

1 lectures, and there was a certain assumption that you had
2 a basic familiarity with things, which for me wasn't the
3 case, and it was totally confusing. I think it is nice
4 to kind of define things and then go to the historical
5 perspective and values.

6 DR. GORDON: Wayne, and then Veronica.

7 DR. JONAS: I agree. I think we should world
8 view shift as something --

9 DR. GORDON: I'm sorry, have what?

10 DR. JONAS: The shift in world view and what
11 that is should be up front.

12 DR. GORDON: Before definition?

13 DR. JONAS: Yes.

14 DR. GORDON: Okay. Veronica, and then Linnea
15 and Joe.

16 DR. GUTIERREZ: I support Tom's model myself.

17 DR. GORDON: Which one do you support?

18 DR. GUTIERREZ: The world view.

19 DR. GORDON: The world view first?

20 DR. GUTIERREZ: Yes.

21 DR. GORDON: Linnea, and then Joe.

22 MS. LARSON: Maybe I am back in organic

1 chemistry, but I really like those boxes that says here
2 are the definitions, and then we will explain it.

3 DR. GORDON: Joe.

4 DR. PIZZORNO: It seems to me that we will have
5 some kind of an executive summary to start out this
6 thing. I think that there we will need to put the
7 definition.

8 When we get into this section, I think it is
9 much more important to start with the world view and
10 principles, and such, and then show how we then arrived
11 at the definition. So, I think we will achieve both
12 needs that way.

13 DR. GORDON: Effie.

14 DR. CHOW: I go with what Joe has just said,
15 that assuming that the definition is in the executive
16 summary, and the world view is very appropriate to be up
17 front here.

18 DR. GORDON: Let's hear from Jim Swyers. Will
19 we have an executive summary, so we can see how it flows?

20 MR. SWYERS: Typically, you wouldn't write an
21 executive summary until the report is done, but what we
22 had envisioned was this definition section was not going

1 to be the first section of the report, but what I am
2 hearing is that people would like the guiding principles
3 put in the introductory section of the report. That will
4 be done by December.

5 DR. GROFT: I think there is a format that we
6 use in reports to Congress, and I think where you capture
7 the most important parts are in the executive summary,
8 which actually precedes then the full report.

9 MR. SWYERS: Typically, you wait until the full
10 report is done, then, you write the executive summary.

11 DR. GROFT: We are capturing what you are
12 saying as far as what are the important issues. I think
13 as we go along, we will earmark those as to go into the
14 executive summary. You will have a chance to read that
15 shortly after the December meeting. Maybe we will even
16 have a draft.

17 DR. GORDON: I think, Steve, we will need it.
18 If we are going to resolve the issue on which a
19 significant number of people want to have the principles
20 first, others want to have the definition first, I think
21 we have got to see how, and the proposition that Joe made
22 was to see how it looks with the executive summary with

1 the definition, and then moving the principles.

2 I think we need to see it if we are going to
3 make a decision about it.

4 DR. GROFT: We can prepare one. It would
5 definitely be a draft, and based on what follows, then,
6 at the December meeting. As far as the full report,
7 there will be changes, but I think we could prepare one,
8 but to have you keep in mind that it is very preliminary
9 based on where we are on December 5th as opposed to
10 December 8th.

11 DR. GORDON: Effie, do you have anything?

12 DR. CHOW: No.

13 DR. GORDON: Julia.

14 MS. SCOTT: I am just confused. Perhaps, Tom,
15 you can tell me the difference. What are you thinking
16 about in terms of the world view as different from the
17 history?

18 MR. CHAPPELL: The world view is that section
19 dealing with the guiding principles. It will have an
20 opening paragraph that talks about the shifting paradigm.
21 That is what we meant by a world view. History is
22 walking you through the evolutionary stages.

1 DR. GORDON: My personal opinion is definition
2 is better right up front. I think that, clearly, we have
3 different opinions. I think what we need to do is to see
4 the way you do it in December, to sort of refer this back
5 to your group, see how you present it, see if you are
6 satisfied with it, understanding that we are putting this
7 up front.

8 It sounds like there is general agreement that
9 this is what we want up front at the beginning of our
10 report. Is that correct?

11 SISTER KERR: Jim, say "this" specifically,
12 rather than "we want this," because I am getting confused
13 on, are we going to do overview first or definition
14 first.

15 DR. GORDON: I'm sorry, what, Charlotte?

16 SISTER KERR: When you say "this," say what you
17 meant. Did you mean we agree that the overview should
18 come first, or did you mean the definition should come
19 first?

