We need to develop sufficient rapport with our patients so that they are comfortable discussing their concerns, hopes, options, and choices. Our patients should feel well cared for and able to discuss openly, without embarrassment, any experimentation with alternative therapies. Further, our medical students must be well informed about the conceptual basis, safety, and efficacy of alternative therapies, the power of the placebo effect, and the psychodynamics of the doctor-patient relation. None of this can be relegated to an elective. Rather, what I have discussed here must be incorporated into the required curriculum of our school. Our patients are speaking to us through those 600 million CAM visits. We must do more than look at our watches.

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