

Milwaukee

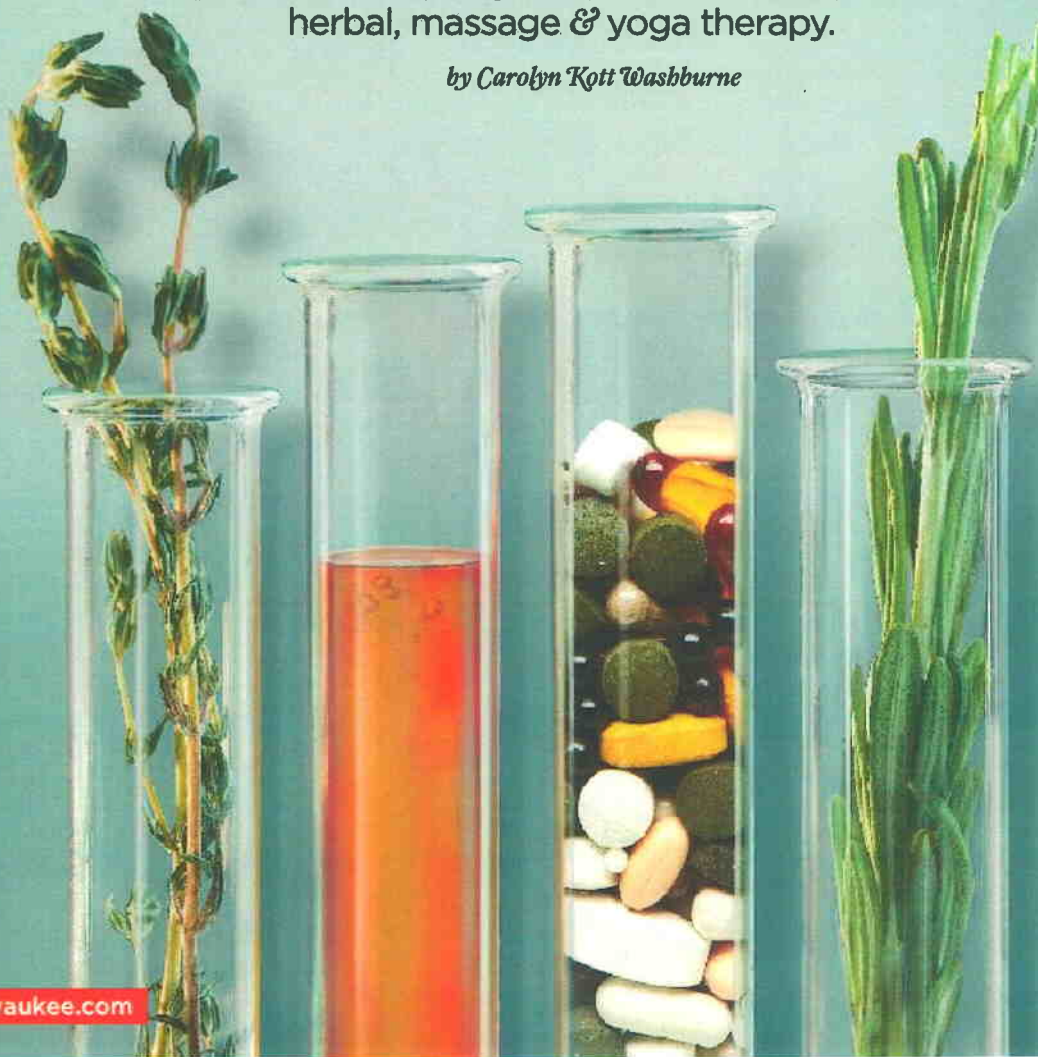
MAGAZINE

THE NEW

PICKED
BY THEIR
PEERS!

in 14 areas, including acupuncture, chiropractic,
herbal, massage & yoga therapy.

by Carolyn Kott Washburne





BEST
HOLISTIC
HEALERS

MORE AND MORE PEOPLE RELY ON COMPLEMENTARY MEDICINE SUCH AS ACUPUNCTURE, CHIROPRACTIC AND HERBOLOGY. OUR SURVEY OF PEERS PICKS THE TOP 43 PRACTITIONERS IN 14 SPECIALTIES.