20 DR. GORDON: What I meant is that this whole
21 section that we have been talking about, as I am
22 understanding the general sense, is this is what we want

1 at the beginning of our report, together with the issue
2 about the mission we have been given by Congress and by
3 the Administration.

4 Is that correct? I can't read body language
5 all together. I just need to know if we are on -- yes,
6 okay.

7 MR. SWYERS: Jim, what I am hearing is that in
8 the introductory section, people want to have the guiding
9 principles included in that, and then, the next section
10 could start with the definition of CAM.

11 DR. GORDON: That is what I am hearing, but I
12 am not hearing that unanimously. I am hearing that at
13 least several of us are saying the other way, that we
14 want to see the definition first, but more people are
15 saying they want to see the guiding principles first.

16 My sense of us is that we should give it back
17 to the subgroup and let them show us how they are going
18 to do it, and then set aside time for discussion of this
19 in December.

20 Does that make sense to everybody? Okay.

21 I want to move very quickly through the second
22 part of our discussion about the guiding principles.

1 First of all, again, there is something of a
2 division here. The more general sense was that in the
3 guiding principles, that wholeness and health and healing
4 need to be absolutely up front and that evidence is
5 second in importance, but very close behind it. That is
6 the general sense of what I am hearing, with some people
7 saying evidence should be first.

8 What Wayne and Tom then do is collect our
9 preferences for how it should go, with what the order
10 should be. My sense is, again, that this is something,
11 and I don't think this is going to happen in every
12 instance with every other group, but I think with this
13 group in particular, because we are at an earlier stage,
14 we are referring much more back to the group.

15 So, Wayne and Tom, my sense is that what we are
16 looking for from you is to take what you have gotten from
17 us, both in the discussion and in the written comments,
18 and to reshape and re-present the principles in a
19 coherent narrative order back to us including possible
20 name changes for some of the categories.

21 Is that what everybody has a sense of? First
22 of all, Wayne and Tom, is that your sense? And everybody

1 else agreeing with that? Again, we will be spending
2 time, taking a look at that when we come back in
3 December.

4 The second piece has to do with that there was
5 a strong feeling, and I am just focusing on what we have
6 said, that there needs to be more emphasis on partnership
7 and relationship among all parties in the healing process
8 than is currently here in the document. Okay?

9 The third piece is the issue of body, mind, and
10 spirit, that somehow there needs to be some statements
11 about that we don't want to get cumbersome or invoke
12 something continually that begins to sound like jargon,
13 but we want you to grapple with the inclusion of body,
14 mind, and spirit, and then present it in a way that is
15 not continually repetitive.

16 Is that right, Charlotte, does that reflect
17 everybody's feeling about that?

18 There is also a strong sense of emphasizing, in
19 the principles, safety, as well as efficacy, that that is
20 an issue that needs to be addressed.

21 Finally, we want to relate our efforts to
22 define guiding principles in particular to the IOM

1 report, and to indicate in a kind of generous way that
2 even though there are differences between some of the
3 principles or particular to what we are doing, that there
4 is a kind of coherence with the larger movement of which
5 the IOM report is a representation.

6 That is what I have heard from this discussion,
7 and we are finishing right on time.

8 MR. CHAPPELL: Shall we have a break? That was
9 well done.

10 DR. GORDON: It was well done all around.
11 Thank you.

12 MS. CHANG: We do have a break. Please,
13 please, please, I implore you to come back at 10:30.

14 Then if David Bresler, Tieraona Low Dog, and
15 Corinne Axelrod could be at the front table, we can get
16 started right away.

17 DR. GROFT: Just a thank you to Tom Chappell
18 and Wayne Jonas and Jim Swyers for putting this session
19 together. Thanks very much for your work.

20 [Applause.]

21 [Recess.]

22 MS. CHANG: This is actually Session II. I am

1 going to give you 15 minutes for the overview and then
2 the workgroup around the table, and then we will start
3 your discussion period for 75 minutes. I will give you a
4 warning time just to let you know what the time checks
5 are periodically.

6 DR. GORDON: Because you weren't here in the
7 beginning, the more you can sort of focus on the issues
8 that you need feedback about and where you are not
9 hearing something you need to hear from people, address
10 the question directly about what you would like to get
11 back. That will make the task of figuring out where we
12 go from here easier at the end.

