Joseph E. Pizzorno, Jr., N.D. Professional Profile

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Bastyr University:	President Emeritus Bastyr University 14500 Juanita Drive, Kenmore, WA 98028-4966 Phone:(425) 602-3003; Fax (425)602-3196 President_emeritus@bastyr.edu

"The most pervasive and silently accepted crisis in America today is the ill health of our people. We must change our fundamental approach from a traditional disease-driven, treatment-oriented medical model, to one that deals with the real problem of improving people's health."

A Practical Visionary

Creating a new vision of health care

A pioneer in the field of natural medicine, Joseph E. Pizzorno, Jr., N.D. is a practical visionary who has dedicated his life to improving the health of the human community. His work is devoted to changing how the world views health and encouraging others to become agents for change. His expertise and accomplishments have established the foundation for a bold vision, while his initiatives contain the building blocks needed to move toward that vision.

Building a new model for health care delivery

Dr. Pizzorno's groundbreaking efforts established Bastyr University, the first accredited, multidisciplinary university of natural medicine in the United States. His initiative and commitment inspired the creation of the first comprehensive government-run natural medicine clinic in the country. He is also the only licensed natural medicine doctor to ever serve on a county board of health. Dr. Pizzorno's political savvy has helped propel the profession of Naturopathic Medicine from obscurity to national prominence.

Making his vision a reality

Proven leadership, pioneering work, and natural medicine expertise make Dr. Pizzorno a force for changes that will make a positive difference in the health of the human community. His vision reflects a new model of health care delivery in America, one that emphasizes wellness through the comprehensive integration of conventional and natural medicine.

Utilizing natural health concepts to improve health

Realizing that corporate America, which pays 65% of the health care dollar, will ultimately determine the healthcare system, Dr. Pizzorno has begun working on ways to improve employer access to the benefits of natural healthcare. In 2001, Dr. Pizzorno founded Salugenecists, Inc. to bring natural health concepts to corporate health promotion programs. Based on 30 years of experience, Dr. Pizzorno has lead Salugenecists to create unique, innovative self-care strategies and technologies that will dramatically change corporate wellness and health promotion programs.

A Health Care Pioneer

Transforming the study of natural medicine

Since co-founding Bastyr University in 1978 as the first science-based institution of natural medicine, Dr. Pizzorno has helped produce an entire generation of licensed naturopathic physicians and other natural medicine practitioners. Under his vision and leadership, Bastyr became the first accredited, multidisciplinary university of natural medicine in the United States, attaining international recognition as the leader in the study and research of science-based natural medicine.

Creating tools for educational advancement

When Dr. Pizzorno co-founded Bastyr, no mechanism existed to objectively establish credibility for schools of natural medicine. In response, he helped established the pathway to accreditation. When he discovered that no modern textbooks for the study of natural medicine existed, he collaborated with Michael Murray, N.D. to create *A Textbook of Natural Medicine*. This comprehensive, 200 chapter

textbook with 10,000 citations to the peer-reviewed scientific literature remains the international standard for the education of natural medicine physicians.

Building a world-renowned research institute

Recognizing the need to subject natural medicine theories and practices to objective, scientific evaluation, Dr. Pizzorno facilitated the formation of the Bastyr University Research Institute and worked to secure research funds to become one of the first natural medicine research centers funded by the National Institutes of Health.

Establishing standards of educational excellence

Bastyr University exemplifies educational excellence for institutions of natural medicine throughout the world, with a health sciences faculty of over 150 qualified educators and researchers, including naturopathic physicians, Ph.D.'s, medical doctors, acupuncturists and nutritionists, among others. Over 1,000 students per year enroll in degree programs in Acupuncture and Oriental Medicine, Nutrition, Applied Behavioral Sciences, Psychology and Naturopathic Medicine.

A Force for Social and Policy Change

Advancing and leading change at the national level

Appointed in December 2000 to the White House Commission on Complementary and Alternative Medicine Policy, Dr. Pizzorno has been a strong voice for effective and responsible inclusion of CAM professionals, CAM institutions and natural health care products into the health care system. Created to advise the Congress and President on how to integrate alternative and complementary medicine into the health care system, this historic Commission is playing a critical role in helping shape the future of health care in the United States. In November 2002 Dr. Pizzorno became the first natural medicine doctor to be appointed to the Medicare Coverage Advisory Committee.

