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30Years
of Excellence in Medical Publishing

5th International Meeting On
**Complementary & Alternative
Medicine And Therapies**

SEPTEMBER 18-19, 2017 Charlotte, USA



CAM 2017

Theme: Innovations & Challenges in CAM Therapies and Integrative Health

5th International Meeting on Complementary & Alternative Medicine and Therapies

September 18-19, 2017 Charlotte, USA

Invitation

Pulsus Group with CME society and its fraternity cordially invites to share your knowledge and research at the **5th International Meeting on Complementary and Alternative Medicine and Therapies** to be held during September 18-19, 2017 at Charlotte, USA

The main theme of the conference is “Innovations and Challenges in CAM Therapies and Integrative health”

CAM 2017 will be an International CME event which will bring hundreds of delegates including keynote speakers around the globe working in the field of alternative therapy and disease management. This is an excellent opportunity for the speakers as well as delegates from universities and institutes to interact with world's eminent scientists, regulatory bodies and funding agencies. **CAM 2017** Delegates include editorial board members of related Pulsus Group International Journals.

The intending participants can confirm their participation by registering for the conference along with colleagues.

Regards
CAM 2017

Organizing Committee <http://complementarymedicine.cmesociety.com/>
Email: cam@cmesocietyconferences.com

PULSUS All the authors, researchers, scientists and students are honoured with their work and research in the particular CAM sessions given for the conference...

Conference Highlights

- Complementary medicine today
- Integrative Medicine
- Herbal Medicine/Herbalism
- Acupuncture
- Traditional Chinese Medicine (TCM)
- Arabic & Unani Medicine
- Alternative Medicine & Treatment Methods
- Ayurveda
- Yoga Therapy
- Osteopathic Manipulative Therapy
- Mind Body Medicine
- Chiropractic Technique
- Energy Healing Techniques
- Holistic Medicine
- Acupuncture
- Naturopathic medicine
- Anthroposophic medicine

Pulsus Group Conferences

300+ International Medical & Scientific Conferences, summits and events

Distinctive Features

- Attend and earn CE, CME & CPD credits.
- Learn about the latest developments in your field and aid your own growth.
- Meet your target audience & expand your B2B network.
- Get your research published in conference proceedings and renowned journals.
- Go live streaming on Youtube.
- Spread your knowledge. Conduct workshops, symposiums and exhibit your best products
- Call for Investors-Investors Meet





About Pulsus:

- PULSUS conferences act as a catalyst on the research trends that really matter and spurring their adoption by exploring and disseminating cutting-edge information. Thus, mainly adhere to stringent peer-review procedure with a view to set an example in promoting standard medical research with integrity. As an ardent supporter of medical publishing, Pulsus Group closely associates with the Canadian and other international medical research associations like Canadian Society of Plastic Surgeons, Canadian Society for Aesthetic Plastic Surgery, Groupe pour l'Avancement de la Microchirurgie Canada, Canadian Society for Surgery of the Hand. It publishes a wide range of medical journals that focus on medical specialties like cardiology, Integrative Medicine, Surgery and Reproductive Medicine.
- Pulsus Conferences explore the future by connecting minds and spreading brilliance at Pulsus Group annual conferences & meetings. Meet your colleagues, discuss your specialty, spread and aid, learn & grow in association with 1000+ scientific societies from The USA, Europe, The Middle East, Africa and The Asia-Pacific region. Pulsus group is closely associated with globally renowned academic and research societies.
- Pulsus Conferences believe that true technology and innovation depends on hearing from, and listening to, people with a variety of perspectives. We want our conferences, societies, associations and the technology communities and companies who participate in them, to include, encourage, and recognize people of all races, ethnicities, genders, ages, and abilities. Pulsus Conferences enhances the technology for people from underrepresented groups by actively recruiting diverse speakers for our events, signing up a broad variety of authors for journals and videos, and taking part in ongoing conversations about the value of diversity in the communities we serve.

