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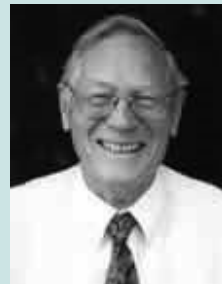
Prize honours alternative medicine

The \$250,000 Dr. Rogers **Prize for Excellence in Complementary and Alternative Medicine** highlights the important contributions of researchers, practitioners and others in this field. Funded by Vancouver's Lotte and John Hecht Memorial Foundation, the Dr. Rogers Prize is awarded every two years and is the largest of its kind in North America.

A 2006 study showed Canadians spend over \$5.6 billion on complementary and alternative medicine and 54 percent of Canadians use these therapies and services. CAM is providing new choices for patients looking to complement traditional medical treatments, or to seek alternative options. As an expanding field, those who work within the field of CAM are pioneers who dare to push the boundaries in pursuing new – and even unfamiliar approaches – that come under the expansive umbrella of complementary and alternative medicine.

The Dr. Rogers Prize recognizes those who embody the same level of vision, leadership and integrity as that of Dr. Roger Rogers. As a Canadian pioneer in CAM who was among the first to provide non- traditional therapies for cancer patients, Dr. Rogers was appointed to the Order of British Columbia in recognition of his ground breaking work.

As the largest of its kind in North America, this prize attracts experts who are at the top of the field both as candidates and as Jurors. "To choose this



Dr. Roger Rogers

10 most frequently reported medical conditions for which CAM is used:

Allergies, back or neck problems, arthritis or rheumatism, difficulty walking, frequent headaches, lung problems, digestive problems, gynecological problems, anxiety attacks, heart problems or chest pain.

10 most commonly used alternative therapies in Canada:

Chiropractic care, massage, relaxation techniques, prayer/spiritual practice, acupuncture, yoga, herbal therapies, special diet programs, energy healing, naturopathy.

year's recipient, we are very pleased to again have an independent jury of five internationally renowned CAM experts," says Nancy Baxter, Dr. Rogers Prize Coordinator. Among the five-member jury is Canada's own Dr. Simon Sutcliffe, vice chair of the Canadian Partnership Against Cancer and Dr. James Gordon, who has just published *Unstuck*, a book on non-drug approaches to address depression.

The Dr. Rogers Prize will be awarded at a gala award ceremony and dinner in Vancouver on

September 25th. The evening gala follows the first ever Dr. Rogers Prize Colloquium, where more than 20 top Canadian and international experts will gather that afternoon to share their ideas on "Evidence & Integration."

Events: Dr. Rogers Prize Colloquium – Free event, Friday September 25, 1-4:30PM, Morris J. Wosk Centre for Dialogue, Simon Fraser University, downtown Vancouver. Registration for this event is by reservation request.

Dr. Rogers Prize Award Gala: September 25, 6PM, Fairmont Waterfront Hotel, \$150. For information/registration for both the Colloquium and the Prize Award Gala, visit www.drrogersprize.org

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