BY CAROLYN KOTT WASHBURNE // PHOTOS BY ADAM RYAN MORRIS



When Dale Buegel started his practice back in the late '70s, Milwaukee was a wasteland when it came to complementary medicine.

“There was Outpost Natural Foods, one nutritionist and me,” he says. “This has changed dramatically.”

Formerly a psychiatrist, in 2002 he discontinued his medical license to focus solely on providing wellness consultations and training yoga teachers in Glendale.

“The Western medical system is fantastic about fixing acute problems and taking symptoms away,” says Buegel. “But it’s frankly terrible about promoting constitutional health, that aspect of the human organism that puts selves back into balance.”

Today, he is far from alone in pursuing that goal.

Cheryl Silberman, director of the Kanyakumari Ayurveda & Yoga Wellness Center in Glendale, is another holistic trailblazer.

“When I began practicing Ayurveda in the early 1990s, I was the only practitioner in the entire Midwest.” Today, her center has a staff of 15 that offers programs and services in Ayurveda (herbalism, body work and spirituality) as well as detoxification, yoga and meditation. Silberman says the Wisconsin Ayurvedic Medical Association now boasts 50 members, and there are full Ayurvedic centers in Madison, Eau Claire and Appleton.

The acknowledgement that traditional and alternative methodologies can work together for a patient’s benefit is gradually creating a sea change in the way medicine is practiced in the United States. The National Center for Complementary and Alternative Medicine conducted a nationwide survey of 23,393 adults (18 or older) and 9,417 children (17 or under) in 2007. The survey found that 38 percent of adults and 12 percent of children had used complementary and

alternative medicine (CAM) within the past year. The most commonly used therapies were nutritional supplements, deep breathing, meditation, chiropractic or osteopathic manipulation, massage and yoga.

Compared to the results of a similar study in 2002, the use of CAM among adults has remained relatively steady (the 2002 study did not collect data on children) – 36 percent in 2002 and 38 percent in 2007. However, some CAM therapies showed significant increases, in particular deep breathing, meditation, massage therapy and yoga. The use of massage therapy, for example, increased from 5 percent to 8.3 percent of adults.

What's more, further research on the 2007 data determined that adult patients spent an estimated \$33.9 billion out of pocket on their CAM treatments. (Most treatments aren't covered by insurance plans.)

"When it comes down to it," says Tor Furumo, a chiropractor with Columbia St. Mary's, "since most complementary services are a cash transaction, if they help, people will pay for them."

Insurance coverage, or the lack of it, can be an issue. Most alternative therapies, Furumo says, "still only attract 10 to 15 percent of the population, and they tend to use the ones that are covered by insurance, such as chiropractic."

Acceptance of CAM by traditionally trained health care providers, in particular physicians, is less widespread here, but it's growing. Curry Chaudoir, a Glendale acupuncturist who trains acupuncturists all over the country, says Milwaukee is about in the middle of the rest of the United States in terms of awareness.

"If you surveyed 100 people in the medical establishment in Milwaukee, 20 percent would think CAM is pretty weird, 40 percent have heard great things about it and 40 percent don't know anything," he says. Nurses, he adds, are leading the way toward acceptance, a sentiment echoed by others.

Chaudoir adds, "In some parts of the country, acupuncturists are viewed as witch doctors. In other parts, we're considered primary care providers. In Wisconsin, the general view is, 'Huh? That looks interesting, but it doesn't make sense to me.'"

Although Columbia closed its integrative health department two years ago due to budget concerns – and complementary medicine is "not a point of emphasis" at Froedtert & The Medical College of Wisconsin, according to Maureen Mack, director of media relations – the other two major health care systems in the area – Aurora Health Care and Wheaton Franciscan Healthcare – are getting on board.

Over the past 12 years, Aurora has made the area's largest investment in CAM methodologies, in both their hospitals and clinics. Today, Aurora offers 19 different CAM services, ranging from physicians and nurses trained in integrative medicine to acupuncture to reiki to clinical aromatherapy. Aurora also advanced the training of its existing health care professionals – physicians, nurses, pharmacists – in the appropriate integration of complementary therapies.