13 Thank you.

14 **Session II: Information Development and Dissemination**

15 DR. BRESLER: We have been working on this
16 section of our report together and kind of brainstorming,
17 but we are very open to other ideas and suggestions from
18 other commissioners, maybe some things that we hadn't
19 considered.

20 Basically, we have many recommendations in this
21 session, 10 recommendations that we need to go through,
22 and we will go through them one by one. Again, the

1 emphasis doesn't need to be on wordsmithing at this
2 point, but let's make sure that what we are recommending
3 really reflects the consensus of the Commission, and
4 let's make sure we are not missing something in our
5 recommendations that we think is important to include.

6 Tieraona, have you got other comments?

7 DR. LOW DOG: Let's just get going.

8 DR. BRESLER: Yes, let's get going.

9 I hope that people have had a chance to look
10 through this. Probably one of the real concerns we have
11 had in our group is about information that is on the
12 Internet. As most of you know, this is a bit problematic
13 because due to free speech, people can say basically
14 whatever they want to say within certain limits, make any
15 claims and representations that they want, and they have
16 a lot of protection under free speech to be able to do
17 that.

18 As a result, there is a lot of misleading,
19 inaccurate, or downright fraudulent information on the
20 Internet, which we think needs to be addressed, and that
21 is basically what issue 1 begins to do.

22 We also have concerns about access to the

1 Internet. Fortunately, through schools, a lot of
2 children have access to the Internet, but approximately
3 half the population probably doesn't.

4 That is going to be changing over time, as we
5 know, but again, we have concerns about making sure that
6 people have the ability to check the reliability of
7 information that they are getting on the Internet,
8 because some of it could be potentially hazardous to
9 them.

10 In your report, there is one typographical
11 error that I caught on page No. 1 of this section. It is
12 the bottom of the first paragraph, "WebMD reports 4.7
13 unique visits," I am sure it is 4.7 million unique
14 visits. We don't know what it is now.

15 Are people pretty much familiar with this, do
16 we need to have more discussion? We have talked about
17 this before, but let's look at the recommendations and
18 see how people feel about it.

19 Our first recommendation that we have discussed
20 is to form some sort of public/private partnership of a
21 review board that can look at this information kind of
22 like other standards boards are in place for rating

1 movies and the movie industry, a way of evaluating the
2 accuracy of information, setting up standards, making
3 sure that claims are evidence based and identifying when
4 they are not, and so forth, and so on, and basically,
5 being able to give like the Good Housekeeping Seal of
6 Approval and an appropriate logo that is associated with
7 that, to those sites that are in compliance with the
8 recommendations of the standards board.

9 I don't think that it was so much our intent to
10 have a rating system where Internet sites would be A, B,
11 C, D, and so forth, but rather to develop certain
12 guidelines for presenting information, for documenting
13 the source of any claims or representations that are
14 made, and hopefully, those sites that are in compliance
15 with those guidelines will get this seal of approval.

16 So, basically, the first recommendation is that
17 we establish a public/private partnership to develop
18 voluntary standards to promote accuracy, and so forth,
19 and to develop some sort of process to continually review
20 Internet science and new sites as they come aboard, and
21 those who do meet the standards of such a review board
22 would be able to say that they do and to use some sort of

1 identification, perhaps a logo saying that they have met
2 those standards. This is pretty much what the first
3 recommendation is about.

4 Can we open it to discussion now, do people
5 have any ideas, concerns, or thoughts about this
6 particular recommendation? Joe.

7 DR. FINS: Yes, I think we should cite a
8 parallel to -- I think it was called the Vancouver
9 Agreement, that the leading medical editors of the
10 journals use to have voluntary standards, that there is a
11 precedent for that, and I would like to concretize
12 Recommendation No. 2 more specifically and suggest that
13 the National Science Foundation develop an RFP or some
14 kind of mechanism for scientific literacy, which is
15 critically important, and there may be also the National
16 Library Association has some kind of partnership there,
17 you might mention them later on --

18 DR. BRESLER: Yes, we do.

19 DR. FINS: But I think it is also relevant
20 here.

21 DR. BRESLER: Other thoughts and comments?

22 Let's stick with the first recommendation.

1 Let's take them one at a time.

2 DR. GORDON: Just a point of procedure. Joe is
3 addressing Recommendation No. 2, not No. 1, right?

4 DR. FINS: Both. We are on Issue 1, but there
5 are three recommendations.

6 DR. GORDON: Right, but David has just
7 mentioned the first recommendation.

8 DR. FINS: Oh, I'm sorry.

9 DR. GORDON: So, if we can focus on that one,
10 that would be helpful.

11 DR. BRESLER: What we want to focus on now is
12 this idea of public/private review board. As we have
13 previously discussed, the idea would be to have people
14 from academia, people from interest groups, people
15 representing the public, consumer advocates, and so
16 forth, and so on, just to basically set policies and
17 procedures for identifying information and the source of
18 any claims or representations that are made, and the
19 extent to which people are in compliance with that, they
20 would get that seal of approval.

