**1201**

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The Vancouver Sun (British Columbia)

June 22, 1999, FINAL

**Clark wants Chinese medicine under medicare: B.C. would become the first province to regulate the traditional practices, including acupuncture, herbal medicine, energy control therapy and others. It is a 'valued health option,' the premier says.**

**BYLINE:** Brian Morton

**SECTION:** News; A6

**LENGTH:** 805 words

**Traditional Chinese medicine** therapies are important health options that could eventually be covered by medicare, Premier Glen Clark said Monday.

The premier made the prediction after announcing that B.C. will become the first province to regulate the full range of **Chinese medicine** therapies -- including such treatments as **acupuncture,** Chinese herbal medicine, rehabilitation exercise, energy control therapy and some forms of exercise, such as shadow boxing, which includes tai chi.

A new governing body, to be called the College of **Traditional Chinese Medicine and Acupuncture** Practitioners of B.C., will also be established to oversee traditional Chinese medical practitioners, including acupuncturists.

The college is expected to set minimum standards of education among practitioners to ensure that patients are receiving the best treatment.

''By regulating traditional Chinese medicine, the provincial government recognizes it as an important and valued health option in our society,'' added Clark. ''I'm proud B.C. has taken this important step.''

''I think (medicare coverage) is a logical progression once (we) recognize it as a legitimate form of medicine. The more emphasis we put on wellness, the more money we save in acute care.''

Clark couldn't say when it could be included under medicare, only that such coverage would be predicated on, among other things, cost and public acceptance.

The government decision to regulate traditional Chinese medicine (TCM) is based on recommendations made by the Health Professions Council. Cabinet is expected to give final approval to the proposed amendments following a three-month consultation process, as required by the Health Professions Act.

Health Minister Penny Priddy, who was also on hand for the announcement in front of dozens of Chinese medicine providers, said the use of traditional Chinese medicine is growing throughout the province.

''This decision recognizes the benefits of traditional Chinese medicine and gives practitioners here the legal authority to do what has been done elsewhere for thousands of years.

''This is an excellent example of our commitment to providing a health-care system that incorporates the best health-care practices -- both old and new.''

Mason Loh, past chair of the board of the United Chinese Community Enrichment Services Society (SUCCESS), called Monday's announcement far-sighted.

''Traditional Chinese medicine has been practised for thousands of years and is used by more than a billion people in China and elsewhere in the world,'' Loh said. ''I am also glad to see the government has taken the action necessary for acupuncturists to be licensed.''

Loh will chair the college's new nine-member board of directors.

James Knights, president of the Traditional Chinese Medicine Association of B.C., called Monday's announcement a great boost.

''This is tremendous for the people of B.C. and for our profession. The government has recognized the importance of regulating the vast treasure house of (traditional Chinese medicine) as a health profession for the benefit of the public.

''This paves the way for an integration of TCM into mainstream health care so British Columbians can benefit from the two primary forms of health care that complement each other.''

Knights said regulation means there will be better educational standards.

''Without regulation, it (is) just a loose form of professional associations. There have been problems identifying educational backgrounds in the past. This will set standards of practice, so everyone has a certain minimum standard.''

Knights said the new regulatory body will likely mean higher costs for practitioners, which could be passed on to patients.

''But it shouldn't be high, because it would be spread out over a (large) number of patients.''

Knights said he and other practitioners had initial concerns that regulating TCM might mean coming under the control of traditional medicine. He said Monday's announcement clears up those concerns.

Knights said TCM focuses on preventing disease. ''We don't expect (medicare coverage) anytime soon, but it would be a money-saving issue.

''It's very focused on prevention. The more people you keep out of hospital, the more money you save.''

Morris Van Andel, deputy-registrar of the B.C. College of Physicians and Surgeons, agreed that regulation is a good idea.

''The standards imposed on orthodox physicians are significant. I would hope those same high standards will apply.''

Van Andel said the college has no position on whether traditional medicine should be covered by medicare.

''But as a taxpayer, I hope that money (would) be spent wisely.

''There's currently a fiscal crunch in health care. As a taxpayer, I hope I don't have to pay for shadow boxing.''

**LOAD-DATE:** June 22, 1999

**LANGUAGE:** ENGLISH

**GRAPHIC:** P Photo: ''This decision recognizes the benefits of traditional Chinese medicine and gives practitioners here the legal authority to do what has been done elsewhere for thousands of years.'' - Penny Priddy; Photo: Nick Didlick, Vancouver Sun / ''MONEY-SAVING ISSUE'': James Knights says traditional Chinese medicine focuses on prevention.

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**1202**

131 of 995 DOCUMENTS

The Vancouver Sun (British Columbia)

April 4, 2008 Friday

Final Edition

**Two streams of medicine have separate strengths**

**BYLINE:** Lei Shen, Vancouver Sun

**SECTION:** EDITORIAL; Pg. A14

**LENGTH:** 123 words

Re: Funding quackery is a waste of health care dollars, Voice of the People, April 1

The statements that universities in China teach students proper science and are embarrassed by **traditional** **Chinese** **medicine** are untrue and offensive.

In China, some universities teach western medicine and some teach **traditional** **Chinese** **medicine.** Chinese people in general think both kinds of medicine have their strengths and weaknesses. Both are widely used and combinations of both are often applied to achieve better results.

It's great news that the British Columbia medical plan will fund **acupuncture** for people needing assistance to pay their premiums. **Acupuncture** may not work for everyone with every ailment, but does western medicine?

