Call it “alternative,” “complementary,” “integrative” or “holistic” medicine. Whatever name you choose, such nontraditional therapeutic practices as acupuncture, homeopathy and yoga have become increasingly prominent—and provocative—parts of the U.S. medical landscape. An estimated 50% of all Americans turn to some type of alternative therapy; three-quarters of U.S. medical schools offer courses in the subject; and even flint-eyed health insurers are starting to pay for visits to your local herbalist or naturopath.

This shift reflects a growing public yearning for gentler, less invasive forms of healing. But unconventional potions and practices afford rich opportunities for quackery. Health-food magazines and websites are filled with ads touting miracle cures that serve only to separate the sick from their money.

The test for any medical treatment is whether it can be shown to be safe, effective and appropriate. That’s as true of brain surgery as it is of guided imagery or therapeutic touch. And that’s why M.D.s who once scoffed at megavitamins or aromatherapy now comb the latest books and medical journals to learn how to advise patients who are clamoring for alternatives.

The six nontraditional healers on these pages have gone further. They have created new pathways to health while remaining true to the most basic creed of the medical canon: First, do no harm. —By John Greenwald

Photograph for TIME by Jonathan Saunders
Mind over Malignancies

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He wasn't the first to explore the link between mind and disease, but few practitioners have delved as deeply or successfully into the topic. Jeanne Achterberg was 32 when she read an article that described how oncologist Carl Simonton helped cancer patients fight malignancies not just by using medicine but also by drawing on their emotional reserves and the support of other patients. Achterberg, now 59, was so taken with this revolutionary notion that she sought out Simonton and his wife so she could work with them.

In the three decades since, Achterberg has become a force in the world of mind-body medicine. She is best known for a healing technique called guided imagery, in which the patient meditates on her disease, her immune system and the medicines coursing through her body. And while nobody knows precisely how it works, guided imagery has shown clear benefit in reversing weight loss in cancer patients, reducing the length of hospital stays and easing the pain and fatigue of a number of ailments.

Achterberg's greatest challenge came in 1969, when she developed cancer in her left eye. She refused treatment: "I couldn't have my eye taken out." Too upset to perform guided imagery on herself, she relied on prayers and vicarious healing imagery from friends and colleagues. So far, she has survived 18 months—doctors gave her six—and is now studying the curative powers of communal prayer that she calls "transpersonal medicine." Whatever the outcome, her earlier work has earned Achterberg a place in the history of both conventional and complementary medicine. The guided imagery she pioneered is now being practiced in hospitals all around the world. By Michael D. Lermanick. Reported by Unmesh Kher

Jeanne Achterberg
She is convinced that the prayers of friends and colleagues kept the cancer in her eye, covered here with a flower, from killing her. Now she is studying whether "transpersonal medicine" can work for others as well.

Has Your Liver Been Liberated?

Probably the only thing most people care to know about their gargantuan inner organs is that they are functioning properly. But for Jean-Pierre Barral, an osteopath practicing in Grenoble, France, the body's vital viscera are like a beautifully complicated timepiece, each part in subtle but perpetual motion relative to the others. "In a single day, your internal organs move 30,000 times," he says. "Your liver alone travels 600 meters."

Problems arise, according to Barral, when a trauma or malfunction puts the mechanism out of alignment. "An organ that loses its mobility can throw the whole organism out of whack," he says. "Our

The ideal of medicine is...
**Applied Kinesiology**

The Man with Magic Fingers

A meat-eating Republican who wears a coat and tie everywhere, including at the breakfast table, George Goodheart wouldn’t seem to have a New Age bone in his body—until you get him talking about bones and muscles.

Like his father before him, Goodheart, 82, was trained as a chiropractor. But then, nearly 40 years ago, he began to focus not just on skeletal structure but also on the hundreds of muscles that support the bones. He thinks of them as the body’s ambassadors—engaged in constant, lively communication with the rest of the body. He developed a system, known as kinesiology, in which the muscles and surrounding nerves are manipulated not only to alleviate ordinary aches and pains but also to diagnose and treat organic diseases.

Unlinking muscle dysfunction to diseased organs is not entirely out of the mainstream. For years doctors measured thyroid function by testing how fast the tibial muscle jerks when the Achilles tendon is tapped. But for Goodheart, muscle testing is the diagnostic gold standard. He prods and palpates patients head to toe, searching for tiny tears where muscles attach to bone. These tears feel, he says, like “a bb under a strip of raw bacon.” When “directional pressure” is applied, the bb’s flatten, and slack muscles snap back, their strength restored.

And that, says Goodheart, may help strengthen a weakened organ. Goodheart believes that muscles and organs are linked by the same invisible neuropathways and meridian lines tweaked by acupuncturists. It looks Goodheart years to ferret out the connections: the shoulders’ deltoids map to the lungs; glutei maximii in the butt to the prostate; and the psoas that run through the groin to kidneys.