21 Dean.

22 DR. ORNISH: As Joe was saying, there is a more

1 recent conference of medical editors that came out about
2 a month ago, editors of JAMA, New England Journal
3 circulation, Lancet, et cetera, that specifically address
4 the issue of conflict of interest and how important that
5 is to address. Particularly, they were referring to
6 drug companies funding research on drugs and then
7 suppressing the articles if they didn't show favorable
8 findings, that kind of stuff.

9 So, I think, as Joe was indicating, to the
10 degree we can cite other precedents that directly relate
11 to this, it certainly makes it more mainstream and sees
12 as the middle ground, as well as I think being a good
13 precedent.

14 The other thing, though, is I think there are
15 already some existing agreements. I know like WebMD has
16 in terms of privacy and accuracy, and I know Dr. Koop
17 took a lot of flak for those issues, and he has come up
18 with some stuff, too.

19 I am not familiar exactly what they are, but it
20 would be nice to include that in here, too.

21 DR. BRESLER: I want to table that for a minute
22 because there is some concern about Recommendation No. 3

1 that we will discuss in a moment, but let's stick with
2 No. 1, about this public/private review board.

3 Does this reflect the general consensus of the
4 Commission, are we all in agreement that this would be an
5 important thing to do, to have some sort of agency that
6 has interest from both sides?

7 Joe.

8 DR. FINS: I think I actually made this
9 recommendation at an earlier meeting, but I want to
10 modify the idea just a tad, maybe with the preamble
11 saying, "While recognizing the importance of freedom of
12 speech, the Commission recommends," not in any way
13 abridging, but just being clear that you can say whatever
14 you want, but it may not be credible.

15 DR. BRESLER: We have always been clear that
16 this is voluntary standards that we are asking for and
17 that people, just like certification in any kind of
18 agency, people can apply for it and be reviewed, and if
19 they meet the standards, they get the seal of approval.
20 It is a voluntary program. I think we have always
21 considered it that way, but your point is well taken,
22 that we need to emphasize that in no way is it our

1 intention to restrain the freedom of speech through this
2 recommendation.

3 Other concerns about this? Does this generally
4 reflect the consensus of the Commission, that we would
5 like to see such a public/private review board to help
6 give consumers some idea as to the accuracy of
7 information that they are finding?

8 May I ask, does anybody have any objection to
9 this recommendation? Can we move on?

10 Joe.

11 DR. FINS: Maybe there should be some reporting
12 mechanism, of we come up with CAM Central or some idea
13 down the road, what does this Commission do, and how does
14 that information get disseminated? I mean what is the
15 feedback loop?

16 DR. BRESLER: Again, I think our thinking about
17 it was that an Internet site could apply to this
18 commission or board, or whatever it is called, for their
19 seal of approval, there will be a review process in which
20 people will go and take a look at the information that
21 they are providing.

22 There needs to be a way to update that and make

1 sure people would have to reapply or recertify
2 periodically, like we do in continuing education
3 programs. I mean, we don't want to give somebody
4 certification that is good forever. So there does need
5 to be a way of, not necessarily policing, but watching
6 those people that have given the seal of approval and
7 make sure that they continue to deserve it.

8 Again, these things, the mechanics of it, need
9 to be worked out further down the line.

10 DR. GORDON: I think one thing about the
11 mechanics is some of this will relate to recommendations
12 later on, for example, for the Central Office, so that
13 that may be the place out of which this comes.

14 I think we shouldn't focus too much, as we go
15 through these recommendations, on figuring out all the
16 mechanics and implementation because otherwise we will
17 get bogged down, and we can come back at that later on
18 when we have the whole picture in front of us.

19 MR. ROLIN: Just a comment. I am concerned
20 about the fact that not all people will have the
21 Internet. So definitely, I would support the idea of
22 some type of report, and that can be worked out within

1 those mechanisms.