Lei Shen

Burnaby

**LOAD-DATE:** April 4, 2008

**LANGUAGE:** ENGLISH

**DOCUMENT-TYPE:** Letter

**PUBLICATION-TYPE:** Newspaper

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**1203**

184 of 995 DOCUMENTS

The Vancouver Sun (British Columbia)

May 24, 2002 Friday Final Edition

**Chinese medicine booming: Practitioners of traditional healing gather in Richmond this weekend to explore 'China's national treasure', Mac Parry discovers**

**SOURCE:** Vancouver Sun

**BYLINE:** Malcolm Parry

**SECTION:** Business BC; Symposium; Pg. C3

**LENGTH:** 536 words

Man-Tak Chau, who is president of the **Traditional** **Chinese** **Medicine** Practitioners & Acupuncturists Society (Pacific Region), says members are expecting growth as big as their organization's name. Ditto, says Clinic of **Acupuncture** & Herbology head Nafisa Lakhani, who will back Chau at the Canada International Symposium of **Traditional** **Chinese** **Medicine** (TCM) he's organized to be held at Richmond's Radisson President Hotel Friday today through Sunday.

China's State Administration of TCM, which is co-presenting the 200-delegate event, asked Chau to use the term "symposium" rather than "convention." Laughing to learn that the Ancient Greek term means "drinking party," Chau said he'd be happy to inform Beijing.

Chau said Canada was the first country outside China to legalize TCM, in 2000, and Lakhani estimates that B.C.'s 1,500 TCM practitioners, 14 teaching institutions, herbalists, tai-chi facilities and others do $250-million worth of business annually.

There'll be free public access to this morning's kick-off, hosted by National Research Institute of Chinese Medicine director Chieh-Fu Chen, and a $75 fee to attend weekend events.

- - -

Terry Hui, the Concord Pacific president, CEO and putative majority shareholder, and Arthur Erickson are reportedly in final negotiations to have the feted architect design a landmark tower for False Creek North. Expect an announcement within two weeks for an ultra-posh condo development slap-dab on the waterfront. Erickson's name and reputation should add cachet to million-dollar-plus buyers who would otherwise have to visit Saudi Arabia to see the architect at his latter-day monumental best.

- - -

Darryl Weinbren, the Maxxium booze firm president, isn't married to Napa Valley wines. But he does believe the rising loonie -- or declining greenback, whichever you prefer -- will go far to deflate Canuck perception that California wines are overpriced.

Not that price is the deterrent it once was. Weinbren whistles that Wolf Blass Yellow Label from rocket-hot Australia is Canada's best-selling wine in 750ml bottles -- at a sobering $18.95 in B.C., no less.

- - -

Rose Ironside and Carol McKenzie avoided getting pepper-sprayed at the 1997 Asia-Pacific Economic Cooperation summit here. But they should be soaked in money when this year's event is held at Mexico's easy-to-isolate Cabo San Lucas Oct. 20-27.

The hotel-trade veterans now own city-based Advance Group, which is contracted to house 12,000 APEC attendees in 10,000 sleeping rooms at an average nightly rate of $210 US each.

- - -

Michele Wood's graduation from the Peter Mielzynski wine-and-liquor agency and then E&J Gallo to found her own Michele Wood Lifestyle firm was reported in The Vancouver Sun's business section recently. Now she'll get a chance to echo her old calling.

Wowed by the designs Martin Armand airbrushes on nude models, Wood is planning an ultra-high-end private banquet at which each course will be served by appropriately decorated servers.

Some might be happy to see Wood represent one of her old brands -- Glenfiddich single-malt scotch or Grand Marnier orange liqueur, say.

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604-929-8456

**LOAD-DATE:** May 24, 2002

**LANGUAGE:** ENGLISH

**GRAPHIC:** Color Photo: Nafisa Lakhani, Man-Tak Chau see traditional-medicine biz about to boom.; Color Photo: Michele Wood has airbrush-clad dinner planned.; Color Photo: Advance Group brass Carol McKenzie, Rose Ironside.; Color Photo: Maxxium booze firm boss Darryl Weinbren toasts.; Color Photo: Terry Hui, above, may build, Arthur Erickson may design, landmark False Creek tower.; Color Photo: Terry Hui may build, Arthur Erickson, above, may design, landmark False Creek tower.

**TYPE:** Business; Column

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**1204**

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The Vancouver Sun (British Columbia)

February 16, 2012 Thursday

Final Edition

**The intricacies of acupuncture**

**BYLINE:** Randy Shore, Vancouver Sun

**SECTION:** WESTCOAST NEWS; Randy Shore; Pg. A10

**LENGTH:** 565 words

Q: What is **acupuncture**?

A: **Acupuncture** is usually used as a complement to **traditional** **Chinese** **medicine.** It involves inserting stainless steel needles - really thin stainless steel wires - into traditional **acupuncture** points. The theory is that **acupuncture** unblocks and rebalances the flow of energy, or Qi, through the body.

The modern practice of medical acupuncture - as practised by medical doctors - uses wires inserted into known anatomical structures rather than points dictated by ancient philosophy or astrology.

Q: What are the educational and training requirements to qualify to practise?

A: Training in traditional acupuncture usually lasts three years and can only be under-taken after two years of university-level science. A fully qualified practitioner of Traditional Chinese Medicine studies for up to five years, after two years of university-level science. B.C. is home to several training schools for acupuncturists.

Q: Who certifies and regulates acupuncturists: private body, or provincial or federal government?

A: All practitioners of Traditional Chinese Medicine are regulated by the College of Traditional Chinese Medicine Practitioners and Acupuncturists of B.C., a self-governing body not totally unlike those that regulate doctors and nurses. In B.C., acupuncturists are licensed by the provincial government.

Acceptable treatments are defined by the College of Traditional Chinese Medicine Practitioners.

