



A Review On Alternative Medicine In Clinical Practice

Vivek Chandra Yadav¹, Tarunyendra Pal² Abhijeet Sahana³, Prof. Dr. Biswajit Das⁴

^{1,2}Scholar, One beat college of medical sciences, Bhira, Uttar Pradesh,262901

³Assistant Professor, One beat college of medical sciences, Bhira, Uttar Pradesh,262901

⁴Principal, One beat college of medical sciences, Bhira, Uttar Pradesh,262901

ABSTRACT:

This study's thing was to learn further about indispensable drug and how it's used in the drug store sector. A volition. The expression "volition remedy" generally refers to any medical treatment that is not considered mainstream in Western medical practice. "Medicine" is a term used to describe medical treatments that are employed in place of traditional curatives. The expression "indispensable drug" refers to medical interventions that are employed in place of conventional remedies. also, some call it "integrative" or "reciprocal" drug. Whereas reciprocal drug is used together with conventional drug, indispensable drug is used in place of conventional drug. Croakers say that indispensable drug remains scientifically unproven, and thus cannot be trusted. What these croakers do not say is that numerous of the everyday medical practices and treatments are also scientifically unproven, but that does not stop croakers from defining them. Some other delineations seek to specify indispensable drug in terms of its social and political marginality to mainstream healthcare. Indispensable medical systems may be based on customs from foreign cultures or on traditional medication practices, such as Ayurveda, a traditional Chinese medicine practiced in India.

Keyword: Alternative Medicine, Mind-Body Medicine, Energy Therapies, Acupuncture Acupressure, Healing Therapies.

INTRODUCTION:

The phrase "alternative medicine" refers to medical interventions that are employed in place of conventional, mainstream therapies. Additionally, some call it "integrative" or "complementary" medicine. Chiropractic care, acupuncture, homeopathy, and traditional medicine are a few examples of alternative therapies. Complementary and alternative medicine are two different things.[1] While complementary medicine is used in conjunction with mainstream care, alternative medicine is utilized in substitute of it. Acupuncture is one of the more well known alternative therapeutic methods. The ancient Chinese developed the therapeutic technique, which has been in use for thousands of years. Practitioners of acupuncture hold that imbalances in universal energies are the root cause of illnesses and disorders. Any technique that seeks to replicate the therapeutic benefits of medicine but lacks biological plausibility and has not been studied, is not testable, or has been shown to be ineffectual is considered alternative medicine. [2,3] One thing alternative therapy have in common is that they rely on pseudoscience rather than medical science. The adoption of traditional practices outside of their original contexts without adequate scientific justification and proof turns them become "alternative" practices. New-age or pseudo are commonly used disparaging words for the alternative, with little differentiation from quackery.[4]

Others turn to the mystical or superstitious to explain their effects, while some alternative therapies are founded on notions that go counter to the scientific understanding of how the human body functions. In other cases, the procedure has too many adverse effects despite being perhaps useful. The biological model is the primary paradigm of conventional medicine. In order to restore the default state of health, treatment under this approach is primarily focused on "fighting the disease" in both prevention and treatment.[5] Alternative medicine differs from scientific medicine, which uses the scientific method to examine potential treatments through ethical and responsible clinical studies, resulting in evidence of either an impact or none at all.[6] Alternative therapy research frequently deviates from accepted research procedures, yielding inaccurate findings. Because the terms "conventional medicine," "alternative medicine," "complementary medicine," "integrative medicine," and "holistic medicine" do not refer to any medicine at all, prominent members of the scientific and biomedical community argue that it is meaningless to define an alternative medicine that is distinct from a conventional medicine. Others contend that the variety of theories and practices that make up alternative medicine and the overlapping, porous, and shifting lines separating it from mainstream care make it impossible to describe accurately.[7] Alternative healthcare techniques can vary in their theoretical underpinnings, historical roots, diagnostic methods, treatment approaches, and interactions with conventional medicine. The term "nonmainstream" refers to alternative medicine, which means that therapies that are deemed alternative in one place might be conventional in another.