2 DR. BRESLER: Can we move on to the next
3 recommendation?

4 The next recommendation is that the public
5 really needs to know how to evaluate the information that
6 is coming across the Internet, and this recommendation
7 was to establish a public education campaign that teaches
8 people how to evaluate information and again to look at
9 it in partnership with schools and other educational
10 institutions that use computers, that have an interest in
11 the Internet, and basically to look at it as a set of
12 fundamental skills in being able to get the information
13 that you want and to be able to check to see if it is
14 accurate information.

15 This is basically an educational campaign.
16 That is what this recommendation is about.

17 Do people have comments or concerns about this
18 recommendation? Joe made a comment that I think is very
19 well taken, that we ought to look and see what the
20 Library Association is doing, we ought to look and see
21 what NSF and some of the other agencies are doing along
22 these lines to increase literacy in terms of getting

1 access to health information on the Internet, and I think
2 that that possibly should be incorporated into our
3 recommendations.

4 Other comments or thoughts about this?

5 SISTER KERR: I know you addressed this with
6 the library, teaching people how to use it, but have you
7 thought, how would this look differently if we did not
8 have access to the Internet, and are we considering
9 carefully the population that will not? Particularly,
10 who knows what is going to happen in the future?

11 But just to be sure it has been thought of, and
12 then to say, but at this point in history we have got the
13 Internet, so we won't, obviously, use billboards as much.
14 Are we thinking about it enough?

15 DR. BRESLER: We are going to be coming to some
16 of these discussions about access issues and ways of
17 getting information to other people in Issues 2 and 3,
18 but I think we could see the possibility that there will
19 be industries developed to take information off the
20 Internet and provide it to people that don't have access,
21 that if people have a health care concern, there are
22 probably going to be private sector businesses that

1 basically will do that, will do a search for you, will
2 check things out, and so forth. I think this is probably
3 going to be a growth industry that will enhance access,
4 but we will discuss access more in the next issues.

5 Again, we are going to focus on the public
6 education campaign to basically let people know how to
7 get information off the Internet and how to check the
8 accuracy of it, and again in collaboration with other
9 organizations or institutions that have a similar
10 interest.

11 Jim.

12 DR. GORDON: I have a procedure point and then
13 a content point. The procedure point is one of the
14 things that we should be thinking about is how we are
15 going to order the recommendations. I mentioned this
16 earlier, as well, whether or not, for example, the issue
17 that you raised, Charlotte, should be combined here in
18 this place. That is, making access more easily available
19 to people who don't have access.

20 The content point that I would like to make
21 maybe follows up on what Joe was saying. I think it is
22 important that we say that it is all scientific

1 information, of which CAM is a part, and I think that
2 this is the domain that we are working in, or we are
3 stating right from the beginning the principles of
4 evaluating should be similar.

5 DR. BRESLER: Which, again, makes a lot of
6 sense to be working with other organizations and
7 institutions who have a concern and are already probably
8 working on this issue.

9 Joe?

10 DR. FINS: It also allows us to be funded by
11 different sources of appropriations, everything from the
12 Defense Department, if we are talking about
13 misinformation about bioterrorism, all the way to the
14 Department of Education.

15 So, it really is a tremendously generic
16 problem, of which CAM here is a subset.

17 DR. BRESLER: Other comments?

18 Joe?

19 DR. PIZZORNO: I am not sure where this best
20 fits in, maybe one of the earlier ones. I really like
21 this because there is a lot of bad information on the
22 Internet that we have to be careful about, but how do we

1 set this up in such a way that we facilitate, and not
2 become simply a censorship body by vested interests?

3 Unfortunately, this happened a lot in our
4 history as a nation, and unfortunately, I don't know how
5 to do that, because we need to help people determine what
6 is good information, but we don't want vested interests
7 to keep out ideas they don't want to see come into the
8 system.

9 DR. BRESLER: Tom?

10 MR. CHAPPELL: Thank you, Joe, for that
11 comment. I have been noodling with that as we have been
12 talking, and I do think that in your first
13 recommendation, you are talking about developing the
14 standards. I mean what that means to me is that by
15 practice, you are going to have some standards. There
16 may be some standards that are uniform to all practices,
17 but I am still trying to make the link between the
18 efficacy of the practice and the information that is
19 being provided on a website here.

20 DR. GORDON: Speak a little closer to the mike,
21 everybody, so you make sure that the audience can hear
22 and we get everything recorded, too.

