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## The growing popularity of alternative medicine approaches

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In the United States, the most popular thing to do when encountering a health issue is to go see your primary doctor and follow their recommendation. Now more than ever, people in the United States and abroad are seeking second opinions, considering alternative methods in combination with conventional methods, or forgoing conventional methods all together. Alternative medicine use has been positively related to scepticism of conventional medicine. A recent study suggested that 40% of Cancer patients actually have abandoned conventional care all together after adopting alternative treatment methods. These people were not considered poorly educated nor were they considered people who had exhausted all conventional methods. The most common alternative treatments include dietary supplements and other remedies. In 2017 it was estimated that 75% of adults in the US had been actively taking supplements in the last 12 months, and that number increased to 80% for adults over the age of 50. About 48% of these people are just trying to maintain a healthy lifestyle, while the remaining are wanting to fill nutrient

gaps/deficiencies or mitigate symptoms. With a lack of trust in conventional medicine and a growing demand for alternative methods, all health professionals should strongly consider offering patients alternative methods of treatment, when desired. It can also be shown that some patients prefer alternative methods because it is more in line with their personal or religious beliefs. As health professionals, we should want to recommend a course of action that is effective, yet is also something that the patient can believe in.



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