According to critics, the phrase is misleading because it suggests that there is a successful substitute for science-based medicine, and supplementary therapy is misleading since it suggests that the treatment raises the efficacy of (complements) science-based therapy, whereas studied alternative medications almost never show any discernible improvement when compared to a placebo. There is no such thing as conventional, alternative, complementary, integrative, or holistic medicine, according to John Diamond, who also stated that "there is really no such thing as alternative medicine, just medicine that works and medicine that doesn't." Paul Offit later reiterated this idea.[8] Only two types of medications exist: those that are effective and those that are not. And the best way to sort everything out is to carefully evaluate scientific studies, not by reading magazine articles, chatting to friends, or going to online chat rooms.

The phrase "alternative therapy" generally refers to any medical intervention that is not considered mainstream in Western medicine. Alternative methods are referred regarded as "complementary" medicine when they are utilized in conjunction with conventional medical procedures. Furthermore, because the field is so diverse, it is challenging to define complementary and alternative therapies.

Among other therapies, it includes hypnotherapy, chiropractic adjustments, dietary and exercise modifications, and acupuncture, which involves inserting needles into the skin. There is much debate over the advantages of alternative therapy. The effectiveness of almost all of these tactics needs further investigation, but that hasn't prevented individuals from looking into them. According to the NIH, over 38% of American adults utilized alternative medicine in 2008 (the most recent reliable data we could locate). These are a some of the methods that are altering how Americans view health care. [9,10]

A large portion of the perceived impact of an alternative therapy comes from the assumption that it will work (the placebo effect) or that the problem being treated will go away on its own (the natural course of disease). This is made worse by the propensity to use alternative therapies when medication fails, when the illness is at its worst and is most likely to get better on its own. Natural products can be used to prevent infections. For instance, probiotics can prevent respiratory tract infections and apitherapy can prevent wound and gastrointestinal infections.[11] Without this bias, numerous studies have demonstrated noticeably worse outcomes if patients seek alternative medicines, particularly for conditions like HIV infection or cancer that are not predicted to improve on their own. Some alternative therapies are actively harmful or interfere with effective medications, which may be the reason why these patients shun them.

The usage and promotion of untested medicines are subject to significantly less regulation in the alternative sector, which is a very lucrative industry with a powerful lobby. The treatments are frequently marketed as "natural" or "holistic" in contrast to those provided by medical science. Billions of dollars have been spent on alternative medicine research with little or no success. Certain effective methods are only classified as alternative under very specific definitions, such as those that apply the term "alternative medicine" to all forms of physical activity.

HISTORY:

The history of alternative medicine can include the history of a variety of medical practices that were marketed as "alternative medicine" starting in the 1970s, the histories of individual practitioners in that group, or the history of western medical practices that the western medical establishment deemed to be "irregular practices." [2] It covers the background of integrative and alternative medicine. Western practitioners who did not belong to the growing science-based medical establishment prior to the 1970s were labelled "irregular practitioners" and rejected by the medical establishment as practicing quackery and lacking scientific training. As western medicine gradually absorbed scientific knowledge, irregular practice was largely shunned as quackery and fraud until the 1970s techniques and findings, and saw a commensurate rise in the effectiveness of its therapies. Unusual techniques were marketed and promoted under the umbrella term "alternative medicine" in the 1970s, along with other unproven or disapproved practices that were not associated with biomedicine and traditional non-western cultural practices. As part of the burgeoning new age movement of the 1970s, the use of alternative medicine in the west started to increase after the counterculture movement of the 1960s. This was brought about by deceptive mass marketing that claimed "alternative medicine" was a successful "alternative" to biomedicine, shifting societal views regarding the avoidance of chemicals and the challenge to all forms of authority and establishment, sensitivity to giving other cultures' beliefs and practices equal weight, and patients' increasing frustration and desperation with the limitations and adverse effects of science-based medicine. [12] The American Medical Association, which was instrumental in the fight against quackery in the US, shut down its Department of Investigation and disbanded its quackery committee in 1975. The term "alternative medicine" gained popularity during the early to mid-1970s and was widely promoted as a group of "natural" and successful therapeutic "alternatives" to science-based biomedicine. By 1983, mass because "alternative medicine" was so widely promoted, the British Medical Journal (BMJ) noted that "an almost endless stream of books, articles, and radio and television programs press on the public the benefits of alternative medicine procedures that include everything from meditation to creating a hole in the skull to increase oxygen flow.