Pulsus Group Journals (www.pulsus.com)

- **Current Research: Integrative Medicine**
- **Clinical Practice (THERAPY)**
- **International Journal of Clinical Skills**
- **International Journal of Clinical Rheumatology**
- **Diabetics Management**
- **Imaging in Medicine**
- **Journal of Sexual and Reproductive Medicine**
- **Plastic Surgery**

Exhibition and Sponsorship

- **An Exhibition will be held simultaneously with the Conference. The coffee break and lunch areas will be located adjacent to the booths. Thanks to exhibitors from all over the world, attendees will have a complete overview of new developments in the field of Microbiologys**

Additional benefits as follows:

- **Free exhibition booth for your association.**
- **Honorable guests for your presidents.**
- **Logo advertisement in the conference proceedings.**
- **Data sharing for your association.**

5th International Meeting on

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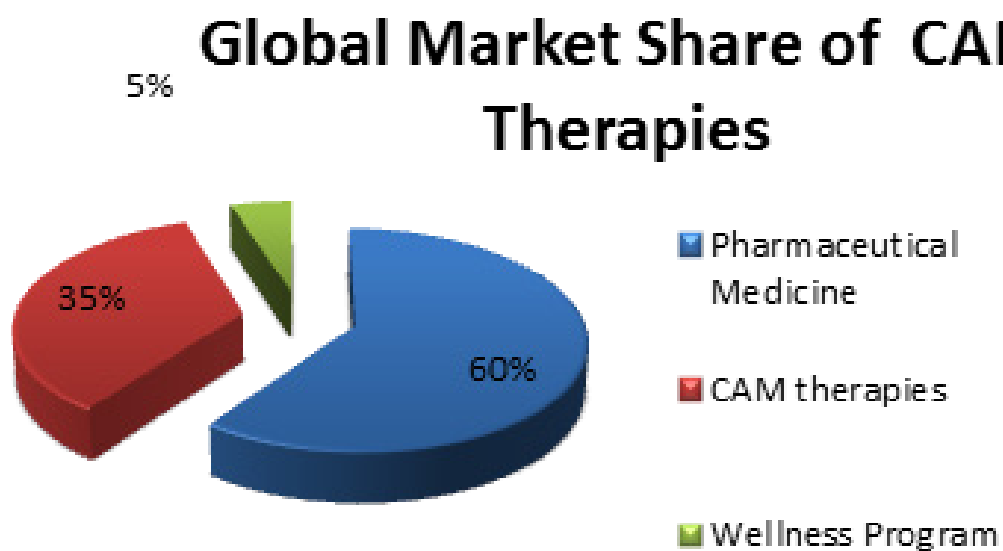
<http://complementarymedicine.cmesociety.com/>
Email: cam@cmesocietyconferences.com

Conference Agenda

Agenda				
Day 1		Reception/Registration	08.00-09.00	
		Time	General Session	
		09.00-09.15	Inaugural Address	
		09.15-09.45	Keynote/Plenary Talk 1	
	Least of 3 Keynote/Plenary Talks	09.45-10.15	Keynote/Plenary Talk 2	
		10.15-10.45	Keynote/Plenary Talk 3	
		Panel Discussions/Group Photo		
		Coffee/Tea Break 10.45-11.00 (Networking)		
		11.00-12.40	Complementary medicine today	
		Lunch Break 12.40-13.30		
		13.30-15.30	Integrative Medicine Herbal medicine	
		Coffee/Tea Break 15.30-15.45 (Networking)		
	15.45-17.25	Workshop		
Day 2		Time	Session 1	Session 2
		09.00-10.40	Keynote Forum	Acupuncture
		Coffee/Tea Break 10.40-10.55 (Networking)		
		10.55-12.35	Traditional Chinese Medicine Arabic	
		Lunch Break 12.35-13.25		
		13.25-15.05	Alternative Medicine Ayurveda	
		Coffee/Tea Break 15.05-15.20 (Networking)		
		15.20-17.00	Yoga Therapy Osteopathic Therapy	
		Poster Sessions		
		Awards & Closing ceremony		
Note: Above Mentioned Schedule is not a Final Agenda of the conference, it may change or be updated based				