"As a result of our integrated care approach, we are providing new, low-cost opportunities to treat a host of different conditions, ranging from women's health conditions to skin and soft tissue problems," says Nancy Conway, director of complementary medicine at Aurora.

The Wheaton Franciscan system has three CAM physicians – a geriatrician, a family practitioner and an internist – eight massage therapists at various locations and wellness classes at the Pavlic Center at Elmbrook Memorial Hospital.

Complementary medicine, adherents say, opens up more options for treatment. Thiensville physician Gary Lewis, for example, takes an integrated approach to cancer care.

"It's not an either/or," he says. Instead, Lewis works with a patient's

HOW TO BE AN INFORMED CONSUMER

SELECTING A CAM PRACTITIONER CAN BE MORE COMPLICATED THAN SELECTING A DOCTOR BECAUSE OF THE SHEER RANGE OF PRACTICES AND PRODUCTS. SOME OF THESE HAVE BEEN EVALUATED IN RIGOROUS CLINICAL TRIALS, SOME HAVE NOT.

STEP 1

BECOME AN INFORMED CONSUMER:

- Visit the website of the National Center on Complementary and Alternative Medicine (nccam.nih.gov), whose Health Information page has information on specific CAM therapies plus links to other online sources of information.
- Within that site, research the information on clinical trials (nccam.nih.gov/research/clinicaltrials) to learn whether there is scientific evidence that the CAM therapy you're considering has been found effective and safe, and if so, for which populations.
- Beware of any hyped-up language such as "miracle cure" or "scientific breakthrough."

STEP 2

SEEK A CAM PRACTITIONER:

- Ask for recommendations from relatives, friends and co-workers.
- Inform your primary health care providers you are considering a CAM therapy. They may be able to answer your questions or refer you to a practitioner. If they pooh-pooh your idea, consult another provider.
- Research professional organizations for specific CAM practitioner groups. The National Library of Medicine's Directory of Health Organizations Online (dir.nlm.nih.gov) is a good place to start. Some professions have more than one professional organization.
- Check with the Wisconsin Department of Regulation and Licensing (drl.wi.gov) to see if your potential practitioner is licensed and that there are no disciplinary actions against him or her. Wisconsin regulates acupuncturists, chiropractors, CAM physicians, massage therapists and dietitians/nutritionists.

STEP 3

"AUDITION" A POTENTIAL CAM PRACTITIONER:

- Get basic information on your potential practitioner such as education, licensure, certifications, experience and cost, either in person (if possible) or over the telephone. Most practitioners have a website to get you started.
- Ask what to expect from your proposed treatment, especially the benefits, risks, possible side effects and typical length of treatment.
- Ask your health insurer whether any of the proposed treatments are covered.
- After the initial session, check your gut: Did you feel comfortable in the session? Did the practitioner take time to get to know you? Did he or she discuss how the treatment might work in combination with conventional treatments to improve your health? ■



THE NEW HEALERS
(clockwise from top left) Mark Robers massages; Sarah Filzen poses; Jodie Heinrich pricks; and Meredith Young mixes.

oncologist to minimize the side effects of traditional therapies, such as chemotherapy and radiation treatment, and also to enhance their effects. He employs a range of options, including two he now practices: nutritional and vitamin supplement counseling, and medical acupuncture. He also has a relationship with in-house staff or experts who provide chiropractic, yoga, massage and physical therapy.

Angela Hall, a Glendale chiropractor, has experienced firsthand the changing attitudes of area physicians. "When I first started 22 years ago, my patients were afraid to tell their doctor they were seeing me," she says. "Now doctors I don't even know refer patients here."

Mary Bernau-Eigen, a registered nurse, Rolfer and craniosacral therapist in Downtown Milwaukee who has been practicing since the late 1970s, has seen a big change in attitudes. "I'm getting clients who represent a wider range of people," she says "People who are not already into alternative therapies are hearing about them, thanks to word-of-mouth and the media."

Most commonly, those who seek out complementary approaches are doing so because they have a stubborn health issue that conventional medicine has not resolved or, proactively, they want to more effectively manage their health. The 2007 NCCAM survey indicated that CAM usage is greatest by those between ages 30 and 69.