TYPES OF ALTERNATIVE MEDICINE:

There are five main areas of practice for alternative medicine:-

- Whole medical systems
- Mind-body techniques
- Biologically based practices
- Manipulative and body-based therapies
- Energy therapies

1. **Whole Medical System:** -- Complete medical systems consist of a well-defined philosophy and explanation of illness, diagnosis, and treatment. [13] They include the following:
 - Ayurveda
 - Homeopathy
 - Naturopathy
 - Traditional Chinese medicine
2. **Mind-Body Medicine:** --The foundation of mind-body practices is the idea that emotional and mental states can affect physical well-being. To maintain health and prevent or treat illness, behavioural, psychological, social, and spiritual approaches are employed. Many mind-body practices are now regarded as mainstream due to the wealth of scientific evidence supporting their advantages [14]. For example, the following methods can help with headaches, insomnia, chronic pain, coronary artery disease, and childbirth: biofeedback; guided imagery; hypnotherapy (hypnosis); meditation, including mindfulness; and relaxation techniques. These methods are also used to assist people prepare for surgery and manage the symptoms of cancer that come with the disease and its treatment.

3. **Biologically Based Therapies:** --Natural chemicals are used in biologically based therapies to influence health. These procedures consist of the following:
4. **Manipulative and Body-Based Practices:** --Body-based and manipulative therapies use physical manipulation to treat a variety of ailments. Among these treatments are
- Chiropractic
 - Osteopathic manipulation
 - Cupping
 - Massage
 - Moxibustion
 - Reflexology
 - Scraping (for example, coining, spooning)

These treatments are predicated on the idea that the body is self-reliant and capable of self-regulation and self-healing. Additionally, acupuncture is occasionally seen as a manipulative therapy.

Lesions from some of these treatments (cupping, scraping, and moxibustion) could be misconstrued for indications of abuse or trauma [13]. These treatments are said to increase the body's energy levels and facilitate the removal of pollutants. Nevertheless, there is a dearth of high-calibre research assessing their effectiveness.

5. Energy Therapies: -

The energy fields believed to be present in and around the body (biofields) are the focus of energy therapies.

These treatments also involve influencing health and healing through the use of electromagnetic fields, which are external energy sources. The fundamental tenet of energy therapies is the existence of a subtle energy or universal life force within and surrounding the body. There is little scientific proof that such a global life force exists, and it is difficult to quantify.

Energy therapies include the following:

- Acupuncture
- Magnets
- Tai chi and Qi gong are forms of traditional Chinese medicine that use breathing, conscious movement, and gentle postures to help people balance their energy.
- └ Reiki
- └ Therapeutic touch

Most popular alternative Healing Therapies:

Alternative healing therapies are approaches to healing that deviate from a physician's standard of care. Stated differently, alternative medicine or alternative healing therapies are therapeutic approaches that are not now regarded as an essential component of traditional medical practice. [15,16]

- The advantages and therapeutic potential of these treatments are frequently demonstrated by study, but occasionally they may not have scientific validation. With alternative healing techniques, healing, treatment, and cure can be accomplished through a variety of energies, herbal and other supplements, diet, the body's self-healing process, and much more. A small number of these therapeutic methods predate traditional medications by thousands of years. A rising interest in natural and holistic treatment over the past few decades has led to the acceptance and growing popularity of different alternative healing modalities in India and around the world. Some of the most popular alternative healing therapies are: ----
- **Acupuncture:** -- Acupuncture is one of the more well-known alternative therapeutic methods. The ancient Chinese developed the therapeutic technique, which has been in use for thousands of years. Practitioners of acupuncture hold that imbalances in universal energies are the root cause of illnesses and disorders.