Q: What can an acupuncturist do for you?

A: Traditional Chinese acupuncture is used to prevent disease, pain, infertility and to promote general health. The modern practice of medical acupuncture is mainly used to treat pain and nausea. British Columbia is the only province in Canada to fund acupuncture treatments through the Medical Services Plan.

Q: Can an acupuncturist pre-scribe drugs? What are some typical remedies?

A: Acupuncture is often used with massage and herbal remedies that may also have real benefits for some medical conditions. Acupuncture is also being used in the conventional medical system as a way to curb nausea in cancer patients undergoing chemotherapy, according to the B.C. Qualified Acupuncturists and Traditional Chinese Medicine Practitioners Association.

Q: What kinds of claims are made about the effectiveness of acupuncture treatments and remedies?

A: The effectiveness of acupuncture is very much in question, but there is no doubt that it has fans, including professional athletes. Some studies have found acupuncture to be effective as a treatment for headaches as well as neck and back pain. A lot of other studies have found little evidence that acupuncture is effective for much else, and bodies from the National Council Against Health Fraud to the American Medical Association maintain that acupuncture is not an effective treatment for any disease.

Q: How do I check the performance or disciplinary history of my acupuncturist?

A: You can use the College of Traditional Chinese Medicine Practitioners and Acupuncturists of B.C. website (ctcma.bc.ca) to find out if an acupuncturist is registered as a qualified practitioner with the college.

Q: Who disciplines transgressors?

A: CTCMA defines accept-able practices and disciplines those who violate the rules.

Complaints about the conduct of an acupuncturist should be directed to the college.

Sources: Medical Services Plan of B.C., Traditional Chinese Medicine Association B.C.

**LOAD-DATE:** February 16, 2012

**LANGUAGE:** ENGLISH

**GRAPHIC:** / Acupuncture seeks to unblock and rebalancesthe flow of energy.;

**PUBLICATION-TYPE:** Newspaper

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**1205**

294 of 995 DOCUMENTS

The Vancouver Sun (British Columbia)

October 22, 2005 Saturday

Final Edition

**Medical college ordered to reinstate registrar: Appeal court says fired official who regulated traditional Chinese medicine and acupuncture was denied a fair hearing by employer**

**BYLINE:** Adrienne Tanner, Vancouver Sun

**SECTION:** WESTCOAST NEWS; Pg. B10

**LENGTH:** 530 words

THE PROVINCE I Randy Wong was admonished for incompetence six months before he was fired as registrar of B.C.'s college of **traditional** **Chinese** **medicine.**

But until his dismissal letter arrived in November, 2003, no one had ever accused him of being dishonest.

Wong was denied an opportunity to respond to the final damning allegations, and for that reason, the B.C. Court of Appeal has ordered him reinstated.

"This amounts to a denial of procedural fairness," Justice Ian Donald wrote in a unanimous decision.

Wong is entitled to reinstatement with full back pay and benefits, less income from other employment earned in the meantime, he wrote.

The College of Traditional Chinese Medicine Practitioners and Acupuncturists of B.C. was formed in 1996 to govern the previously unregulated traditional Chinese medicine and acupuncture profession.

Wong came to the college with solid credentials as former chief executive officer of Mission Memorial Hospital in the Fraser Valley.

However, concerns about his performance as college registrar began in 2000 when he was ordered by the college board of directors to implement an accounting system.

Without it, the college could not produce required financial statements.

Wong refused to do so even when an auditor provided him with an accounting system in September, 2002.

Frustrated, in October, 2003, the board ordered an external audit and met with Wong to point out the shortcomings in his performance.

"Wong promised to correct these matters and to cooperate with the board," the court ruling states.

Still nothing changed.

When the audit was released in November, it pointed out financial irregularities exceeding $50,000.

Wong was accused of improperly charging overtime pay and vacation pay and reimbursing himself for expenses he had no right to claim.

The allegations against Wong were laid out in a dismissal letter that ordered him to never set foot in the college.

Wong argued that although he was aware there were issues with his day-to-day management of the college, he was never led to believe his job was in jeopardy.

The appeal court judges agreed.

"As Wong correctly submits, prior to his termination, the college went no further than to reprimand him with regard to complaints and gave no ultimatum or other indication that they were on the verge of firing him.

"Wong never saw the (audit ) report before he was fired nor was he given any inkling that he was under suspicion of dishonesty."

Wong's lawyer said the largest of the allegedly improper claims ($47,000) singled out in the audit depended on the accountant's interpretation of Wong's employment contract, which could have been misconstrued.

Donald ruled Wong should be reinstated and allowed to defend his case before the college's board of directors.

The college balked at the prospect.

A replacement had been hired long ago and the relationship between Wong and college was so poisoned that bringing him back would be unduly disruptive, the college's lawyer argued.

Donald said there was no need to bring Wong back into active service. Merely putting him back on the payroll would be incentive enough to insure that he would be quickly granted a fair hearing.

atanner@png.canwest.com

**LOAD-DATE:** October 22, 2005

**LANGUAGE:** ENGLISH

**DOCUMENT-TYPE:** News

**PUBLICATION-TYPE:** Newspaper

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**1206**

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The Vancouver Sun (British Columbia)

April 12, 2008 Saturday

Final Edition

**Pinpointing pain relief; Study extols benefits of acupuncture**

**BYLINE:** Reuters

**SECTION:** NEWS; Pg. A9

**LENGTH:** 516 words

**DATELINE:** NEW YORK

NEW YORK -- **Acupuncture**, as practised in **traditional** **Chinese** **medicine,** may offer some relief from migraine pain, a new study suggests.