Advocating consumer education, access and choice

Dr. Pizzorno recognizes the need to institutionalize change. That's why encouraging progressive public policies and advocating marketplace reform to create a new model of health care delivery form a significant focus of his time and attention. Dr. Pizzorno is dedicated to instituting a comprehensive political and marketplace model within which health care practitioners can better serve the needs of patients.

Working for change within established systems

Dr. Pizzorno's 1996 appointment to the Seattle-King County Board of Health distinguishes him as the first non-conventional medical expert in the country to serve in such a capacity. In this position, he has initiated a dialogue about natural medicine solutions to public health issues that has inspired the Board of Health to investigate the possible public health use of the trace mineral selenium to reduce the risk of cancer. In 1999, he was reappointed for a third two-year term of service.

Creating new guidelines and standards

As part of his long-standing effort to establish scientific standards for natural medicine education, Dr. Pizzorno co-founded the Council for Naturopathic Medical Education (CNME) in 1978. He wrote the standards and spearheaded CNME's successful effort to secure accreditation from the U.S. Department of Education in 1987.

Lending expertise to legislative dialogue

Dr. Pizzorno is a familiar voice in national discussions on credentialing. At numerous state legislatures across the country, he provides testimony in favor of strong licensing and rigorous educational standards for Naturopathic Physicians and other health care providers. His early work to establish a "scope of practice law" in Washington State helped transform a wary legislative environment into one that now boasts the most comprehensive "every category of provider" insurance statute in the nation.

A Collaborative Innovator

Coordinating projects through the integration of ideas

Dr. Pizzorno has spent more than 30 years building relationships with leaders in the fields of health care, insurance, government, education and natural medicine. He understands the importance of uniting others around a common goal; creative collaboration is a key ingredient in each of his achievements. As the largest consumer of health care in America, the way business addresses employee health benefits establishes many consumer expectations and attitudes about health care. Recognizing this, Dr. Pizzorno is currently involved in new company that demonstrates the best strategies for integrating alternative care into established company health programs and insurance coverage.

Building connections throughout the United States

Dr. Pizzorno has also devoted time to building connections with business, provider and consumer groups. He serves on health advisory panels for well-known companies, is a familiar face at industry trade shows, works closely with national consumer groups and provides his expertise as a member of numerous editorial boards of health and medical publications.

Providing expertise on national issues

Dr. Pizzorno is regularly called upon to share his expertise with members in both houses of Congress. He has provided input and testimony to the National Institutes of Health, the Federal Trade Commission and First Lady Hillary Rodham Clinton's Health Care Reform Task Force. Dr. Pizzorno regularly speaks about national health care policy issues, including the 1998 push to establish the National Institutes of Health's Center for Complementary and Alternative Medicine. He also makes presentations to numerous advisory boards and has addressed panels at several federal agencies.

An International Writer and Speaker

Improving the health of the human community

As co-author of the best-selling *Encyclopedia of Natural Medicine (over a million copies sold in six languages)*, author of *Total Wellness* and senior editor and co-author of the internationally acclaimed *A Textbook of Natural Medicine*, Dr. Pizzorno has introduced and taught credible natural medicine to medical and lay audiences throughout the United States, South America, Canada, Europe, Asia and the South Pacific. Dr. Pizzorno is not the author of co-author of six books.

Sharing his expertise with an international audience

An esteemed lecturer, Dr. Pizzorno is committed to bringing science-based natural medicine to broad audiences around the world. He participates in about 25 speaking engagements and media interviews each year. He has engaged medical, public and corporate audiences in Argentina, Australia, Canada, China, England, Germany, Italy, Japan, New Zealand, South Africa, Taiwan and Thailand.

Dr. Pizzorno's Vision in Action

Dr. Pizzorno's accomplishments can serve as models for bringing the vision of integrative medical care into practice. Three examples include:

Bastyr University: A Powerful Agent for Change

Dr. Pizzorno developed Bastyr University into much more than just the preeminent natural medicine university. The university also strives to be a powerful agent for change. Bastyr not only trains skilled practitioners but also commits significant resources to serve as a public voice in advancing its mission to improve the health of the human community. The university regularly collaborates with public and private interests to demonstrate, in practical terms, the power of integrating natural and conventional medicine.