Kathleen Neville may be the poster child for this new breed of medical consumer. Although a traditionally trained psychotherapist with a Shorewood-based practice, she's found herself increasingly relying on nontraditional medicine, ever since awakening in the middle of the night last September with excruciating pain in her right leg.

"It felt like a hot poker in my glute and a laser beam of fire going down my thigh," says Neville, 67. "I sat on the floor. I lay on the floor and put ice on my leg. I put heat on it. I put my upper torso over the kitchen table and hung there. No relief."

Neville wasted no time getting to an emergency room. There, doctors gave her an injection of dilaudid for the pain, referrals for physical therapy and an MRI, and orders to see her primary doctor.

The MRI test and accompanying X-rays revealed a pinched sciatic nerve resulting from a swollen disk, a worn-down disk at L5 and stenosis in the sacral area below the L5. Neville's subsequent treatment included steroids to reduce the swelling in her spine, prescriptions for the painkillers Tramadol and Vicodin, and instructions to continue physical therapy.

"Each night, the pain would become unbearable," she says. "During the day, I could only take three steps before my right thigh would go into spasm and I'd have to lean against buildings. Strangers would ask if I was OK."

Neville followed through religiously on her physical therapy sessions and daily home stretching routines. But she didn't stop there. She continued to pay regular visits to her long-term chiropractor and also began acupuncture treatments.

"One acupuncture treatment made a huge difference in the tightness of the IT band of muscles running down the outside of my leg," she says. "Energy began flowing again." Neville also began Pilates to strengthen the core muscles used when walking, standing, sitting and climbing stairs.

Eight weeks after her first episode, she'd discontinued pain medication. Neville is relearning how to walk, sit, stand and walk down stairs properly. She is continuing with physical therapy and acupuncture and will begin massage therapy when her leg is further healed.

"Each day can get a little better, but only if I do my part by sticking to the exercises and treatments," she says. "I never want to go through this again!" ■

THE TOP PRACTITIONERS

It's been nine years since our last comprehensive guide to complementary and alternative medicine in Milwaukee. Since then, the National Center for Complementary and Alternative Medicine has ratcheted up its funding of clinical trials for CAM therapies. Today, it conducts research on a variety of CAM approaches (nccam.nih.gov/research). The center's website also has advice on how to be an informed consumer and how to select a CAM practitioner (nccam.nih.gov/health).

This article is intended as an adjunct to the word-of-mouth system most consumers use to find practitioners. To compile this year's list, we sent a survey to more than 500 practitioners in the five-county metropolitan area, asking them to nominate three top practitioners in 14 specialties. We confirmed that all are still in practice and accepting new clients. Finally, we checked with the Wisconsin Department of Regulation and Licensing to make sure none of the finalists had any disciplinary actions against them. Practitioners are listed in alphabetical order and their age is included, unless they declined to give it.

The star * means the individual was included on our 2002 list.

ACUPUNCTURE

Acupuncture is an ancient Asian healing art that involves inserting needles into specific body points – sometimes stimulated with a small electrical charge – to restore the flow of energy, relieving pain and stress.

TRAINING / CERTIFICATION / LICENSURE: *Certificate from the Wisconsin Department of Regulation and Licensing is required. This involves passing examinations given by the National Certification Commission for Acupuncture and Oriental Medicine (which requires completion of studies in Oriental medicine from a nationally accredited school) and passing a clean-needle technique course.*

J. RAGANI BUEGEL, 44
Holistic Acupuncture Therapy,
6789 N. Green Bay Ave.,
Glendale, 414-292-3900,
ext. 219.

JODIE HEINRICH, 52
Green Tree Acupuncture, 6789

N. Green Bay Ave., Glendale,
414-292-3900, ext. 205.

GUAN-YUAN JIN, 61
Ace Acupuncture Clinic of
Milwaukee, 8412 W. Capitol
Dr., Milwaukee, 414-810-7967;
11308 W. Greenfield Ave., West
Allis, 414-774-3053

CARRIE MURPHY, 39
Core Concepts, 241 N.
Broadway, #204, Milwaukee,
414-277-7712; Shorewood
Family Chiropractic, 4433 N.
Oakland Ave., Shorewood,
414-389-8881

**MEREDITH
YOUNG, 54**
Integrative Health Services,
4465 N. Oakland Ave., Suite
200-S, Shorewood, 414-906-
0285

AROMATHERAPY

Aromatherapy involves the use of more than 40 essential oils derived from plants. The oils are inhaled, ingested or applied topically to the body to relieve stress or restore balance.



