

GComm™ Seminars Presents:

# INTEGRATING KEY WESTERN BOTANICALS INTO THE AOM CLINIC™

With Michael Gaeta, LAc, LDN

Western herbal medicine has much to offer the Chinese medicine practitioner. Rather than attempting to teach how to integrate the entire Western material medica into an AOM setting, this presentation will explore the clinical relevance of incorporating a limited range of essential Western herbs. We will begin with an overview of Western herbal medicine, including the energetics of Western herbs, and issues of efficacy and quality. We will continue with a short review of key Western herbs that have major relevance in the AOM clinic. Echinacea, for example, emerges as a key herb for immune system function that has no counterpart in TCM. You will learn of groundbreaking new research, which will significantly change what you know about Echinacea's effects on the immune system and how it actually works. The seminar emphasizes a practical way to introduce Western herbs into the AOM clinic—based on the presenter's clinical experience and validated with case histories, which demonstrate the effectiveness of this approach.

## Seminar Outline

1. Overview of combining Eastern and Western herbal medicine
2. The energetics of Western herbs
3. Quality issues in herbal medicine
4. Short review of some key western herbs with a focus on those that have been successfully been introduced in the AOM setting.
5. Echinacea
  - a. Short historical perspective, including the Eclectic school
  - b. The latest research
  - c. The energetics of Echinacea
  - d. How to use it clinically
6. How to introduce Western herbs into an Eastern practice
7. Case histories from presenter's practice
8. Blending liquid herbal extracts

## About the Presenter

Michael C. Gaeta is a New York State licensed acupuncturist, licensed nutritionist and licensed massage therapist. He is a graduate of the New York College for the Health Professions, where was a faculty member for 10 years. In 1990, Michael founded Hands-On Health Wholistic HealthCare Centers, a group practice with three locations in New York. There he uses acupuncture, nutrition, bodywork therapy and herbal medicine to treat people with a wide range of health problems. Michael currently serves as president of the Acupuncture Society of New York. He writes for local and national publications, and lectures nationally at healing arts schools and conferences on business success, nutrition, medical ethics, Chinese medicine and practical spirituality. He is also a pianist and composer, and offers concerts in the New York area. His passion is to give, love and serve through teaching, hands-on therapies and music.

**Time:** 3.5 - 7 hours (1/2 day to 1 day, according to desired level of detail.)

**Who should attend:** Students, and all health professionals in private practice.

**Materials needed:** LCD projector & screen for PowerPoint, and a white/dryerase board or flip chart.

**Other:** No recording allowed.

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