



المؤتمر العالمي الخامس للقلب النبوي

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Towards Framework to Combat Forgery and Counterfeit in Complementary Medicine

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Abstract

Globally we are witnessing an explosion of interest in complementary medicine both within the health care system and outside. Highlights on the WHO global report on traditional and complementary medicine 2019 will be presented and discussed.

Current developments, particularly patient choice and local empowerment will further fuel this explosion. Public opinion is moving the argument for the integration of complementary medicine towards center stage. It is therefore increasingly important that access to complementary medicine and the advice given to patients is both safe and appropriate.

This presentation is a timely attempt to explore issues related to Governance and quality improvement systems in the health sector as well as to complementary medicine, and how governance - the key to providing safe and accountable services - will apply to complementary and health care systems.

Governance is an important tool for the integration of complementary and alternative therapies with "orthodox" and the health care systems.

Self-regulation with local accountability and professional improvement have been the hallmarks of clinical governance, leading ultimately to higher quality services and greater public confidence. CAM practitioners and their representatives should now urgently work together to integrate these features into their own systems of governance.

In the UK research shows that 50% of patients attending complementary practitioners still do not let their GPs know they are doing so. Other studies tell us that around 50% of GPs encourage their patients to try complementary therapies.

Optimizing cooperation between orthodox medicine and complementary medicine and subsequent integration of complementary therapies in the health care system is more likely to happen if clinical governance is congruent and consistent between them. Its aim must be to improve patient experience and ensure that safety and efficacy are maximized.

National bodies and guidelines play their part in this, but the real thrust will need to come from local practitioners with a commitment to establishing high standards within every health care establishment.

This presentation is an important starting point for considering the theoretical and practical ramifications of Framework to Combat Forgery and Counterfeit in complementary medicine.



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This presentation provides a background to the recommendations, toolkits, provisional guidance to support good governance practice for CAM practitioners and service providers as well as recommending developments within the CAM (academic and regulatory) field that will support the establishment of the Framework to Combat Forgery and Counterfeit in complementary medicine.

The integration of CAM into mainstream NHS services should aim to increase patients' choice of cost-beneficial treatment options. Patient-centeredness is a core value for CAM practitioners, so they are likely to participate enthusiastically in clinical governance projects focusing on patient choice and satisfaction.

Clinical Governance is a system through which health care organizations are accountable for continuously improving the quality of their services and safeguarding high standards of care by developing "an environment in which excellence in clinical care will flourish." and accelerating the establishment of the Framework to Combat Forgery and Counterfeit in complementary medicine.

Clinical Governance & Combat Forgery and Counterfeit in complementary medicine is everybody's business.



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