Health Care Policy Roundtable Series

Among its many programs, Bastyr University hosts a Health Care Policy Roundtable Series that brings some of the nation's leading opinion leaders and policy makers together to discuss critical issues that affect the future of health care delivery in America. The series seeks to improve health care policy and decision making by deepening the understanding of facts, issues and options central to the debate around integrative care.

From its initial *Comprehensive Health Care* discussion with U.S. Senator Tom Harkin (D-IA) to its Roundtable on *Designing the Doctor of the Future* with leaders from the natural and conventional medical professions, Bastyr seeks to be a central force in the evolution of integrated medical care.

King County Natural Medicine Clinic: A Model of Integrative Care

In yet another display of practical innovation, Dr. Pizzorno and Bastyr University are at the forefront of the national movement toward fully integrated medical care with participation in a unique demonstration project. In 1996, the traditionally conservative King County Council awarded Bastyr University, in joint venture with the nonprofit Community Health Centers of King County, a \$750,000 grant to start the country's first fully integrated, publicly funded conventional and natural medicine clinic.

At the King County Natural Medicine Clinic, conventional and natural medicine doctors work side by side co-managing patient care. The Clinic has a staff of two family medical doctors, a physician's assistant, a nutritionist, two naturopathic physicians and an acupuncturist and practitioner of traditional Chinese medicines. In its first two years of operation, the Clinic logged over 5,000 patient visits. Community Health Centers of King County continues to operate the clinic and is considering expanding natural medicine services to other sites. Building on this successful experience, Dr. Pizzorno is discussing other joint ventures and integration demonstration projects with other hospitals and clinics in the Northwest.

Developing Academic and Industry Standards

Dr. Pizzorno has worked for decades to establish science-based natural medicine as a credible complement to conventional medical care. This hallmark of his overall vision is evident in every aspect

of his work, from drafting accreditation standards and writing dietary supplement industry guidelines, to establishing research guidelines and designing training curriculum for health food stores.

Dr. Pizzorno spearheaded efforts to establish modern, educational standards for naturopathic physicians, which were approved by the U.S. Department of Education in 1987. The accreditation program involves a four and five year curriculum with over 4,000 hours of instruction to students who have already completed pre-med. Medical science and clinical diagnostic skills are taught during the first two years. Students also undergo extensive, supervised clinical training in outpatient naturopathic clinics. Graduates of an approved program are eligible to take the Naturopathic Physicians Licensing Exam (NPLEX). The results of this exam are used by all states that license individuals to practice naturopathic medicine.

Dr. Pizzorno continues to initiate projects that add understanding, credibility and predictability to complementary and alternative medicine. One example is the creation of the Bastyr University Dispensary Standards. This manual provides natural products consumers with extensive information about the contents, production and quality control standards of natural products. It gives consumers the critical information they need to determine which products are most likely to safely provide the health benefits they are seeking.

Public Policy Activities

2002-2004	<i>Medicare Coverage Advisory Committee</i> Member
2000-2002	<i>White House Commission on Complementary and Alternative Medicine Policy</i> Commissioner
1996-2002	<i>Seattle/King County Board of Health</i> Member
1993-94, 2002-03	U.S. Federal Trade Commission Expert Consultant
2000-2002	<i>Integrated Healthcare Policy Consortium</i> Member
2000	Josiah Macy, Jr, Foundation, Conference on Education of Health Professionals in Complementary and Alternative Medicine Invited participant
1999-2001	<i>American Public Health Association</i> Chair, Special Primary Interest Group (SPIG) on Complementary and Alternative Health Practices
1996-2000	<i>Washington Health/University of Washington, Dept. of Public Health</i> Editorial Advisory Council Member
1998	<i>Microsoft Corporation</i> Health Care Advisory Council Member
1995-97	NIH Office of Alternative Medicine Center for Complementary and Alternative Medicine Research in Asthma and Allergy Advisory Council Member, University of California, Davis
1995-96	<i>Blue Cross of Washington and Alaska</i> Alternative Health Care Advisory Committee Member
1996	<i>NIH Office of Dietary Supplements</i> Ad Hoc Advisory Committee Member
1993-94	<i>United States Congress</i> Advisory Panel on the Safety and Efficacy of Dietary Supplements member, Office of Technology Assessment
1993	<i>Role of Naturopathic Medicine in Health Care Reform</i> Expert Witness, First Lady Hillary Clinton's Health Care Reform Taskforce