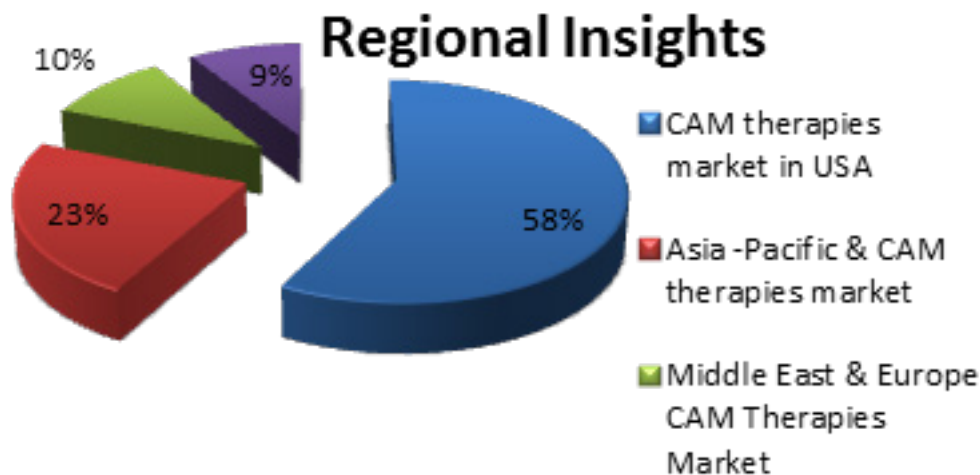
Market Analysis

- The global alternative medicine and therapies market demand was over USD 30.0 billion in 2014. Notable drivers include lower side effects and growing patient awareness levels. Increasing geriatric population base, growing awareness about general health and well-being, and inclination towards leisure and relaxation are also likely to boost demand. According to the World Health Organization (WHO) in October 2014, the world's population of elderly people has doubled since 1980 and is projected to reach 2 billion by 2050. Moreover, the number of people over 80 years of age will be quadrupled to 395 million between 2016 and 2050.
- According to a national survey, in a given year more than 35.0% of all Americans incorporate some kind of alternative therapy into their healthcare routine. In the U.S. more than 3 million people use acupuncture, and around 2% of the Americans use homeopathy for the prevention or treatment of chronic diseases.



Regional demand:

Complementary and alternative medicine has been immensely popular in the United States since the 1990s and is used regularly by more than one-third of adult Americans. Basic demand of Complementary and Alternative medicine services in USA was approximately \$9 each year which equals to 3percent of national ambulatory health care expenditures. Examining trends in demand for complementary and alternative medicine services in the United States reported in the Medical Expenditure Panel Survey during 2002–08, we found that use of and spending on these services, previously on the rise, have largely plateaued. Largely because of their popularity among the public, some complementary and alternative medicine services are now offered as benefits in state Medicaid programs, Medicare, and private health insurance plans. A closer examination of spending patterns on complementary and alternative medicine services may also provide insight into how a more “cash-based” health care market, in which patients were responsible for higher out-of-pocket co-payments, matures and might fluctuate with changing economic conditions.



Reasons for the high demand of CAM and dietary supplements:

People use CAM for a variety of reasons. Patients have become more interested and informed about CAM because of:

- The increased availability of information on the Internet.
- Increased contact with other cultures that traditionally use CAM.
- Renewed interest in formerly countercultural ideologies, such as environmentalism.
- The perception that CAM is easier to understand, safer, and less expensive than conventional medications.
- Distrust of and frustration with the health care system.
- A growing recognition that many factors contribute to health and well-being.

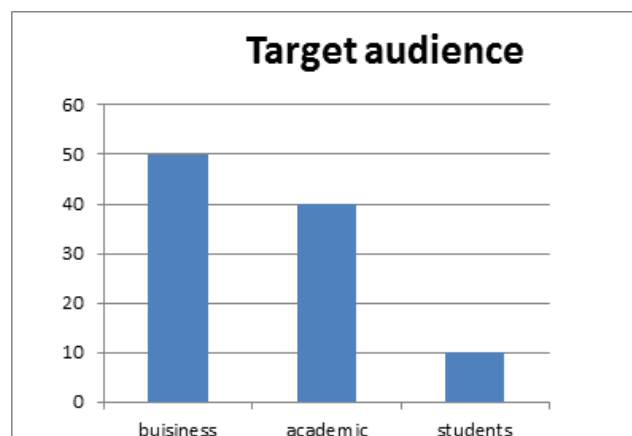
Studies show that pharmacists and physicians currently lack the knowledge, confidence, and training to provide proper guidance to the increasing number of patients who are using CAM therapies. Although the federal government, academia, and the private sector have begun to offer more support for education, research, and the integration of CAM with conventional medicine, more initiatives are needed. In the meantime, professional standards regarding CAM that have been issued for pharmacists and physicians are an important source of guidance with respect to providing patient counselling and utilizing these treatments.