The Ying and Yang energies flow through unseen channels in our bodies. Although these two opposing forces are always combining, they may also fall out of balance.[11] Certain acupuncture points in the body's energy network are connected to different organs or bodily processes. In order to balance, slow down, or stimulate particular energies and promote healing, acupuncture involves inserting needles into the subcutaneous connective tissue at precisely precise locations.

- **Acupressure** – Like acupuncture, acupressure operates on the idea that the body's energy centres are represented by a number of distinct locations. By stimulating these places, imbalances in the life force flow can be corrected, leading to healing. Acupressure releases blockages and promotes healing by applying the right amount of pressure with hands, elbows, or specialized tools at certain key places in the human body.
- **Ayurveda:** - India is the birthplace of the ancient Indian healing system known as Ayurveda. The terms "Ayur" (life) and "Veda" (knowledge) combine to form the word "Ayurveda." By restoring equilibrium to the three basic life forces in our bodies—Pitta, Kapha, and Vata—Ayurveda is a natural healing method. Ayurveda promotes leveraging the body's natural healing abilities and living in balance with the environment. Ayurveda employs methods like yoga, breathing exercises, and meditation in addition to botanical medicines.
- **Aromatherapy** – Using the scent of essential oils, aromatherapy is a holistic treatment that enhances emotional, physical, and general well-being. Despite being mentioned in both ancient Chinese and Indian medicinal practices, French pharmacist Rene-Maurice Gattefosse is credited with discovering contemporary aromatherapy. Essential oils can be applied externally as lotions, ointments, or infusions in aromatherapy. Additionally, they can be taken internally by combining them with food and eating it.
- **Reiki** – The energy healing technique known as Reiki has its roots in Tibet and Japan. Reiki is an acronym for Universal Life Energy. Dr. Mikao Usui of Kyoto, Japan, rediscovered reiki in the nineteenth century and called it Rei-Ki. Reiki is quite basic; it involves placing hands on various body parts and energy centres to provide vital energy to every organ. Instead of using his own energy during a Reiki session, the practitioner uses his hands to act as a channel and guide the universal energy toward the recipient. By restoring balance and harmony to the body's physical, emotional, mental, and spiritual aspects, reiki promotes healing.
- **Homeopathy** – In the 18th century, homeopathy first appeared in Germany. It is among the more widely used and recognized forms of complementary and alternative medicine. The foundation of homeopathy is the idea that the illness and its remedy originate from the same circumstance. When taken in extremely small dosages, the drug that causes sickness in high doses has a therapeutic benefit [17]. As a result, symptoms that are comparable to the illness are produced in an attempt to treat it. Herbs and natural remedies are also used in homeopathy.
- **Naturopathy;**-- As the name implies, naturopathy is an alternative form of treatment that uses only natural means to support the body's natural healing process. Naturopathy may include healing practices including colour therapy, ozone treatment, reflexology, massage therapy, and herbalism, among others.