Italian researchers found that regular treatments with "true" **acupuncture** helped improve symptoms in 32 patients whose migraines had been resistant to standard preventive medication.

Moreover, the therapy worked better than two forms of "sham" acupuncture used for comparison, the researchers reported in the medical journal Headache.

Past studies have yielded conflicting results as to whether acupuncture can aid in migraine treatment. Some research has suggested that sham acupuncture, using blunted needles that do not pierce the skin, is as likely to bring relief as is the real therapy -- calling into question the actual biological effects of acupuncture.

However, a problem with this research is that studies have had inconsistent designs, and many have used acupuncture points that are "inappropriate" based on Chinese medicine, according to the authors of the new study.

Acupuncture has been used for more than 2,000 years in Chinese medicine to treat a wide variety of ailments.

According to traditional medicine, specific acupuncture points on the skin are connected to internal pathways that conduct energy, or qi (pronounced "chee"), and stimulating these points with a fine needle promotes the healthy flow of qi.

For the current study, Dr. Enrico Facco of the University of Padua and his colleagues looked at how traditionally performed acupuncture stood up against two sham forms for preventing migraines.

They randomly assigned 160 migraine sufferers to one of four groups:

- In one, patients received twice-weekly sessions of acupuncture using traditional acupuncture points;

- A second group received sham acupuncture as it is usually performed in studies;

- A third group also underwent sham acupuncture, but with the blunted needles touching traditional acupuncture points;

- The fourth served as a control group, in which patients received no acupuncture or preventive medication.

The participants in all the groups were given medication to treat any migraine attacks.

Over six months, Facco's team found, only the group receiving true, traditional acupuncture showed lasting improvement in migraine disability measured on a standardized scale, compared with the control group.

The "main novelty" of the study, Facco said, is that the therapy was based on traditional Chinese medicine, but studied using the modern or Western scientific method.

The results are promising, he said, but more studies are needed to confirm the benefits of traditional acupuncture for migraine.

However, Facco added, since the therapy carries little risk of side effects, it could be worth a try for migraine sufferers who are not adequately helped by standard preventive treatment.

It's still not completely clear why acupuncture might help ease migraine pain.

In addition to the traditional theories on qi, modern research has suggested that acupuncture may work by altering signals among nerve cells or affecting the release of various chemicals of the central nervous system.

**LOAD-DATE:** April 12, 2008

**LANGUAGE:** ENGLISH

**DOCUMENT-TYPE:** News

**PUBLICATION-TYPE:** Newspaper

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**1207**

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The Vancouver Sun (British Columbia)

July 27, 1995, Thursday, FINAL EDITION

**Asthma treated with acupuncture**

**BYLINE:** REBECCA WIGOD; VANSUN

**SECTION:** NEWS; Pg. B10

**LENGTH:** 739 words

A Vancouver woman who practises **traditional** **Chinese** **medicine** says she can treat asthma with a combination of **acupuncture** and herbs, a remedy that has received mixed reviews from B.C.'s medical community.

Operating out of a storefront office at 41st and Fraser, Yanbin Ma blends ground Chinese herbs with ginger juice to produce a paste that she says helps ease the symptoms of asthma.

And this is her busiest time of the year.

"We follow the seasons to do it. From July 18 to Aug. 17 is the best time for the treatment of asthma in the whole year," Ma said.

Her poultices don't feel hot to the touch but when she tapes them to an asthma patient's back and leaves them there for two hours they produce a burning sensation.

"That means all of the poisons come out and the channels are open," Ma said.

Traditional Chinese medicine posits that qi, or vital energy, courses through 14 channels in the body. Illnesses are seen as evidence that one or more channels are blocked.

Growing up in China, Ma had asthma that grew increasingly severe in her teen years. She relied heavily on Western drugs, such as antibiotics, allergy shots, prednisone (an oral steroid) and inhalers.

After earning her medical degree, with training in both the Chinese and the Western systems, she tried the traditional Chinese treatment for asthma -- herbal poultices in the summer, augmented by frequent acupuncture treatments.

She says it has alleviated her asthma, although she helps by strictly avoiding dust, pollen and dietary triggers.

Ma came to Canada four years ago and set up an acupuncture and traditional Chinese medicine practice. She has about 15 patients with respiratory ailments.

Working according to the Chinese calendar, she gives poultice treatments in the summer. She places the poultices on the acupuncture points that relate to the lung, spleen and kidney channels.

On a subsequent visit she inserts acupuncture needles into selected points to ease difficulty in breathing, relieve stress and improve patients' all-round physical condition.

She charges $ 42 for an acupuncture session and $ 45 for the poultices.

Her patients will have to continue paying for treatments. Victoria recently granted acupuncture the status of a self-governing health profession but treatments won't be covered by the Medical Services Plan.

Western medicine knows little about using acupuncture, let alone herbal poultices, for asthma.

The B.C. Medical Association says consumers have the right to visit alternative health practitioners but it doesn't support therapies that aren't backed by scientific evidence of benefit.

Dr. Moira Yeung, a chest physician in Vancouver Hospital's respiratory division, said: "I am not familiar with this type of medicine and I doubt very much it has been tried out in a scientific manner."

Yeung said it is not enough for people who receive traditional Chinese treatment to say they feel better.

"You really should have objective measures, such as breathing-test results" and controlled clinical trials, Yeung said.

Some of Ma's asthma patients say her treatments have helped them greatly.

Maria Furstenwald, a retired University of B.C. professor, has had chronic bronchitis and asthma for decades. She said she used to be incapacitated in the spring when the air is full of pollen. "I could hardly get a breath."

Furstenwald, 70, has had numerous poultice treatments. Ma puts them on nine points, from her neck to her lower back.

