



Background Information

Aims and Objectives:

The primary aim of the Complementary Medical Association (CMA) is to **promote ethical, responsible, professional complementary medicine** to the public and the medical profession. Our membership comprises; Practitioners, Students, Colleges and Corporate Members. We believe that by promoting the CMA and its members through the media we are able to help the public and doctors to realise that CM is – when delivered safely and ethically – a viable form of treatment. This, in turn, leads to more people making appointments to see properly qualified practitioners thus enabling these practitioners to make a living. In other words, by using all types of media and a thoroughly professional approach we can bring CM into the 21st century and beyond as a force to be reckoned with!

The CMA is a not-for-profit organisation and a great part of our work consists of referring public and conventional medics alike to CMA registered practitioners so that they can be assured that treatment will be delivered by a highly qualified, insured practitioner who adheres to a strict code of ethics and disciplinary procedure. We call this the “**CMA Referrals Scheme**”. This scheme is completely free of charge and we will be happy to give you more details if required. In addition our practitioner database is available at our website The-CMA.Org.UK

A brief history:

The CMA was established in early 1995 in response to the overriding lack of public and medical knowledge about the complementary medical profession. It took us a good couple of years to perform the market research that would indicate whether there could be a viable way of raising the profile of ethical, responsible complementary medicine. Our set-up marketing and research expenditure was just over £150,000 which I hope helps to demonstrate that we, as an organization are **absolutely serious** about achieving our mission.

Where we are now:

The CMA opened its doors to members at the beginning of 1998 and to date, the CMA represents the interests of just **over 10,000 practitioners** in various categories – including students. This means that the CMA is now the **largest** multi-disciplinary professional membership body for qualified complementary medical practitioners in the world. We also number over **130 college members**. (These figures are about to change as we have only recently been approached by several more organisations wishing to affiliate with the CMA – so this will impact greatly upon membership numbers.) As part of our support for our members, we have sourced the best **low cost insurance** professional indemnity packages around.

CMA membership is open to practitioners, colleges, students, Corporate Members and “Friends” from all over the world. We are keen to develop working relationships with like-minded organisations, committed to improving the health and wellbeing of society as a whole. One exciting new initiative is that the CMA is now awarding “**CMA Approved Supplier Status**” to selected companies that we believe offer exceptional products and services. Contact us for more information.

International:

Due to the Internet and our web site, **the CMA is a truly global, multi-national organisation** with Members on every continent. At time of writing, two of the governments in the Arab-speaking world have asked the CMA to initiate homoeopathy training for their state medical staff (doctors and nurses). In a similar vein, we are active in many of the former “Iron Curtain” countries, as various governments have asked the CMA to supply complementary medical training to their medical staff. CMA President Jayney Goddard was recently invited to testify at the USA’s Whitehouse Commission for Complementary and Alternative Medicine. They sought her advice about rationalising complementary medicine in the US and the Commission accepted all of her recommendations unanimously.

“With Our Complements”:

The CMA journal “With Our Complements” comes out quarterly and goes to all of our members, “Friends of the CMA”, doctors, and all of the media. Circulation is high and the journal is regarded as presenting the **cutting edge developments** in the conventional and complementary fields. We also produce a monthly E-Zine (email magazine) which goes to our entire database.

Internet:

The CMA website can be viewed at **The-CMA.Org.UK** The site houses over 4600 pages of top quality complementary medical information – all fully referenced. The CMA website receives circa 1.5 million hits a month. In addition, the CMA works closely with other well-known internet news providers, supplying them with CM news and providing up to the minute medical news to all of our members. This means that the CMA's information and that of our members is available to every doctor and medical worker in the country.

Media:

The CMA has provided the complementary medical content for the Discovery Health web site which receives over 1 million hits per month and in addition, the CMA acted as a consultant to the Granada/Boots joint venture “Wellbeing”. The CMA has provided all the complementary medical content to both the channel and the web site. We sourced CMA Registered presenters and contributors, devised programme and series formats and advised on interactive testing on the web site. In addition, due to our high profile media campaign we achieve **in excess of ten media exposures per week** including TV, radio, magazines, newspapers and the Internet. This means that via our print media activities alone we reach over 2.5 million readers per week. The CMA has even taken advertising space on London Underground trains. The media campaign is ongoing and we have several exciting projects in the pipeline, which include a radio and TV series. Jayney Goddard is a regular guest on Channel 5's flagship show “The Wright Stuff” and the show's producers tell us these have gained some of the highest phone-in figures that the show has ever had. The Wright Stuff has the highest ratings (viewer numbers) of all the morning TV shows in the UK.

Courses:

The CMA is dedicated to helping our Members to develop and be successful. We provide numerous training courses including those aimed at business development and marketing – thus providing practical skills that are invaluable to any practitioner or student.

The Complementary Medical Association is committed to excellence in complementary medicine and also to safeguarding the public – make the CMA part of your world by joining us in our ongoing work to create a better world!

Tel: 0845 129 8434 Web: The-CMA.Org.UK Email: Admin@The-CMA.Org.UK