

FOR IMMEDIATE RELEASE

AAIM Releases First Integrative Medicine Certifications

New AAIM Board Certifications lend additional credibility to complementary and alternative medicine (CAM) practitioners worldwide.

January 20, 2010, Springfield, MO – The American Association of Integrative Medicine (<http://www.aaimedicine.com>), the medical society for the 21st century, today announced the release of certifications designed to enable holistic, natural and complementary and alternative health professionals to lend additional credibility to their practice of integrative healthcare. Board certification also enables consumers to make an informed decision when selecting a provider.

“Today there are millions of medical practitioners that are embracing both traditional and alternative medicine in response to increasing consumer demand,” said Dr. Zhaoming Chen, Chief Spokesman & Board Chairman for the [American Association of Integrative Medicine](http://www.aaimedicine.com) (AAIM). “However, it has become more difficult for individuals to choose, and for practitioners to stand out from other providers. These certifications ensure quality in the industry by providing a high standard.”

For licensed integrative medicine professionals, including physicians, nurses, therapists, veterinarians and dentists, AAIM Board Certification in Integrative Medicine (BCIM) is available to those with a Bachelor’s Degree or higher from an accredited college or university, a current license from at least one state and a minimum of three years of experience in a role related to integrative medicine. In addition, professionals must pass the rigorous AAIM Board Certification exam.

For health practitioners, such as naturopaths, homeopaths, nutritionists, massage therapists, reflexologists, Reiki practitioners, herbalists and practitioners of other CAM modalities, AAIM Board Certification in Integrative Health (BCIH) is available to those with a Bachelor’s Degree or higher from an accredited college or university and a minimum of three years of experience in a role related to integrative medicine. Like the BCIM certification, individuals must also pass the rigorous AAIM Board Certification exam.

For more information about becoming certified visit www.aaimedicine.com or call toll free (877) 718-3053.

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About the American Association for Integrative Medicine

Founded in 2000 and headquartered in Springfield, Missouri, the American Association for Integrative Medicine (AAIM) educates and certifies practitioners in the integration of Eastern and Western medicine with the goal of improving clinical outcomes for patients. For consumers, they provide information and education

about the benefits of integrative health care, as well as a careful selection of trusted providers. For healthcare providers, AAIM promotes their high standards of professional competence to consumers and provides a gathering place for like-minded individuals who are committed to preserving global indigenous therapies and evaluating new approaches. They have thousands of members worldwide representing over 22 medical specialties. For more information, visit www.aaimedicine.com.

Press Contact: Carol Arnold, Arnold Communications, (877) 718-4604 x2, carol@arnoldcomm.com.