It hurts -- "I'm pretty burned now," Furstenwald said -- but it has helped. She said she survives the pollen season with a minimum of discomfort and the gain outweighs the pain.

Mary Watterson, president of the Acupuncture Association of B.C., sees acupuncture as a complement to conventional asthma treatment, rather than a replacement for it.

"One of the words you never want to use is 'cure,' " she said.

Watterson said some scientific studies of acupuncture for asthma have been done.

The British medical journal Lancet published one study from England and another from Hong Kong in 1986. An accompanying editorial acknowledged that chest physicians would have a hard time reproducing the experiments. "Part of the [acupuncture] method is a mystery," it said.

Watterson said acupuncture can help patients who take Western drugs for asthma by giving them better symptom control and reducing their need for medication.

**LOAD-DATE:** July 28, 1995

**LANGUAGE:** ENGLISH

**GRAPHIC:** KIM STALLKNECHT/ Vancouver Sun/MAKING A POINT: Yanbin Ma uses acupuncture to treat a patient in her office. (95-3843)

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**1208**

617 of 995 DOCUMENTS

The Vancouver Sun (British Columbia)

August 31, 2013 Saturday

Final Edition

**Alternative vet care goes mainstream; Pet owners willing to spend hundreds on acupuncture, massage**

**BYLINE:** Kim Pemberton, Vancouver Sun

**SECTION:** BUSINESS; Pg. C1

**LENGTH:** 2449 words

There's definitely some truth to the adage that a dog is man's best friend. And it seems man will do whatever it takes to keep his best friend healthy.

Humanization of our pets is one of the reasons pet health services today are similar to our own health care. In fact, pretty much any health service we can get is also available to our pets. Today, your pet can get a massage to relieve pain, **acupuncture**, a chiropractic treatment or a dose of **traditional Chinese medicine** to name a few of the alternative health care services now available to animals.

"Pets are really important to people and they're more interested than ever in doing more for their pets," says Dr. Tracy Cornish, president of the College of Veterinarians of British Columbia.

Steveston resident Katherine Robinson is one of those people. Her 10-year-old mutt, Maggie, was starting to feel the effects of aging. Maggie was suffering from back pain and was

sensitive to touch so Robinson took her into Amherst Veterinary Hospital for acupuncture. "It was really cool to watch. She was not uncomfortable at all. She was super relaxed letting the doctor do whatever she wanted with the needles."

Robinson said before the treatment, Maggie - who is a retriever and border collie cross - would flinch when her back was touched but afterwards she didn't recoil at all and was able to walk up the stairs more easily.

Pet owners like Robinson are increasingly turning to alternative health care solutions in a pet health industry that continues to grow each year.

More than half (55 per cent) of Americans say they are willing to spend whatever it takes to maintain their pets' health, and two-fifths believe preventive health care is a must, according to a recent report by Mintel, a global market research company.

In a report published last March, Mintel found pet owners are demanding quality in pet health care and better food choices to help maintain their pets' health. Pet food took the

biggest share of pet-related retail sales in 2012 at 39 per cent ($19.7 billion), followed by veterinarian services at 24 per cent.

The pet industry grew slightly above the GDP growth rates, rising at an average annual growth rate of 2.8 per cent versus 2.3 per cent from 2007-12, totalling $50.5 billion in 2012 and Mintel is predicting the industry will have a 2.9 per cent average annual growth rate, reaching nearly $58.2 billion in 2017.

Statistics Canada does not collect data on how much Canadians spend on their pets, but our spending habits would parallel our neighbours to the south, said Cornish.

"Pet owners are willing to spend money on their pets even in the face of financial uncertainty because of the emotional connection between them," the Mintel report states.

In British Columbia, more and more veterinarians are expanding their practices beyond the basics and offering specialty services.

"Pet owners are seeing their pets as family members and are looking for options," Cornish says.

She says in the last 20 years veterinary medicine has seen a significant growth in specialists. In B.C. there are now 60 specialists in a field of 1,250 veterinarians provincewide.

When Vancouver veterinarian Dr. Michael Goldberg, of the Animal Wellness Hospital, started his practice 15 years ago, he did conventional medicine only. But by 1999 Goldberg was doing homoeopathy on animals, and in 2005 included acupuncture, chiropractic medicine and laser therapy for animals.

"It's what the consumer is demanding - a more integrated approach," said Goldberg. "They want their pet to feel better and not suffer and there may be two or three ways for that to happen. Say I have a dog that comes in with a certain set of symptoms associated with back pain. Ninety per cent of the time a strong anti-inflammatory (prescribed with conventional veterinary medicine) was given, but the advantage I find is if we see the same case rather than give the one choice, we can look at the spine and give a treatment option or two, either with an acupuncturist or a chiropractor and get at the root cause of that pain," he said.

However, one of the main issues today is ensuring the people providing the alternative treatments to animals are properly qualified to do so.

In B.C. the provincial Veterinary Act clearly sets out who is licensed to provide health care to animals, but the College of Veterinarians of B.C. is finding people not qualified to practice are getting into the field.

Recently, the college struck an unauthorized practice committee to look into non-veterinarians encroaching on their field.

"It's an increasing issue," Cornish says. "You'll tend to see human practitioners branching out to animals. That is against the Veterinary Act."

She said the worst culprits are chiropractors for humans working on animals, and people who have no credentials at all performing teeth cleaning, which is under the umbrella of dental veterinary work.

"You just look online, in classified ads or pet expos, to see how many are doing it," she said.

Cornish said there is a place for alternative health practices - such as Chinese traditional medicine, homoeopathy and chiropractic care - but they must be under the supervision of a veterinarian or be done by a vet who has had the proper training.