Publications

2005	Dunne N, Benda W, Kim L, Mittman P, Barrett R, Snider P, Pizzorno J. Naturopathic medicine: what can patients expect? J Fam Pract. 2005;54:1067-72
2005	Murray MT, Pizzorno JE and Pizzorno LE: <i>Encyclopedia of Healing Foods</i> . Simon & Schuster
2005	Pizzorno JE and Murray MT, <i>A Textbook of Natural Medicine</i> , Elsevier, New York (3 rd edition)
2002	Murray MT, Pizzorno JE, Reily P and Birdsall T, <i>Natural Medicine for The Prevention and Treatment of Cancer</i> . Penguin Putman
2002	Pizzorno, LE, Pizzorno JE, and Murray MT, <i>Natural Medicine Instructions for Patients</i> . Elsevier
2002	Commentary, Alternative Therapies
2001	Pizzorno JE, Murray MT and Joiner-Bey H, <i>Handbook on Natural Medicine for Physicians</i> , Churchill Livingstone, London, New York
1985-98	Pizzorno JE and Murray MT, <i>A Textbook of Natural Medicine</i> , John Bastyr College Publications, Seattle, WA (Updated quarterly)
1996, 1998	Pizzorno JE, Total Wellness, Prima, Rocklin, CA
1990, 1998	Murray MT and Pizzorno JE, <i>Encyclopedia of Natural Medicine</i> , Prima (Best seller – 1,000,000 copies), Translations: Greek, Hebrew, Italian, Russian, Spanish, and Yugoslavian
1994	Pizzorno JE, The Naturopathic Physician. Miami Medicine, 65:25-26
1993-94	Bimonthly Column (with Lara Pizzorno), Veggie Life, Concord, CA
1993	Monthly Research Review Column, Choices, Seattle, WA
1991-92	Bimonthly Column, Vegetarian Times, Oak Park, IL
1987	Barrie SA, Wright JV and Pizzorno JE: Effects of garlic oil on platelet aggregation, serum lipids and blood pressure in humans. <i>Journal of Orthomolecular Medicine</i> , 1:15-21
1987	Barrie SA, Wright JV, Pizzorno JE, Kutter B, and Barron PC: Comparative absorption of zinc picolinate, zinc citrate and zinc gluconate in humans. <i>Agents and Actions</i> , 21:223-8
1977	Pizzorno JE: Phytolacca Decandra. Journal of Natural Medicine, 1:26-7
1974	Simkin PA and Pizzorno JE: Transynovial Exchange of Small Molecules. <i>Journal of Applied Physiology</i> , 36:5

Editorial Responsibilities

2002-present	<i>Integrative Medicine: A Clinician's Journal</i> Executive Editor
2002-present	<i>Alternative Medicine Magazine</i> Editorial Board
2004-present	<i>Alternative Therapies</i> Editorial Board
2004-present	<i>Journal of Herbs</i> , <i>Spices and Medicinal Plants</i> Editorial Board
2001-2003	<i>CAM for Practitioners, Great Britain</i> Medical Advisory Board
1996-present	<i>Natural Health Magazine</i> Advisory Board
1995-2002	<i>Nutrition Science News</i> Editorial Advisory Board
1994-2003	Journal of Alternative & Complementary Medicine Editorial Board
1993-present	<i>Complementary Therapies in Medicine</i> International Advisory Board
1987-present	<i>Let's Live Magazine</i> Medical Advisory Board
1998	<i>Textbook of Complementary and Alternative Medicine</i> Associate Editor
1994-97	Alternative & Complementary Therapies Senior Medical Advisor
1992-96	Health News & Review Editorial Board
1993	<i>Naturopathic Medicine: Contributions to Health Care Reform</i> Co-Author/Editor, Presented to Clinton Health Care Reform Taskforce
1993	<i>Alternative Medicine: The Definitive Guide</i> Editorial Board
1992-93	Natural Foods Education Program Senior Editor
1988-92	<i>Journal of Naturopathic Medicine</i> Executive Editorial Board
1979-81	<i>Journal of the John Bastyr College of Naturopathic Medicine</i> Editor

