

anthroposophic medicine); certificates in phytotherapy among private physicians; patient demand for CAM; services offered and time required; and referrals for CAM treatments.

Materials and methods: Written survey of 750 physicians (500 German-speaking; 250 French-speaking) in primary care practices (FMH Praktische Ärzte, FMH Innere Medizin, FMH Allgemeinmedizin, and FMH Pädiatrie). Response rate: 50.4%.

Results: In total, 14.1% of the 750 respondents had certificates of qualification in one of the abovementioned CAM disciplines. In 2007, most certificates were in the area of TCM/acupuncture, followed by homoeopathy. **Patient demand for CAM:** Approximately 50% of patients asked about CAM treatment less than once a week; 20% of patients asked about CAM once a week; and 30% of patients asked about CAM more than once a week.

Services offered and referrals: 30.4% of the respondents offered CAM treatment. Homoeopathy and phytotherapy were the most frequently offered services, followed by TCM/acupuncture. CAM services were offered by the respondents either in addition to standard services (i.e. more than 50% of respondents who offered CAM services spent less than 25% of their time doing so) or as their predominant services (i.e. occupying more than 75% of their time). Altogether, 62.5% of the respondents referred patients for CAM treatments. The majority of referrals were for TCM/acupuncture. Of the 37.5% of respondents who did not refer their patients, 40% provided CAM services themselves.

Conclusion: Approximately 75% of the participating physicians offered CAM services themselves or referred patients for CAM treatments.

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Health by self-regulation: Towards an evidence-based fundamental concept for science and practice of integrative medicine

E. Baars^{a,b}

^aLouis Bolk Instituut, Healthcare & Nutrition, Driebergen, Netherlands

^bUniversity of Applied Sciences Leiden, Leiden, Netherlands

One of the key aspects of Integrative Medicine is evidence-based health promotion. However, until now there is a lack of scientific consensus on the concepts of health and health promotion. In this presentation, the newly developed concept of 'health by self-regulation' will be introduced and aspects of its validity will be described.

At first the historic development of the concept of health during the last centuries will be reviewed. It will be demonstrated that throughout history two elements have been central in the conceptualization of health: wholeness and balance. Furthermore, it will be demonstrated that in

the development of conceptualization of health, a new step is made. The focus has changed from the state of 'complete physical, mental and social well-being as described in the definition of the World Health Organization in 1946 towards the processes that are responsible for providing wholeness and balance on all levels in human beings. Secondly, the core elements of the concept will be described in general and specifically for the three sub-domains: physical health, psychosocial health and meaning in life. Then the validity of the concept will be explored by demonstrating that the concept is internally consistent, is in accordance with other relevant theories (e.g. self-organizing systems, systems biology, chronobiology, salutogenesis, hygiogenesis) and is in accordance with the empirical phenomena. Finally, the implications of the concept for science and practice will be demonstrated.

The new concept of health by self-regulation will provide a scientific solid fundament that will enable the integration of a conventional 'fighting disease' approach and a 'health promotion' approach in a scientific way. Thereby it will offer a contribution to the further development of Integrative Medicine.

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A qualitative analysis of patients' experiences of acupuncture: Implications for understanding non-specific effects

F. Bishop^a, G. Lewith^a, L. Yardley^b

^aUniversity of Southampton, Complementary Medicine Research Unit, Southampton, UK

^bUniversity of Southampton, School of Psychology, Southampton, UK

Background: Acupuncture is a popular form of alternative medicine. It has shown large non-specific effects, but which factors contribute to these effects is unclear. We therefore aimed to identify the psychosocial factors that could contribute to treatment outcomes in acupuncture.

Methods: We interviewed a purposive sample of 35 individuals (29 women) who had used acupuncture for various conditions and to varying effect. We used framework analysis to summarise and interpret the data.

Findings: Participants described intra-personal and inter-personal experiences before, during and after acupuncture needling that could contribute to treatment outcomes. Key themes in the analytic framework reflect individual physicality, cognition and emotion; social negotiation and support through the therapeutic relationship and close social networks; and societal and environmental influences.

Discussion: The psychosocial context of acupuncture from patients' perspective is broad. We must expand placebo theories in order to generate more comprehensive understandings of non-specific treatment effects in complex interventions.

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