1 DR. BRESLER: Say a little more about it, Tom.

2 MR. CHAPPELL: Well, I am trying to avoid
3 creating a censorship organization, too, because that is
4 negative and controlling as opposed to promotion of
5 information that is credible and efficacious.

6 I am wondering if you could give me an example
7 of what a standard would look like. You have said to
8 promote accuracy. I know I am back on No. 1, but it is
9 related to No. 2, as well.

10 DR. BRESLER: That is okay. The way I think
11 about it, I sit on the editorial review board of several
12 professional journals. Those journals have standards
13 which need to be met for articles that are submitted in
14 terms of representations and claims that they make.

15 I think that our thoughts are, it is not to
16 tell people what to put on the Internet or what not to
17 put on the Internet. It is to look at the validity of
18 claims and representations that are being made and how
19 well documented the sources are that support those claims
20 and representations are.

21 It is to establish the same kinds of standards
22 for making claims and representations on the Internet as

1 we would in setting standards for what constitutes a
2 random clinical trial, what constitutes peer review, what
3 constitutes various other types of claims that you make
4 on the basis of your research.

5 Those are fairly well standardized by these
6 journals now, and my way of thinking about it is
7 basically to establish standards and to put the seal of
8 approval on those Internet sites that do that.

9 When they make a claim and they say there is no
10 scientific basis, it is all anecdotal information, and
11 there is not yet any published controlled studies to
12 document this, but here are four case studies.
13 Basically, to validate any claims and representations,
14 and to provide the source or the basis that validates
15 those claims, I think that is our intention.

16 MR. CHAPPELL: Thank you.

17 DR. BRESLER: We need to move on in a minute.

18 DR. FINS: Just to pepper the setup here,
19 Jefferson said, "Democracy without education is
20 impossible." So, we are not in any way constricting
21 choice, but we want people to be able to make informed
22 educated choices.

1 DR. BRESLER: Good. Any other comments about
2 these because we are going to spend a little bit of time
3 on the third one.

4 Joe, quickly.

5 DR. PIZZORNO: These are very well stated. I
6 was thinking about when we had that presentation by the
7 Berkeley Wellness Letter and by Goldberg's group. Both
8 of them are publishing things, and they were both looking
9 at the same information, and had totally separate
10 conclusions, and I think both were on the extremes, and
11 the truth was somewhere in between.

12 Again, how do we facilitate that we get the
13 truth that is in between those two extremes, that we
14 don't let either group dominate this process, so that
15 when people are given advice on what is reliable and what
16 is not reliable, that we are not too restrictive, but we
17 are also not too inclusive.

18 DR. BRESLER: Well, what would make sense to me
19 is that there are some issues in which there is evidence
20 in both directions, and part of the standards are, in
21 those kinds of situations, both sides need to be
22 presented fairly.

1 Again, it is for this group, this
2 public/private group, to establish those standards, and
3 they are going to take some time to do it. It is not for
4 us to establish those standards right now. We are making
5 the recommendation that a group needs to be formed in
6 order to do that.

7 Any further discussion about this one?

8 Again, the question that Tieraona raises is do
9 we want to talk about transparency, potential conflicts
10 of interest, full disclosure, and so forth. Again, I
11 wouldn't get into the mechanics of what such a body might
12 do. We are just basically recommending that a body be
13 formed to do this.

14 Is that clear?

15 DR. GORDON: I think that the issue of
16 transparency may be one that we want to talk about on
17 Saturday morning. That may be a new issue that we want
18 to bring to this particular area of information or maybe
19 to all the areas. So, let's put that down as a
20 possibility.

21 DR. BRESLER: Okay. Moving on, the third
22 recommendation has to do with privacy and confidentiality

1 of information. As you will recall, we heard a lot of
2 testimony about this from various people, and a large
3 number of people are very concerned that when they go to
4 visit an Internet site, that they are going to be tracked
5 and that either the health insurance company, big
6 brother, their employer, the government, whoever, is
7 going to look at where they are visiting on the Internet
8 and it is going to have an impact on health insurance
9 premiums, things of this sort.

10 Now, the language in our recommendation is what
11 I want to discuss for a few moments because in the
12 recommendation we say, "The Commission recommends that
13 the privacy of individuals using CAM Internet sites be
14 protected by encouraging CAM sites to disclose if users
15 are tracked and how that information is utilized."

16 The question that I have is I think we ought to
17 put more teeth into this one. I would like to make that
18 a requirement. I would like it to read, "The Commission
19 recommends that the privacy of individuals using CAM
20 Internet sites be protected by requiring CAM sites to
21 disclose if users are tracked and how that information is
22 utilized."