Advantages of Alternative medicine: --

- It is an enhancement in life quality. Prescription medications typically reduce pain, but as soon as the medication leaves our bodies, the pain returns. A person's quality of life significantly improves when they use alternative medicine.
- It's more secure. A vast range of therapies are included in alternative medicine, which is nearly always thought to be far safer than conventional medicine. The issue is resolved with natural solutions. You wouldn't be putting any artificial or unnatural compounds into your body.
- There are no negative side effects. You may be able to eliminate your headache by using conventional treatment, but there may be adverse effects such as nausea, hallucinations, and an increased risk of stroke. In contrast to natural therapies, almost every mainstream medicine includes some sort of warning regarding the negative side effects that can result from taking it. It is more adaptable. Treatment strategies might be more flexible with alternative medicine. In contrast to mainstream medical professionals, many chiropractors and practitioners of alternative medicine modify their treatment regimens in response to changes in lifestyle.
- It looks at your body's general health. The goal of alternative medicine is to balance out other areas of your life in order to treat illness and discomfort [14,18]. With alternative medicine, it's critical to modify treatment regimens while keeping in mind the effects of stress, sleep, and diet. The field of mainstream medicine is not nearly as comprehensive.
- It doesn't provide possibilities for addiction therapy. In addition to numerous detrimental effects on the body and mind, prescription medications can lead to dependency. The same drawbacks do not apply to alternative medicine.

Conclusion:

Since alternative medicine has grown in popularity, many occupational and environmental medical practitioners feel compelled to become knowledgeable about and use it. In addition to standard therapy, many patients, including ambulatory patients, adults, and children, employ alternative medicine. In recent years, there has been a noticeable rise in the usage of alternative treatments and practices. Both the alternative medicine sector and its medical professionals must raise their standards and self-regulation. Through the internet and alternative medicine websites that clearly display safety and efficacy information, the public has been able to obtain reliable information on alternative medicines. Researchers have been presented with a number of obstacles to overcome in order to determine more suitable methods for examining the efficacy of complementary and alternative therapies. Numerous alternative therapies are prescribed to treat different illnesses; the majority of these therapies are utilized to treat illnesses that may be considered a difficulty with mainstream medicine therapy.

References:

1. Ernst E, Resch KL, Mills S, Hill R, Mitchell A, Willoughby M, White A. Complementary medicine: A definition. *Br J Gen Pract.* 1995; 45:506.
2. https://en.wikipedia.org/wiki/Alternative_medicine.
3. Meeker WC, Haldeman S. Chiropractic: A profession at the crossroads of mainstream and alternative medicine. *Ann Intern Med.* 2002;136(3):216–227.

4. Correa, A. I. (1999) Complementary medicine and primary healthcare. *International Journal of Alternative and Complementary Medicine*, August, 10–11.
5. J. A. Marcum, *An Introductory Philosophy of Medicine: Humanizing Modern Medicine*, vol. 99, Springer Science & Business Media, 2008.
6. Jonas WB. *Mosby's Dictionary of Complementary and Alternative Medicine*. St. Louis, MO: Elsevier Mosby; 2005.
7. J. A. Marcum, *An Introductory Philosophy of Medicine: Humanizing Modern Medicine*, vol. 99, Springer Science & Business Media, 2008.
8. Meeker WC, Haldeman S. Chiropractic: A profession at the crossroads of mainstream and alternative medicine. *Ann Intern Med*. 2002;136(3):216–227.
9. <https://www.msmanuals.com/professional/special-subjects/integrative-complementary-andalternativemedicine/types-of-complementary-and-alternative-medicine>
10. Eisenberg DM, Davis RB, Ettner SL, Appel S, Wilkey S, Van Rompay M, Kessler RC. Trends in alternative medicine use in the United States, 1990-1997: Results of a follow-up national survey. *JAMA*. 1998;280(18):1569–1575
11. T. Eteraf-Oskouei and M. Najafi, “Traditional and modern uses of natural honey in human diseases: a review,” *Iranian Journal of Basic Medical Sciences*, vol. 16, no. 6, p. 732, 2013.
12. Straus S. Presentation given to the Committee on the Use of Complementary and Alternative Medicine by the American Public. Washington, DC: IOM; 2003. *NCCAM Research: Measures of success, lessons learned, and opportunities*.
13. R. Teschke, L. Zhang, H. Long et al., “Traditional Chinese Medicine and herbal hepatotoxicity: a tabular compilation of reported cases,” *Annals of Hepatology*, vol. 14, no. 1, pp. 7–19, 2015.
14. Fontanarosa, P.B.; et al. (1998). "Alternative medicine meets science". *JAMA*. 280 (18): 1618–19.
15. Eisenberg DM, Kessler RC, Foster C, Norlock FE, Calkins DR, Delbanco TL. Unconventional medicine in the United States: Prevalence, costs, and patterns of use. *N Engl J Med*. 1993; 328:246–252.
16. Sampson, W. (1995). "Ant science Trends in the Rise of the "Alternative Medicine" Movement". *Annals of the New York Academy of Sciences*. 775 (1): 188–97.
17. Cassileth, B.R.; et al. (2004). "Complementary and alternative therapies for cancer". *The Oncologist*. 9 (1): 80–89.
18. Tyreman, Stephen (2011-05-01). "Values in complementary and alternative medicine". *Medicine, Health Care and Philosophy*. 14 (2): 209–17
19. Cherkin, D. C., K. J. Sherman, R. A. Deyo, and P. G. Shekelle. 2003. “A Review of the Evidence for the Effectiveness, Safety, and Cost of Acupuncture, Massage Therapy, and Spinal Manipulation for Back Pain.” *Annals of Internal Medicine* 138: 898–906.