CAROLYN KOTT WASHBURNE DISCUSSES THIS STORY ON
WUWM'S "LAKE EFFECT," FEB. 8 AT 10 A.M.

TRAINING / CERTIFICATION / LICENSURE: No state licensure or certification in Wisconsin. Many who use aromatherapy are licensed in another profession, such as massage therapy, acupuncture or naturopathy.

KAREN BALISTRERI
2615 W. Lake Isle Dr., Mequon,
262-227-9874

PATTY HEYING, 47
The Healing Space on Main, N88
W16951 Main St., Menomonee
Falls, 262-628-4248.

BARBARA LEMKE, 62
Health and Wellness Options, 206
S. Silver Lake St., Oconomowoc,
920-285-4635

AYURVEDA

Ayurveda, developed in India more than 5,000 years ago, is a system of healing that emphasizes the balance of mind, body and spirit. Ayurvedic treatments can incorporate herbal medicine, nutrition, body work and spirituality.

TRAINING / CERTIFICATION / LICENSURE: No state licensure or certification in Wisconsin. The National Ayurvedic Medical Association sets standards and practices for all Ayurvedic

schools whose students become practitioners.

RIMA SHAH, 38
Riverwest Healing Arts Center,
713 E. Locust St., 414-517-7886

CHERYL SILBERMAN, 59
Kanyakumari Ayurveda & Yoga
Wellness Center, 6789 N. Green
Bay Ave., Glendale, 414-755-2858

CHIROPRACTIC

Chiropractic emphasizes spinal manipulation – rather than drugs or surgery – to correct misalignments and thus restore balance and promote the body's natural healing process.

TRAINING / CERTIFICATION / LICENSURE: License from the state Chiropractic Examining Board required. This, in turn, requires a bachelor's degree, graduation from an accredited chiropractic college, passing the written exams of the National Board of Chiropractic Examiners, passing the Wisconsin Statutes and Rules Examination, and obtaining continuing education units biannually.

KNUT FEIKER, 35
Healing Point Chiropractic, 10033
N. Port Washington Rd., Mequon,
414-403-3612

DUANE JARCHOW
Jarchow Family Chiropractic, 510
Hartbrook Dr., Suite 103, Hartland,
262-367-6699

DENNIS KOCH
Koch Chiropractic, 1055 Legion Dr.,
Elm Grove, 262-784-8232

ANNE MAEDKE *
Maedke Chiropractic Center, 715
E. Locust St., Milwaukee, 414-263-
7066

MONICA MARONEY, 38
Shorewood Family Chiropractic,
4433 N. Oakland Ave., Shorewood,
414-962-5483

COMPLEMENTARY/ INTEGRATIVE MEDICINE PHYSICIANS

"Complementary" or "integrative" implies that the physician uses alternative healing methodologies such as Chinese medicine, homeopathy and acupuncture, in addition to conventional Western medicine

TRAINING / CERTIFICATION / LICENSURE: No additional license required separate from a medical license. Physicians may have additional training and/or certification in a particular CAM methodology.

(ROSE) KALPANA KUMAR *
Ommani Center For Integrative
Medicine, 1166 Quail Ct., Suite
210, Pewaukee, 262-695-5311

GARY LEWIS, 53 *
Thiensville Family Health Care, 140
S. Main St., Thiensville,
262-242-3369

NORMAN SCHWARTZ, 63 *
10602 N. Port Washington Rd.,
Suite 101, Mequon, 262-240-0133

BOZENA SIMON, 47
11203 N. Buntrock Ave., Suite
204, Mequon, 262-238-8988;
Integrative Family Wellness
Center, 16353 W. Bluemound Rd.,
Brookfield, 262-754-4910

CRANIOSACRAL THERAPY

A gentle form of healing, CST practitioners gently manipulate the bones of the skull, restoring them to their proper position, which produces physical and physiological effects such as relief from back pain and insomnia.