Growing Integration of CAM:

In 1998, the American Hospital Association began collecting in its annual survey information about hospitals that offer CAM services and found that only 6percent of hospitals reported that they offered such CAM services. By 2001, the number of hospitals offering CAM therapies had more than doubled to 15percent “indicating a steadily growing interest by hospitals to enter into this arena”. Now in 2016, it has raised its services by implementing many more techniques and CAM therapies, in accordance with hospitals and CAM offering universities and societies.

Target Audience:

Directors of Research, Business Delegates, Acupuncturists, Yoga Instructors, Naturopathic Physicians, Osteopaths, Homeopathic Physicians, Research Scholars, Professionals of Ayurveda, Professionals of TCM (Traditional Chinese Medicine), Industrial professionals, Student Delegates, Holistic Health Physicians, Ayurvedic Practitioners, Chiropractic Professionals, Integrative medicine professionals, Massage Therapists, Reiki Practitioners, Physical Therapists, Hypno Therapists, Psychologists/ Psychotherapists, Occupational Therapists.



Some of the Universities of North Carolina and societies on CAM therapies:

Universities:

- University of North Carolina
- Roswell Park Cancer Institute
- Duke Integrative Medicine
- Ashford University
- Center for Integrative Medicine: Wake forest Baptist health

Societies and Associations:

- The International Society for Complementary Medicine Research (ISCMR)
- AAAOM - American Association of Acupuncture & Oriental Medicine
- AAMA - The American Alternative Medicine Association
- AANP - American Association of Naturopathic Physicians
- National Association of Massage Therapists
- National Ayurvedic Medical Association

Market Analysis

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Important Dates

Abstract submission opens: November 25, 2016
Registration opens: December 15, 2016
Early bird registration: January 19, 2017
On spot registration: September 18, 2017

Registration & Timings

September 18, 2017 (08:00 am to 06:00 pm)
September 19, 2017 (08:00 am to 06:00 pm)

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About City

Charlotte is the largest city in the state of North Carolina. It is the third-fastest growing major city in the United States. The Charlotte metropolitan area is part of a sixteen-county market region. Among Charlotte's there are many notable attractions, some of the most popular include- the Carolina Panthers of the National Football League (NFL), the Charlotte Hornets of the National Basketball Association (NBA), the Charlotte Independence of the United Soccer League (USL), two NASCAR Sprint Cup races and the NASCAR All-Star Race, the Wells Fargo Championship and the Charlotte Ballet. It has a humid subtropical climate. Charlotte Douglas International Airport is a major international hub, and was ranked the 23rd-busiest airport in the world. Park Road and the South Park area have an extensive array of shopping and dining offerings.



PULSUS Group takes pride in getting the endorsements of prestigious societies and medical research associations world wide.

Target Audience

- Directors
- Business Delegates
- Acupuncturists
- Yoga Instructors
- Naturopathic Physicians
- Osteopaths
- Homeopathic Physicians
- Research Scholars
- Professionals of Ayurveda
- Professionals of TCM
(Traditional Chinese Medicine)
- Industrial professionals
- Student Delegates
- Holistic Health Physicians
- Ayurvedic Practitioners
- Chiropractic Professionals
- Integrative medicine professionals
- Massage Therapists
- Reiki Practitioners
- Physical Therapists
- Hypno Therapists
- Psychologists/Psychotherapists
- Occupational Therapists

City Attractions

- The Billy Graham Library
- Carowinds amusement park
- U.S. National Whitewater Center
- Charlotte Douglas International Airport
- NASCAR Hall of Fame
- Levine Museum of New South
- Charlotte Segway Tour
- BB&T Ballpark

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**For more information on
Complementary & Alternative Medicine
and Therapies 2017 conference
please visit:
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