20. Kanowski, S., and R. Hoerr. 2003. "Ginkgo Biloba Extract EGb 761® in Dementia: Intent-to-Treat Analyses of a 24-Week, Multicenter, Double-Blind, Placebo-Controlled, Randomized Trial." *Pharmacopsychiatry* 36: 297–303
21. Di Carlo, G., F. Borrelli, E. Ernst, and A. A. Izzo. 2001. "St. John's Wort: Prozac from the Plant Kingdom." *Trends in Pharmacologic Science* 22: 292–97.
22. Mwabu, G. 1986. "Health Care Decisions at the Household Level: Results of a Rural Health Survey in Kenya." *Social Science and Medicine* 22 (3): 315–19.
23. Bhat, K.K.P. (1995) Medicinal plant information databases. In: *Non-Wood Forest Products. 11. Medicinal Plants for Conservation and Health Care*, Rome, Food and Agriculture Organization.
24. Awang, D.V.C. (1997) Quality control and good manufacturing practices: Safety and efficacy of commercial herbals. *Food Drug Law Inst.*, 52, 341–344.
25. Castot, A., Djezzar, S., Deleau, N., Guillot, B. & Efthymiou, M.L. (1997) [Drug surveillance of herbal medicines] *Thérapie*, 52, 97–103 (in French).
26. Food and Drug Administration (2000) *Guidance for Industry: Botanical Drug Products*, Washington DC, Center for Drug Evaluation and Research [<http://www.fda.gov/cder/guidance/index.htm>]
27. Kaptchuk, T. J. (2002b). The placebo effect in alternative medicine: can the performance of a healing ritual have clinical significance? *Annals of Internal Medicine*, 136(11), 817-822.
28. Lewith, G., Walach, H., and Jonas, W.B. (2002). Balanced research strategies for complementary and alternative medicine. In Lewith, G., Jonas, W. B., & Walach, H. (Eds.), *Clinical research in complementary therapies*. London: Churchill Livingstone, pp. 3-27.
29. McCormack, P. L., & Keating, G. M. (2005). Amoxicillin/clavulanic acid 200mg/125 mg extended release (XR): a review of its use in the treatment of respiratory tract infections in adults. *Drugs*, 65(1), 121-136.
30. Ramirez-Tortosa, M. C., Urbano, G., López-Jurado, M., Nestares, T., Gomez, M. C., Mir, A., & et al. (1999). Extra-virgin olive oil increases the resistance of LDL to oxidation more than refined olive oil in free-living men with peripheral vascular disease. *Journal of Nutrition*, 129, 2177-2183.