Even taste sensations can travel through the brain and loop back to muscles. Tasting a nutrient, he says, stimulates an area of the brain responsible for muscle reflexes, so that a patient with a liver condition can swirl bile salts on his tongue and feel his pectorals strengthen. That may be hard for doctors to swallow, but Goodheart’s patients in his Grosse Pointe Woods, Mich., center swear he gets results—do the patients of thousands of applied kinesiologists worldwide who now practice his techniques. —By Janice M. Harrwitz

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**Jean-Pierre Barral**

Healthy internal organs are free to roll around within the body, observes Barral, who pioneered a technique for unlocking viscera that have become tied in knots by manipulating the abdomen, as he does here in England, he discovered that each internal organ has a capacity to cause pain to the spinal column; whereas conventional osteopathic thinking assumed the opposite. “At the time nobody was talking about manipulating organs,” he recalls, “but I kept seeing patients with aches and pains that I could relieve simply by knowing their organs.”

Initially, Barral’s gentler, hands-on approach met with skepticism. But some in the medical community are starting to recognize its benefits. Visceral manipulation has become part of the standard curriculum at all European osteopathic schools, while courses are being offered in the U.S., Japan and Russia.

In Grenoble, where osteopaths treat a surprising 25% of the city’s population, nearly one-third of Barral’s patients have been referred by mainstream doctors. “We often get calls in when regular medicine can’t do anything,” he says. “That’s where being an organ mechanic is a beautiful thing. There aren’t many of us, and there are a lot of organizations out there that need help.”

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*By Tala Skal/Paris*
Natural forces are the healers of disease.

**Craniosacral Therapy**

**A New Kind of Pulse**

John Upledger has never shied from risk taking. As a Coast Guard medic in the 1950s, he once performed an appendectomy in the eye of a hurricane with the help of an onshore surgeon who guided him by radio. "To the best of my knowledge," he says, "no one's done that before or since." Today, Upledger, 69, keeps on setting precedents. An osteopath by training, he is the founder of a form of nontraditional medicine called craniosacral therapy that is rapidly gaining adherents.

While assisting in a spinal operation in the 1970s, Upledger was startled to notice a strong pulse in the membranes surrounding the patient's spinal cord. He determined that the pulse—which did not appear in the medical books—was coming from the cerebrospinal fluid that bathes the brain and spinal cord. He came to believe that anything that blocked the flow of this fluid could cause physical and mental distress. "All these membranes affect brain function," he says, "and when they're not moving properly, there can be harm."

To free up the restrictions, Upledger applies light resistance to parts of the body that seem to be stuck. These frequently include the bones of the skull, which Upledger says remain mobile.

**Native American Botanicals**

**A Gentle Way to Wellness**

The people who come to see Dr. Tieraona Low Dog don't care that she never graduated from high school. She went back for an equivalency degree, after all, then an undergraduate degree, then a medical degree. More important, her treatments make her patients well. After that, a high school diploma is a small matter.

Low Dog, 41, is the medical director of the Treehouse Center in Albuquerque, N.M., and the moment you get there, you know you're not in an ordinary clinic. It's partly the eponymous tree that grows through the center of the building, partly the soft cotton gown you wear during an exam instead of a crinkly paper disposable one. Mostly, however, it's the treatment you receive—a lyrical balance of Western pharmaceuticals, traditional botanicals and sensible advice on lifestyle changes.

The guiding hand behind those gentle cures is Low Dog—whose name reflects her Native American heritage. In her teens, she studied herbal cures with traditional healers and learned the power of curative plants. But botanicals, she decided, weren't the whole answer. Wellness meant stress management too. It also meant being willing to use the powerful-if-hard-edged tool of Western medicine. So she returned to school, earned her M.D. at the University of New Mexico, and now practices a rich mix of healing arts. Her clinic is a place where pain may be treated just as easily with acupuncture, kava kava root and preparations from the black cohosh plant as with prescription drugs. "Illness is a message," she says. "Western doctors see it as something to be destroyed, but it can also tell us about how we live our lives and what we can do differently."

Low Dog today is showing other healers what they can do differently—both by her example and by serving on the White House Commission on Complementary and Alternative Medicine Policy.

—By Jeffrey Kluger

**Tieraona Low Dog**

A healer with an M.D. is a good thing. A healer with an M.D. who is fluent in the botanical cures of the Hispanic, African and Native American cultures is even better. Low Dog weds Western and herbal cures, and has become a point person for complementary medicine.
throughout life—a point many medical doctors dispute. During a craniosacral session, the therapist may gently lift a person’s head to allow a skull bone to shift and the normal flow of fluid to resume.

How well does it work? Upledger says the treatments have relieved conditions ranging from headaches and chronic back pain to autism and learning disabilities in children—and there is no shortage of testimonials. He is currently working with Vietnam veterans suffering from post-traumatic stress disorder at his clinic in Palm Beach Gardens, Fla., a facility that has trained some 60,000 craniosacral practitioners. And while many M.D.s remain skeptical of the therapy, others have followed the lead of pain-control centers and physical-rehabilitation units in sending Upledger their patients.

“What we do is take away obstacles,” says Upledger, “like removing stones from the road.” And that, he might add, has proved far easier than cutting out an appendix in the center of a storm.

—By John Greenwald

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HERBERT BENSON In the 1970s this Harvard heart doctor showed that meditation can trigger a “relaxation response” that reduces stress hormones and helps you heal.

DEAN ORNISH He shock the world of cardiology in 1990 by demonstrating that a low-stress lifestyle of yoga and low-fat food can reverse the effects of heart disease.

ANDREW WEIL With his best-selling books and CDs, this Harvard M.D. became the new, hairy face of alternative medicine in the boom years of the late 1990s.