TRAINING / CERTIFICATION / LICENSURE: No state licensure or certification in Wisconsin. Certification is available through the Upledger Institute. Some CST therapists are

NATURAL-BORN CHILD

ASHLEY BROOKS LOVES to talk about her "miracle baby," daughter Maya, born Feb. 1, 2010.

Married in April 2007, Brooks and her husband tried to get pregnant for more than two years. Specialists couldn't find a problem with either of them and suggested she take fertility drugs and try artificial insemination with her husband's sperm. "That sounds romantic," thought Brooks, 32, of Saukville.

Then the couple learned the success rate for insemination is only 15 percent – the same as trying to conceive on their own. "At \$400 a pop twice a month, it wasn't covered by insurance," she says. Plus, as a natural health care enthusiast, Brooks didn't like the invasive nature of the procedure.

While researching natural options, Brooks found a Chinese herbalist who seemed like a good fit. After an initial two-hour appointment ("They asked me every question you could imagine."), Brooks enrolled in a treatment plan of four to five months that involved taking two kinds of herbs, a cleanse formula and a toner formula. In her second cycle, Brooks was delighted to learn she was pregnant.

The physiology of it? "The fertility doctor told me I might be producing too much mucus for the sperm to get through," she says. "The cleansing and toning formulas obviously got rid of a lot of that."

Brooks says she had the utmost confidence in her herbalist and his office staff. "I had a lot of hope and faith," she says. "They made me feel very secure." ■

ACUPUNCTURE FOR AGONY

BY ANYONE'S DEFINITION, Tim Koppa is a jock. A phys-ed teacher at Nicolet High School, Koppa, 43, is also the boys' and girls' tennis coach and co-founder of SMACKtennis, a summer tennis academy.

By his own definition, Koppa was a slave to his tricky back, which would "go out" two or three times a year, leaving him in excruciating pain and completely disabled for up to two weeks. "I could barely function, much less drive a car," says Koppa. "That's pretty tough for a phys-ed teacher."

Prominent local orthopedic surgeons diagnosed some arthritis and bulging disks but said Koppa was not yet a surgery candidate. So he kept searching for some solution.

"I put it this way: If you break both my arms, I'd gladly trade that for my back never hurting again."

No such trade was necessary. Koppa discovered acupuncture, which he has been getting every few weeks for the past seven years. In that time, his back has gone out only once, an event he calls a fluke due to a stressful travel schedule.

"It's weird how those needles work, but they do," says Koppa. "He puts them anywhere from my mid-back all the way down my legs, even in the web of my hand!"

He adds, "I trust my acupuncturist completely. He keeps everything loosened up and in the right direction." ■

THE RIGHT KIND OF YOGA

CROHN'S DISEASE RUNS in Susan Goulet's family – her father died of it, and her brother, sister, aunt and cousin all have it – so it was no surprise when she was diagnosed 14 years ago. The chronic inflammatory disease of the digestive or intestinal tract has no cure.

Goulet's symptoms were debilitating: She was not able to digest any food, her ankles were swollen and bruised, and all of her joints were inflamed. Steroids designed to stop the inflammation made her puffy.

"Steroids also knock out your immune system," says Goulet, 52, of Milwaukee. "Don't get near anyone who is sick. Don't eat in salad bars. Don't go in a hot tub." Every time she tapered off the medication, she'd get sick again, sometimes requiring hospitalization.

At the time, Goulet was working stressful, deadline-filled, 12-hour days at her own graphic design business. It was clearly time for a change.

"About 12 years ago, I decided to try yoga because nothing else was working," she says. Fortunately, she stumbled into the right kind of yoga for her, Iyengar, which operates on a systemic level, working all the organs and the nervous and circulatory systems. In Iyengar, there is no jumping around, which would be detrimental to the joints.

As Goulet got better, she was capable of practicing yoga more regularly, and the more she practiced, the better she felt. She got sick only once more, after skipping classes and staying up all night working on a design project.

"I realized that yoga was going to help and my lifestyle was not," she says.

Goulet gradually transitioned out of her design business and opened her own yoga studio, the Milwaukee Yoga Center in Shorewood. She still has to be careful what she eats (everyone with Crohn's is different – for her, no-nos include dairy), but she is religious about maintaining her yoga practice.

