

## "Whole Health Healing" in 2009

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The [Winter 2009 edition of \*Trends Journal\*](#), published by the [Trends Research Institute](#) (founded by [Mr. Gerald Celente](#)), lists what it believes will be the "top trends" of 2009. Among this year's top trends is "Whole Health Healing," to which the institute devotes an entire section of the winter edition of the publication.

The section on whole health healing begins with a statement defining the prevailing atmosphere (particularly in health care) that could impact your practice this year and beyond: "2009 marks the year of attitude change." The authors note that the loss of jobs and health insurance, combined with the rising costs of medical care, will drive this change in attitude. Their definition of whole health healing involves two lines of defense:

"The philosophy and practice of Whole Health Healing, a first line of defense, requires that the individual assumes responsibility for achieving and maintaining health. To do so entails both an extensive re-education process and an attitude change; that it can be done, that there is a desire to do it, and that how to do it can be learned. But it is an individual choice and an individual search; ordinary channels will not voluntarily provide the necessary information.

"Should the first line of defense fail and a medical problem does not yield to do-it-yourself treatment, establishing a relationship with a Whole Health Healing practitioner (defined elsewhere in this section as 'Chiropractic Physicians, Naturopaths, Homeopaths, Acupuncturists, etc.')

becomes the second line of defense. These doctors integrate complementary/alternative modalities with standard, leading-edge 21st-century medicine; the best of the old with the best of the new."

I generally agree with most of what's being said here. It fits well within my own health care philosophy. (I assume most of you feel the same.) But the predictions go even further. Interestingly enough, the Trends Research Institute readily recognizes how this trend will run sideways to the current medical/drug culture:

"This incessant media-promoted, advertising-supported and TV/movie indoctrination that Doctor and big pharma know best, will give way as evidence mounts to contradict both beliefs and people are forced to go it on their own. Bombarded with a steady onslaught of [reports of drugs passed by the FDA that should have failed, of drug manufacturers lying about test results, and of 'independent' doctors on pharma payrolls or taking kickbacks](#), aware consumers will embrace the Whole Health Healing concept."

Wow, someone sees what we have been saying for so long! But before we begin cheering, the authors include a warning under the subtitle of "Trend Forecast":

"As the whole health healing trend grows and more people reject prescription drugs, big pharma will lose big bucks. In concert with big government, major attacks will be launched to kill the movement through legislation that will regulate or criminalize vitamins, supplements, herbal tinctures, etc. Forestalling this movement will require concerted, organized public pressure."

This prediction is not unexpected, nor is it new. The authors not only anticipate a reaction from

"Big Pharma," but also suggest how to stop any threat that may arise: through "concerted, organized public pressure."

What isn't mentioned in this newsletter is the potential effect of the much-anticipated health care reform. Needless to say, if it passes, it will change the health care landscape. How much it will change is anyone's guess.

But if the Trends Research Institute can see the current health care landscape and recognize what needs to happen, perhaps there is hope for Congress? Even so, the need for public pressure to both protect the rights of our patients and assert chiropractic's rightful place in the health care delivery system will require that every doctor of chiropractic get involved.

This year will certainly bring change. And with change comes opportunity. As more people move toward whole health healing, chiropractors have the opportunity to see more patients who will choose conservative care as part of their health regimen. We need to let our communities know the importance of keeping chiropractic as their first health care option, and that the means to accomplish this involves a combination of health care reform and personal choice.

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