Selected Speaking Engagements

2006	Micronutrients in Health: A Clinician's Prespective. Food as Medicine Conference, Baltimore, MD
2006	Digestion. CAM Expo for Professionals, New York, NY &Los Angeles, CA
2005	Detoxification. CAM Expo for Professionals, New York, NY & Los Angeles, CA
2005	Micronutrients in Health: A Clinician's Prespective. Food as Medicine Conference, Berkeley, CA
2004	Micronutrients in Health: A Clinician's Prespective. Food as Medicine Conference, Berkeley, CA
2004	Scientific Basis for Natural Therapies . Japanese Food Manufacturers annual conference, Tokyo, Japan
2004	A Physiological Approach to Botanical Medicine. Mountain State University. Beckley, WV
2004	<i>Digestive Physiology: Enhancing Function</i> . University Arizona, College of Medicine. Tucson, AZ
2004	Natural Medicine in the United States. NNFA Japan. Scheduled for May in Tokyo
2004	<i>Recent Advances in Therapeutic Nutrition</i> . Center for Mind Body Medicine. Scheduled for June in Berkley
2003	<i>Natural Medicine in Cancer Care</i> . Los Angeles Times Health Symposium. Los Angeles
2003	Detoxification. Alternative Therapies in Medicine. Seattle
2003	<i>Natural Medicine Approaches for Common Diseases</i> . American Association of Chiropractic Physicians. Denver, CO
2002	<i>CAM for Underserved Populations</i> . NW Rural Physicians Association Denver, CO
2002	<i>Complementary Healthcare Policy</i> Sydney, Australia
2001	Comprehensive Cancer Care 2000: Integrating Complementary පී Alternative Therapies Arlington, VA
2000	American Association of Clinical Chemists St. Louis, MI
1988-1999	University of Washington, School of Medicine, Medical History and Ethics Class Seattle, WA
1999	<i>Health Expo – International Conference on Integrative Medicine</i> Seattle, WA

1999	Harvard Medical School Continuing Education Boston, MA
1998	<i>Washington Health Legislative Conference</i> Seattle, WA
1998	American Botanical Council World Med Conference Los Angeles, CA
1998	<i>British Columbia College of Family Physicians</i> Vancouver, BC
1998	<i>State of the Science in Alternative Medicine</i> Bangkok, Thailand; Tokyo, Japan
1997	American Public Health Association Annual Conference Indianapolis, IN
1997	<i>Tzu Chi Institute for Complementary and Alternative Medicine</i> Vancouver, BC
1996	<i>International Conference on Clinical Botanical Medicine</i> Auckland, New Zealand
1996	Rosenthal Center for Alternative & Complementary Therapies/Columbia University College of Physicians & Surgeons New York, NY
1996	Churchill Livingstone World Conference on Complementary Therapies in Medicine Washington, DC
1996	National Institutes of Health, National Conference on Integration of Alternative Medicine Education in Medical Schools Bethesda, MD
1991	<i>Joint AIDS and Complementary Committee, Great Britain's Parliament</i> London, UK
1990	<i>Chinese Medicine Conference</i> Taipei, Taiwan

