAM – current research and findings

Professor Sarah Stewart-Brown MD

Professor Stewart-Brown, herself a complementary therapist, has been conducting research into Health and Well-being for a number of years, looking at alternative scales that do not focus on the randomised control trials as required by the major pharmaceuticals. In this short lecture she will discuss her findings and results of her experiences with regards to measuring outcomes in CAM.

What is currently happening? Research in Healing presentation

Professor Paul Dieppe video

In a follow up to his Key Note Speech at Balens 2013 CPD Training Event, Professor Paul Dieppe will give a video presentation discussing with his colleague Professor Sara Warber and others, their current research into gaining an understanding of the client's experience in healing encounters.

Using some unusual research approaches, born out of the belief that the mainstream use of techniques based in a positivist, materialistic paradigm are not well suited to the complexities, context dependency and vagaries of human therapeutic interactions and their outcomes. Paul and Sara are working in a realist framework and using techniques such as sensory ethnography.

What else can we do? Feedback from Balens Forum Day – Sunday 10th May

Robert Verkerk PhD

It is clear that there are a number of areas where questions are still to be asked with regards to the efficacy of CAM and where it fits within the wider field of Health Care within the UK today and tomorrow. As part of this Journey, Balens are holding a Forum for UK Associations on Sunday 10th May, to discuss cross Organisation support into research and the effectiveness of CAM. Robert will give feedback on the findings from the Forum, initiatives for moving forward and how conference participants can be involved.

For further details please contact us or visit our website at www.balens.co.uk/cpd To book your place at Balens CPD Conference, please contact us with your name and preference for lunch. e-mail: events@balens.co.uk or call: 01684 898995

Date: Monday 11th May 2015
Time: 10.00 – 17.00 (approx.)
Venue: Atrium Meeting Rooms 30 – 34 outside of Hall 20, NEC, Birmingham, B40 1NT
Cost: £25.00 for the Day, inclusive of refreshments, attendance certificate for 6 hours learning with others, speaker notes and free entry into the Holistic Health Show.
Refreshments: Tea/Coffee include, optional sandwich bag lunch available at £7.50 per person.
Travel: By Car – Excellent motorway access, with ample parking available for which there is a charge.
By Train – Hall 20 is 5 – 10 min walk from Birmingham International Railway Station – see also <http://www.thenec.co.uk/visiting-us>