Goldberg said in order to have the right to provide chiropractic medicine for animals himself he did an additional 200 hours of training, which took six months.

He did the same amount of training to learn acupuncture for animals and to learn homoeopathy.

"It's amazing how things have changed since I first became a veterinarian. It's all based on how we can better treat our animals and that's how medicine grows," he said.

"It's all mirroring human health. People are seeking out better treatments and the response of the industry is to train people to fill that demand. It's exciting to keep learning and exciting to have answers to help your patient feel better."

Cornish said it takes about four years to become a veterinarian and then, on average, another four years to become a specialist in a field such as oncology or animal dentistry. The vet would then need to write qualifying exams in that field and be certified by the college in order to practice.

Specialized treatment Often vets must travel outside the province to get the training they need.

For instance, veterinarian Dr. Nina Speyer, who performs acupuncture on animals at the Amherst Veterinary Hospital, obtained her certification from Colorado State University earlier this year.

Speyer said the principles used in acupuncture for humans are the same for animals.

"The main difference is with animals you can't leave them alone in a room with needles," she said.

Speyer said acupuncture has been performed on animals in the mainstream only for the last 15 years.

She added that while it is used on horses and exotic pets she sees mainly dogs and cats suffering from pain or inflammation in her own practice. After a conventional medical examination and diagnosis, acupuncture can be used in addition to other treatments, she said. \ It involves placing needles at specific points to induce the release of certain neurotransmitters that can block pain and reduce inflammation.

Acupuncture and chiropractic medicine are such useful techniques that they can prevent animals from having to undergo surgery, said Dr. David Lane, who is trained in both methods.

Lane, who has been a veterinarian since 1992, got into chiropractic medicine in 2006, in part after witnessing the results in a horse.

"It was always a miserable, ornery horse. But when I saw it (one time) it was a completely different horse and I asked what happened. A chiropractor (vet) adjusted its back. It

was behaving that way before because it was in chronic pain," he said.

Lane said chiropractic medicine is one of his "best tools" to help a patient suffering from muscular skeletal pains.

"We'll get a dog brought in on a board screaming in pain and 15 minutes later (after an adjustment) running around happy."

He said the demand for chiropractic medicine is huge and he has a one-month waiting time for patients in Vancouver, which is why many of his urban patients end up visiting him in

Squamish and Whistler, where he also practises.

Sports medicine "The agility people with competition dogs are all over this. They're very aware of sports injuries and very proactive about their high-end competition dogs," he said.

Lane was the team veterinarian for the Canadian National Agility Team at the World Agility Open last March in Spain. The Canadian dogs took six out of 13 gold medals.

"My hotel room was turned into a treatment area to get them into top form. There was one competitor who had dropped three or four bars (during an agility course) and I could see the dog wasn't fully extending (its legs) and had lower back pain from weak underlying muscles."

After an adjustment was made the dog went on to finish the competition and only dropped one bar for the rest of the day.

He said geriatric animals are often brought in for chiropractic and acupuncture treatments

to help their muscle tone and stimulate the nerves.

"We can at least stop the decline and make them more happy in their last years," he said.

Lane said in a typical case, a dog who had a bad fall and then wasn't moving right afterwards could have his issue resolved after two or three chiro appointments costing $400 to $500 in total.

He pointed out that cost would be significantly lower than if the animal had to have X-rays (which wouldn't even show the problem if it was muscular), surgery and medication.

As for medical insurance for pets, Goldberg said just as with humans, coverage for alternative treatments depends on the insurance agency.

"Most pet insurance companies will cover conventional medical specialties like radiology or ophthalmology but when it comes to alternatives like Chinese medicine, acupuncture or homoeopathy, some of the insurance companies are stickier. It mirrors our human medical model. It can be difficult to find coverage under MSP (Medical Service Plan) for an acupuncturist," he said.

Despite the uncertainty surrounding pet insurance, public attitudes toward alternative treatments are changing, even if some pet owners don't want to admit it, said Lane.

He gave the example of two of his clients - farmers who are neighbours - who are using his chiropractic services but would never admit that to each other.

"Pets are family members. They're not just the old farm dog anymore. These old-school farmers are almost embarrassed they are bringing in their dogs to me but they're doing it because they see it works."

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The evolution of pet food - from table scraps to the raw food diet

A generation ago it wasn't uncommon for pet owners to simply feed their pets table scraps.

But no more. Now only the very best highend pet food will suffice for the vast majority of pets.

According to a recent report by Mintel, an international market research company, nine out of 10 pet owners view their pet as "family members" and as such seek only the very best pet food to ensure their pets' good health.

In fact, the pet food industry comprises the biggest share of pet-related retail sales, making up nearly 40 per cent of the total amount spent on pets at $19.7 billion in 2012, according to the U.S. report (similar statistics in Canada are not available). "Anthropomorphism of pets has an increased effect on the dietary aspects of commercial pet foods including ingredient selection and nutritional composition," said animal science researcher Kelly Swanson of the University of Illinois.

He said the raw food diet has become increasingly popular in recent years, since some pet owners no longer accept animal byproducts in their pet foods

and are insisting on real meat. This has an impact on sustainability since "pet foods compete now directly with human consumption."

"Homemade diets and raw feeding is using human foods. A pork chop or steak for your pet is different from a secondary product," said Swanson. He added that obesity among pets is a risk on a raw diet because the animal's protein intake is often significantly higher than what is required. And it's not just the raw diet fad where pets are at risk for obesity, he said.

"More and more companies are selling products that have more protein and that can lead to obesity."