Leadership Activities

2001-present	<i>Institute for Functional Medicine</i> Chair, Board of Directors
2001-2003	<i>The Research Council for Complementary Medicine</i> , London International Advisory Board
1998-2001	<i>American Public Health Association</i> Complementary and Alternative Health Practices Special Primary Interest Chair, 1999-2001; Member, 1998-2002
1998-2000	<i>Health Care Policy Roundtable Series</i> Convener
1996-present	<i>HerbalGram</i> Board of Advisors Member
1996-2005	<i>American Herbal Pharmacopoeia</i> Board of Directors Member
1996-2000	<i>HealthWorld OnLine</i> Advisory Board Member
1996-98	<i>Shape</i> Editorial Advisory Board Member
1993	<i>Phytochemistry Research Institute</i> Advisory Council Member
1980-91	<i>Seattle Midwifery School</i> Education Advisory Committee Member
1990	<i>National Chinese Research Institute</i> Consultant
1978-87	<i>Council on Naturopathic Medical Education</i> (U.S. Dept. Education-recognized accrediting agency) President, 1985-87, Vice-President, 1987-89; Secretary, 1978-85
1978-87	<i>Federation of Naturopathic Colleges</i> Board of Directors President, Co-Founder, Member
1980-85	<i>Northwest Academy of Preventive Medicine</i> Member
1985-present	<i>American Association of Naturopathic Physicians</i> Board of Directors Founding Member Member, Board of Directors, 1985-94
1979-81	<i>United Trust for Naturopathic Medicine</i> President
1977-81	National Association of Naturopathic Physicians

	Member
1977-present	Washington Association of Naturopathic Physicians Vice President, 1977-78 Member, 1975-present; Secretary, 1976-77; Chair, Education Committee, 1976
1976-78	<i>National College of Naturopathic Medicine</i> Board of Directors Member, Secretary

Media Activities

100 media interviews and appearances per year while president of Bastyr University, now 25/year. Examples include: MSNBC, Today Show, Good Morning America, PBS radio, Japan Times, etc.

Awards and Honors

2006	Honorary Doctor of Laws, National College of Naturopathic Medicine
2004	Linus Pauling Award, Institute for Functional Medicine
2004	Leader in Therapeutic Nutrition, Natural Foods Merchandiser
2003	Healthcare Crusader, National Nutritional Foods Association
2003	Holistic Medicine Pioneer, American Holistic Medicine Association.
2002	Natural Medicine Pioneer, National Foundation for Alternative Medicine
2002	<i>Naturopathic Physician of the Year</i> , American Association of Naturopathic Physicians
2001	Leading health educator of the past 30 years, Natural Health Magazine
2000	Humanitarian of the Year, Cancer Treatment Centers of America
1996	Recognized as one of the top 20 national intellectual leaders from Seattle , Seattle Magazine
1996	<i>First recipient</i> of the <i>Benedict Lust Award</i> (Founder in 1896 of the naturopathic profession) American Association of Naturopathic Physicians Convention
1988	President's Award American Association of Naturopathic Physicians Convention
1987	<i>Central Role in the Development and Federal Recognition of the Council on Naturopathic Medical Education Award</i> American Association of Naturopathic Physicians Convention
1981	<i>Naturopathic Physician of the Year</i> Northwest Naturopathic Physicians Convention

Academic/Professional History

2000-present	<i>President Emeritus</i> Bastyr University, Seattle, WA
1978-2000	President & Co-Founder Bastyr University, Seattle, WA Teaching and Research Faculty, Philosophy, Physical Diagnosis, Clinical Diagnosis, Environmental Health, Nutrition, Integrative Therapeutics, Advanced Case Analysis, Clinical Applications, Clinic Physician
1975-present	<i>Licensed Naturopathic Physician</i> Washington State
2000-present	<i>Member, Cancer Treatment Research Foundation Board of Scientific Advisors</i> Arlington Heights, Illinois
1993	<i>Certificate in Organizational and Group Leadership</i> Leadership Institute of Seattle (LIOS), Summer Institute
1981-89	<i>Licensed Midwife</i> Washington State
1980-87	<i>Human Subjects Review Committee Member</i> Bastyr University, Seattle, WA
1978-84	<i>Part-time Faculty</i> Environmental Public Health Seattle Central Community College, Seattle, WA
1978	<i>Adjunct Faculty</i> Alternative Medicine Evergreen State College, Olympia, WA
1975	<i>Doctor of Naturopathic Medicine with Scholastic Honors</i> National College of Naturopathic Medicine, Portland, OR
1971-75	<i>Research Technologist</i> Department of Rheumatology, School of Medicine University of Washington, Seattle, WA
1974	<i>Basic Sciences Certificate</i> Nevada State Healing Arts Board
1969	<i>Bachelor of Science with Distinction, Chemistry</i> Harvey Mudd College, Claremont, CA
Rev 1/07	