

FOR IMMEDIATE RELEASE

**AAIM Releases First & Only Accreditation Solely for
U.S. Integrative Medicine Organizations**

The American Association of Integrative Medicine (AAIM) has released the first-ever accreditation exclusively for integrative medicine training, certification programs and clinics.

March 17, 2010, Springfield, MO – The American Association of Integrative Medicine (<http://www.aaimedicine.com>), the medical society for the 21st century, today announced a landmark accreditation program. An extension of the organization’s mission to promote standardization in order to advance the profession, this new program seeks to establish a high standard of quality in the integrative medicine industry through an organizations adherence to nationally established criteria, policies and standards.

Integrative medicine has grown immensely over the last 20 years, resulting in thousands of organizations devoted to educating CAM practitioners and caring for patients. Faced with greater options, consumers are confused about who and where to turn to for quality care. In addition, high-quality educational providers and healthcare institutions have found it increasingly difficult to make themselves stand out from the rest.

Recognizing the confusion that exists today in integrative medicine, as well as the significant impact complementary and alternative medicine (CAM) can have on healthcare, with Accreditation the American Association of Integrative Medicine (AAIM) is seeking to promote efficient and effective voluntary standardization in the field of Integrative Medicine in order to advance national standards, support sustainable development, and benefit the health, safety, and welfare of the general public. For integrative medicine training, certification programs, and clinics, accreditation will provide a reliable indicator of quality, an external source of motivation through which to improve educational programs, shows concern for consumer protection and demonstrates an organizations commitment to pursuing high standards.

“This program has been under development for the last year by top experts in the field,” said Dr. Zhaoming Chen, Chief Spokesman & Board Chairman for AAIM. “We are excited to be bringing this to the CAM community and look forward to it elevating the industry as we know it.”

To be eligible for AAIM Accreditation, institutions must operate lawfully under state and federal regulations. AAIM is currently accepting applications for an accreditation pilot program. Interested organizations should visit <http://www.aaimedicine.com> for more information.

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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.

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