Swanson said some diets have 40 to 60 per cent protein with a few even advertising in the 90 per cent range, yet most dogs or cats only require 30 per cent of their diet to be protein. "The raw food diet is fairly controversial. I have friends who feed their pets raw food and their pets are fine. But it's a tricky

thing to do and people forget about the issue of sustainability. They'll recycle their cans on one hand but food shortages in some countries are not on their radar when they are dealing with their pets' food."

Swanson said if you are looking at this issue from a sustainability standpoint it is far better to feed your pets animal byproducts, which can still be a good protein source.

Vancouver animal behaviourist Dr. Rebecca Ledger said she's found that if an animal's protein levels are too high there can be increase in aggression. She also recognizes the raw food diet is controversial among pet owners but 99 per cent of scientists "are on the same page" and don't believe it is appropriate.

"Dogs are living longer, healthier lives because of how much healthier the dry kibble diets are now from reputable food manufacturers," she said.

Ledger said people sometimes equate expensive pet food with the best but that's not always the case and pet owners need to read the ingredient list to ensure the diet is balanced.

Kim Pemberton, Vancouver Sun

Pet food history 1860s and 1870s - James Spratt sells first dog food, called "dog cakes," in 1866 in London, England. In 1870, he introduces them in the United States. 1908 - Milk-Bone enters the market. From that period, up until 1920 there are only two food companies in the market. 1920s and 1930s - Canned horse meat is sold for pet food. 1940s - Not much changed in the industry, but war and societal changes altered perceptions of pets, with people increasingly viewing them as companions. 1950s - Purina begins extruding pet foods in 1954, a process that revolutionized the industry. This form of processing improved the product and how it was digested by pets. (Most dry foods today are extruded.) 1950s to 1980s - A lot of research is done with the goal of identifying nutrient requirements. Foods before this time were not necessarily "complete and balanced."

1980s to today - The modern pet food industry sees a great expansion of pet food types for life stages, activity levels, and allergies.

Kim Pemberton, Vancouver Sun

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**GRAPHIC:** Ward Perrin, PNG Files; Eleven-year-old Mackenzie co-operates with Dr. Nina Speyer as she inserts acupuncture needles during a treatment at the Amherst Veterinary Hospital .; Jason Payne, PNG; Dr. David Lane gives Jake an examination and chiropractic treatment at the Vancouver Animal Wellness clinic in Vancouver Tuesday. Lane, who has been a veterinarian since 1992, is trained in both acupuncture and chiropractic for animals.; Ward Perrin, PNG Files; Many pet owners these days only want the best medical care and a high-quality diet to go along with it to ensure their pets' good health. Mackenzie is shown having an acupuncture treatment.;

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**1209**

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The Vancouver Sun (British Columbia)

July 19, 1999, FINAL

**Mind and body linked**

**SECTION:** The Healthy Life; C3

**LENGTH:** 737 words

For more than five thousand years, the practice of **Traditional Chinese Medicine** (TCM) has reflected the understanding that the health of the body and the mind are inextricably linked.

Although many of us may identify **Chinese medicine with acupuncture** and exotic-smelling herbs, these are only two aspects of a system that also includes massage and manipulations, diet therapy and therapeutic exercises such as tai chi and Qi gong (energy manipulation). Meditation and a balanced lifestyle are also considered important.

Chinese medical philosophy emphasizes health of the whole body as opposed to separate parts.

The foundation of this teaching lies in what the Chinese call ''Qi'' (pronounced chee) the life force or energy, that binds all things together.

According to these ancient practices Qi energy flows like electricity throughout the human body, along channels or meridians, to specific organs.

When all the meridians are open and functioning fully, there is an abundance of Qi and the person will enjoy good health. If one of the meridians becomes blocked, Qi cannot nourish that area of the body, and an imbalance will occur in certain organs.

Even normal day-to-day living takes its toll upon our Qi, and the physical and mental effects become more apparent as we age.

But the theory is that when Qi is cultivated in the body, youthful health and energy may be maintained well into old age. Longevity is also believed to be a benefit.

TCM practitioners maintain that there are essentially two types of internal stress and both have a strong effect on the flow of Qi throughout the body, and hence upon physical health.

Most of us are aware of the negative impact of distress upon the body; when we become anxious or angry, it is often accompanied by headaches sleeplessness, or reduced immunity function. What we may not know is that eustress, or positive excitement, such as that caused by a new job or an upcoming holiday, can also affect health.

North Americans are increasingly embracing TCM as a solution to their stress as well as an answer to health problems that Western Medicine may have been unable to cure.

At the Integrated Traditional Chinese Health Clinic on West Broadway in Vancouver, doctors have given thousands of patients relief from serious health problems and chronic pain.

The Clinic is headed by Dr. David Bo Zhong, Acupuncture Specialist, Doctor of Traditional Chinese Medicine and Qigong master.

Dr. Zhong has extensive training in TCM, including degrees from two of China's top universities. He continues to develop his expertise by regular visits to China conferring with Masters there.

Consultations with Dr. Zhong are free.

There are five TCM doctors, a TCM practitioner and an herbalist supporting Dr. Zhong at the clinic.

Dr. Zhong began his training under Buddhist and Taoist Masters at a Shaolin Temple in China.

His parents sent him there at the age of five in hopes that he would overcome his serious liver problems and asthma.

He not only regained his health but after ten years of study and training in the temple, he mastered Qigong, Taiji, Kung fu and other Traditional Chinese Arts.

He attended the top two universities in China where he studied acupuncture, acupressure and herbology and completed a five year program especially for muscle and tissue rehabilitation in bodily injury cases earning his Medical Doctorate. He was a major doctor at the National Integrated Health Clinic treating chronic medical conditions which could not be treated in other hospitals.

