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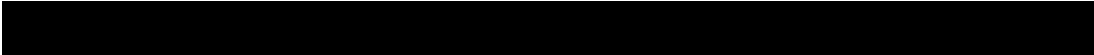
~ **NEWS RELEASE** ~

March 29, 2004

Client: Center for Appreciative Medicine

Book: Expect a Miracle

Author: Tel Franklin, M.D.



Is "Appreciative Medicine" the Next Wave in Integrative Healthcare?

New Book Documents Breakthroughs with Medical Journaling

(MONTEREY, CALIFORNIA) -- When Jonathan learned the lump under his arm was cancerous, he plunged into depression, fearing his life was over, and confused about the conflicting advice he received from doctors and friends. Then he met "Dr. Tel" Franklin and learned about a new technique called *appreciate dialogue*, a process Jonathan credits with reversing his depression and transforming his life. His story is just one of many recounted in the new book, *Expect a Miracle*, a workbook for Appreciate Medicine.

Appreciate Medicine may sound simple, but it represents a complete departure from the way Western medicine is currently practiced. Appreciative Medicine uses medical journaling to help patients focus on well-being rather than illness, and to direct their medical treatments rather than follow them. Dr. Tel has practiced appreciative medicine for years with astounding results. In *Expect a Miracle*, he shares his discovery with

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concerned patients and medical practitioners in hopes of building a network large enough to turn conventional Western medicine around.

Dr. Tel is a board-certified M.D. and a Fellow of the American Academy of Family Physicians. Like many other doctors dissatisfied with Western medicine's focus on surgery and pharmaceuticals, he has studied "alternative" therapies, earning credentials in medical acupuncture and Traditional Chinese Medicine (TCM). But Dr. Tel says, "alternative medicine is not 'alternative.' It still takes the approach of focusing on problems and how to make them go away. Appreciative Medicine focuses on optimal health and how to achieve it. The change in perspective may seem subtle, but it makes an enormous difference for many patients."

At the heart of Dr. Tel's new approach is *appreciate dialogue*, a form of medical journaling in which patients write down their goals, "modalities" that they feel might help them reach those goals, and feedback on their experiences. The journal is carefully structured to help people feel more in control and to focus on positive outcomes, not negative symptoms. The journal is then shared with a primary physician who is charged with assembling and monitoring a team of practitioners to help the patient achieve his or her goals.

The results of appreciative dialogue are impressive. For example, the process of medical journaling is itself therapeutic, helping patients strengthen their own internal healing systems, and helping them stay optimistic, reducing depression and its negative impacts on the body's immune system and other healing capacities. Appreciate Medicine also helps patients feel more organized regarding alternative treatment choices, more in charge, and more heard by medical practitioners.

When Jonathan discovered Appreciative Medicine, he had to interview 30 physicians before he found one that would accept the responsibility of reading his journal and supervising his treatment plan. Jonathan and his primary physician then interviewed more than 50 other professionals before assembling the final team of five that participated in Jonathan's treatment program. "I really built my own healing network, practitioner by practitioner," says Jonathan. His tumor was surgically removed, and he experimented with several complementary therapies, out of which he received the greatest benefits from acupuncture, massage, chiropractic, and visualization -- all wrapped in the process of journaling, which always helped him "feel calmer and more at peace."

I encourage you to request a free review copy of ***Expect a Miracle*** -- the workbook that has started the Appreciative Medicine movement -- and learn more about this potentially revolutionary way to practice integrative medicine. The Workbook itself is structured much like Appreciative Medicine: It is physically beautiful, with a soft matt cover that invites touching and encourages repeated use. The graceful typography is soothing, with positive reinforcement messages in the footers and sidebars of each page. Most importantly, the book provides plenty of room for users to share their own stories and chart their own course. Like Appreciative Medicine, ***Expect a Miracle*** is a collaboration between author and reader, between medical practitioner and patient.

Please let me know if you would like to interview Dr. Tel Franklin, or other medical practitioners who are now using this new approach, or the many patients who have agreed to talk with the media about their experiences with Appreciative Medicine.