1 Can we have some discussion about this?

2 DR. BERNIER: How would you police that?

3 DR. BRESLER: Comments? How would we police
4 that?

5 DR. FINS: I think that is addressed in Issue 2
6 about the FTC and all that. The point here is whether or
7 not we would endorse such a thing.

8 DR. GORDON: It could also be in Recommendation
9 1 of this voluntary group, that that would be a condition
10 of being a member of that voluntary group.

11 DR. BRESLER: Good point. Here is an
12 opportunity also to look at what other agencies are
13 doing. This is not a unique concern of people going on
14 to CAM sites.

15 Joe.

16 DR. FINS: Did you guys come up with any
17 information on HIPAA and how it relates to this, because
18 there may be provisions in HIPAA that we are not aware
19 of.

20 MS. AXELROD: The information on HIPAA is still
21 evolving, but that is one thing that we want to just make
22 sure that CAM is included, so that it is not like the CAM

1 Internet sites would really be treated any different than
2 the other health information sites, but it is not clear
3 to us at this point if those sites are included, so that
4 is what we want to make sure about.

5 DR. FINS: It might be wise to mention that
6 HIPAA, for instance, it is kind of evolving, any
7 evolution or amendment to HIPAA consider the CAM-related
8 issues. Now, HIPAA is a very complicated piece of
9 legislation, but that is where a lot of this stuff is
10 happening.

11 DR. GORDON: Joe, do you want to explain?

12 DR. FINS: It is about the confidentiality of
13 the medical record and the exchange of information
14 between providers within organizations, between
15 organizations, and liability for disclosure.

16 Even the originating institution, as I
17 understand, and I am not an expert -- it would be liable
18 if I were -- passing between me and Effie, if something
19 happened between George and Effie, I could conceivably be
20 responsible for this. So there is a chain of
21 responsibility.

22 Again, I am not an expert, but I think that we

1 need to envelop this in the context of major legislation
2 on privacy and confidentiality that is out there right
3 now.

4 MS. AXELROD: It is partly addressed in Part B
5 of this recommendation because there is some other
6 legislation that addresses this issue, as well, so we can
7 add this to the background information that it is HIPAA
8 and other legislation, and just make sure that CAM is
9 included in those.

10 DR. BRESLER: I would like to focus for just a
11 minute in how much teeth we want to put into this
12 recommendation.

13 Are people comfortable saying that we want to
14 encourage CAM sites to disclose if they are tracking
15 people, or do we want to say that we require them, we
16 recommend that they be required to disclose if they are
17 tracking people?

18 SISTER KERR: I don't know the technology, but
19 I would like to say "required."

20 DR. BRESLER: Other comments? Everybody is
21 nodding their head. Is there any objection to changing
22 the language from "encouraging" to "requiring"? Does

1 anybody have any concerns about that?

2 DR. ORNISH: I just think it needs to be clear
3 that we are not saying this is something unique to CAM,
4 as Joe was saying. I think that, here again, if we can
5 not make this marginalized, or make this part of the
6 mainstream, it has a double benefit. It makes the
7 particular recommendation more acceptable, but it also
8 makes it clear that this can be part of the mainstream.

9 DR. BRESLER: I think we are all in agreement
10 with that.

11 Any further comments or discussion about this
12 recommendation? Okay.

13 Let's move on to Issue 2. Issue 2 is regarding
14 adequacy and accessibility of CAM information from the
15 Federal Government. Does everybody remember this one?
16 Basically, there is lots of agencies within the
17 government that have interest in this in various ways,
18 and I think we are still learning about other agencies in
19 the government who already are fairly far down the line
20 and nobody knew about it. Why reinvent the wheel? The
21 idea is some coordination between all the federal efforts
22 to provide information, to assemble information, sponsor

1 research, things of this sort.

2 The recommendation is for an interagency task
3 force basically to identify what information we need that
4 we are not getting, and also to develop strategies to
5 stay up with activities of the government along these
6 directions and to improve communication links.

7 We talked about Internet, too, but are people
8 familiar with Firstgov.gov? I had never heard of it
9 until I got it from this document, and I can only imagine
10 what other resources might be lurking within the federal
11 infrastructure that could be tremendously valuable to all
12 of us interested in this.

13 Again, the recommendation is that an
14 interagency task force be established to see what is
15 going on, identify those gaps, and do something about it.