He was a guest Professor at Ball State University, Indiana by special invitation of the United States government and was an instructor at the World Acupuncture Organization in Beijing.

Dr. Zhong is currently President of the International Acupuncture Association in North America, China, Taiwan and Hong Kong.

The World Health Organization recognizes acupuncture and Traditional Chinese Medicine's ability to treat more than 200 commonly encountered clinical disorders including: gastrointestinal disorders, urogenital disorders, gynecological disorders, respiratory disorders, disorders of the bones, muscles, joints and nervous system, circulatory disease, emotional and psychological disorders, addictions, eye, ear, nose and throat disorders. It is also recognised as supportive therapy for many chronic and painful debilitating disorders.

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**GRAPHIC:** CP Color Photo: Dr. Zhon practicing Zhao Bao QiGong the ancient art of mental and physical exercise and training believed to promote longevity; Color Photo: Dr. David Bo Zhong

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The Vancouver Sun (British Columbia)

November 9, 2007 Friday

Final Edition

**Lawsuit launched over granting credentials**

**BYLINE:** Gerry Bellett, Vancouver Sun

**SECTION:** WESTCOAST NEWS; Pg. B5

**LENGTH:** 231 words

The professional body that regulates the practice of **traditional** **Chinese** **medicine and acupuncture** in B.C. has launched a lawsuit against an organization that it claims is illegally granting credentials.

The College of Traditional Chinese Medicine Practitioners and Acupuncturists of B.C. is seeking a Federal Court order to prevent the Council of Natural Medicine College of Canada from granting professional titles, including those of registered acupuncturist and doctor of traditional Chinese medicine.

"It's a question of public protection," said Mary Watterson, college registrar.

The suit claims that under B.C. law, only the college can confer such professional titles.

The college is the licensing authority for 1,300 people who practise traditional Chinese medicine and acupuncture in B.C.

Dr. Arden Henley, college chair, said it is the college's "responsibility to protect the public by assuring only qualified and accountable practitioners provide services."

The move was necessary to "safeguard unsuspecting patients," he said.

Henley said the CNMCC was granting credentials to practitioners "that were being mistaken for legal authority to set up shop."

Watterson said anyone concerned about the qualifications of a practitioner offering traditional Chinese medicine or acupuncture can go to the college's website and check to see if the person is registered.

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The Vancouver Sun (British Columbia)

June 28, 1999, FINAL

**Two health traditions stronger than one**

**BYLINE:** James Knights

**SECTION:** Editorial; A11

**LENGTH:** 287 words

I wish to respond to the June 24 News in Context article, ''Keeping alternative medicine in good health.''

The proper name of the new regulatory body is the College of **Traditional Chinese Medicine** (TCM) and **Acupuncture** Practitioners of B.C. The majority of the practitioner-members of the new board are doctors of TCM who will be writing bylaws to fulfil the health professions council recommendations. These bylaws will make TCM herbology, TCM acupuncture and, most important, TCM diagnostics reserved acts for TCM practitioners.

New appointee David Li Lam's comments about medical doctors leading the way makes one wonder if he truly is an alternative practitioner. It is because of the narrow path that the medical system has chosen that people seek alternatives. A Taoist system of medicine like TCM has not and would not create races of ''super-bugs'' by initiating a vicious cycle of chemical warfare that results in mutated species of bacteria. Blindly relying on reductionist methods of laboratory medicine without a universal strategy is malpractice.

TCM is a clinically proven discipline. In China, it is used in combination with Western medicine to achieve a greater effect than either one used alone. Its inclusion under medicare would save money through low-cost solutions to health problems.

This should be a time to accurately inform the public of a truly historical event, not use it to dash the hopes of cancer survivors, undermine premiers, wallow in hyperbole of threatened crackdowns, or to imply that the medical competence and motives of healers from other cultures are suspect or inferior.

James Knights

President

Traditional Chinese Medicine Association of B.C, Victoria

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The Vancouver Sun (British Columbia)

September 01, 1999, FINAL

**ICBC files suit alleging medical claims faked**

**SECTION:** News; B7

**LENGTH:** 290 words

A Vancouver man who claims to be an expert in **traditional Chinese medicine** is being sued by the Insurance Corp. of B.C. for fraud relating to false patient billings and misrepresenting his credentials.

ICBC filed the civil suit in B.C. Supreme Court against David Bo Zhong, the Chinese **Acupuncture,** Acupressure and Chigong Clinic and the Integrated Traditional Chinese Health Clinic, located at No. 103 - 805 West Broadway, Vancouver.

The suit alleges Zhong and his clinic billed ICBC more than $255,000 between 1994 and 1999 for patient services that were either exaggerated or not performed.

ICBC also alleges that Zhong misrepresented the qualifications of himself and his staff in order to entice patients and bill ICBC for the treatments. ICBC alleges that Zhong has falsely claimed to be a medical doctor and that an honorary master's degree he claims to possess from Ball State University in Indiana is a forgery.

ICBC is seeking to recover all monies paid to Zhong and his clinic, as well as investigative costs and punitive damages. ICBC filed the suit after an investigation into Zhong and his clinic's billing practices and interviews with former patients prompted by a tip.

Zhong's lawyer, Daniel Le Dressay, said Tuesday he will file a statement of claim claiming all the allegations are untrue, scandalous, vexatious and an abuse of the process of the court.

Zhong was unavailable for comment, but in a recent, previously unpublished interview with The Vancouver Sun he was asked about the claims he makes in full page advertisements, that he can ''cure'' terminal diseases, including cancer and AIDS.

''It is true I can cure cancer -- some skin, lymph, liver, and cancer in the bones,'' he said.

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