"It takes a lot of dedication and discipline," she says. "You have to help yourself." ■

licensed or certified in another profession, such as osteopathy, massage therapy, naturopathy, chiropractic or Rolfing.

CAROL ALVAREZ, 43*
Wholebody Balance & Center,
204 E. Capitol Dr., Suite 105,
Milwaukee, 414-915-5234

MARY BERNAU-EIGEN, 68*
817 N. Marshall St., Suite 2,
414-271-9988

CHERYL BOTH, 48
Both Health & Wellness,
713 E. Locust St., Milwaukee,
414-491-3107

HERBOLOGY

Herbology – using plants for medicinal purposes – is based on many traditions, ranging from Native American to Chinese. Herbology promotes healing and health by allowing the energy of the plant to work with the body's energy.

TRAINING / CERTIFICATION / LICENSURE: No state licensure or certification in Wisconsin. For practitioners of traditional Chinese medicine, the National Certification Commission for Acupuncture and Oriental Medicine (NCCAOM) offers separate certification programs in Chinese herbology.

LOUIS JIN, 31
Ace Acupuncture Clinic of
Milwaukee, 8412 W. Capitol Dr.,
Milwaukee, 414-438-9488

CARRIE MURPHY
(See Acupuncture)

MEREDITH YOUNG
(See Acupuncture)

HOMEOPATHY

Developed in Germany in the late 1700s, homeopathy is based on the principle that substances causing symptoms in a healthy person can be used to cure someone who is sick. The extremely diluted doses of natural substances – extracts of plants, animals and minerals, in the form of liquids or small pills – stimulate the body to heal itself.

TRAINING / CERTIFICATION / LICENSURE: No state licensure or certification in Wisconsin.

DALE BUEGEL, 60*
Vitality Matters, 6789 N. Green
Bay Ave., Glendale, 414-292-
3900, ext. 220

MICHELE REYES*
216 Green Bay Rd., Suite 109,
Thiensville, 262-241-9131

BRUCE SEMON, 56
GreenSquare Center for the
Healing Arts, 6789 N. Green Bay
Ave., Glendale, 262-643-4222.

MASSAGE THERAPY

Massage therapy heals in many ways: improving blood circulation and lymph flow, reducing the heart rate,

lowering blood pressure, relaxing muscles, improving range of motion and increasing the release of endorphins.

TRAINING / CERTIFICATION / LICENSURE: License from the state Department of Regulation and Licensing. This requires completion of 600 classroom hours at an approved school, passing the examination of the National Certification Board for Therapeutic Massage and Bodywork, and passing the Wisconsin Statutes and Rules Examination. Effective Dec. 1, 2010, an active state license is required to practice massage therapy or bodywork therapy in Wisconsin. The title will change from certified massage therapist or bodywork therapist (CMT or CBW) to licensed massage therapist or bodywork therapist (LMT or LBT).

LEO GOBERMAN, 50
Kanyakumari Ayurveda & Yoga
Wellness Center, 6789 N. Green
Bay Ave., Glendale, 414-755-2858

KATIE MAEDKE-HALL, 30
Riverwest Healing Arts,
713 E. Locust St., Milwaukee,
414-943-0356

MARK ROBERS, 58*
Integrative Massage & Body
Therapy, 827 N. Cass St.,
Milwaukee, 414-278-0440

BARRIE SPRINGHETTI
Barrie Massage Studio,
122 N. Green Bay Rd., Thiensville,
262-617-2258

AMBER JIN, 30
International Institute of Holistic
Medicine, 8412 W. Capitol Dr.,
Milwaukee, 414-438-9488

NATUROPATHY

Naturopathic medicine is based on the belief that the human body has the ability to heal itself. Naturopaths treat the cause rather than the symptom, with programs oriented to diet, nutrition and lifestyle changes.

TRAINING/CERTIFICATION / LICENSURE: No state licensure or certification in Wisconsin. The American Naturopathic Medical Association sets professional standards nationwide.

DEBRA MUTH
Spring City Health Centre, 403 N.
Grand Ave., Waukesha, 262-547-