16 Jim?

17 DR. GORDON: Although I agree with that, I
18 think that the whole recommendation is a little too
19 tentative for my taste. I really feel we have to not
20 only identify, but to develop strategies for remedying
21 the gaps, I would say, number one, and number two, I
22 think we need to indicate that we are responsive to the

1 questions that people are asking, which is basically does
2 glucosamine work for my arthritis or not, what is the
3 state of the evidence for all these various approaches.

4 I think the way it is worded here, it is too
5 vague and it doesn't really deal with the central issue
6 of what works, what doesn't, and where can I find people
7 who are qualified to help me with it.

8 DR. BRESLER: Again, we are focusing on what is
9 going on within the Federal Government.

10 DR. GORDON: I know, but they have been asking
11 these questions right from the beginning. For example,
12 in the early days of the OAM, 70 percent of all questions
13 were from people with cancer and their families saying
14 what else can I do.

15 I think that we have got to address those
16 concerns and indicate that we want to remedy those
17 concerns that people have, and give them the information
18 that they want.

19 DR. BRESLER: Remedy them by telling them what
20 activities are going on within the Federal Government
21 that could be of interest to them?

22 DR. GORDON: No, no, remedying them by telling

1 them -- which is I thought we had pretty consistent
2 testimony on that -- that people are saying we want the
3 government, whether in partnership with private groups or
4 not, we want the government to be able to provide us, as
5 an impartial arbiter, and some of the government agencies
6 including particularly NCCAM are trying to do some of
7 this. What can you tell us about these approaches?

8 DR. BRESLER: Joe.

9 DR. FINS: I don't think that is my
10 recollection of it, and I think Recommendation 1 under
11 Issue 1 was to address it. In other words, I think
12 everybody was uncomfortable with saying there was one
13 site that said glucosamine worked or that was a
14 definitive site. The idea was to have a plurality of
15 sites that met a certain set of standards, and then with
16 education that the consumer would have, they would be
17 able to navigate that a bit.

18 I think they have a single voice about what
19 works and what doesn't work. First of all, I don't think
20 that is an answerable question. I mean does chemotherapy
21 work in a particular cancer? Well, there is a lot of
22 disagreement about the particulars.

1 DR. GORDON: But at least what you can do is
2 you present the state of the art, and that is what people
3 are looking for. Let's say, does chemotherapy, what is
4 the nature of the literature, the research literature out
5 there about X and Y, and we come to some of that later on
6 when we talk about some of the meta-analyses or
7 systematic analyses that we are looking for.

8 DR. FINS: As a clinician, when I have a
9 question about what works, what I do is I go to the
10 National Library of Medicine, and I do a search. I find
11 articles that have reached a threshold and been indexed
12 as NLM, so I think for No. 2, Issue No. 2, that I didn't
13 see NLM mentioned, I know it is mentioned in Issue 3, but
14 I think NLM is the leadership organization for this
15 information kind of constellation.

16 I would also, just dovetailing about the cancer
17 patient who is looking for a CAM modality, I would also
18 link it up with NGOs, responsible NGOs, like the National
19 Hospice Association, so a patient would have an idea
20 about what are the options. It is not exclusively a
21 government --

22 DR. GORDON: I hear what you are saying and I

1 think the linkages are good, but CAM already has a
2 statutory responsibility to provide information, and I
3 think we have to take account of that, as well, here.
4 That is part of the authorizing legislation for the OAM,
5 was that there be information made available.

6 All I am saying is I think we have to address
7 the public -- what you are talking about has been
8 significantly as researchers' or clinicians' concerns --
9 we have to really respond to the public need for
10 information.

11 DR. FINS: The National Library of Medicine has
12 Pub Med, which is a site specifically designed for the
13 public. I think, getting back to what we were talking
14 about this morning, the point is that there is this
15 integrative continuum, so somebody might not know they
16 are looking for CAM information, so they wouldn't go to
17 the NCCAM site, but they might go to the National Library
18 of Medicine and find glucosamine, because they were
19 looking under nonsteroidals and arthritis, and they found
20 a paper that said nonsteroidals versus glucosamine, they
21 say, well, that sounds better, and I have got an ulcer,
22 that might be a better choice.

1 DR. BRESLER: This issue, to me, is not about
2 CAM Central and having an authoritative source within the
3 government that can tell people what the status of
4 information is, and so forth.

5 This particular issue, the way that we have
6 recommended it, is about finding out what is going on
7 within the government and all the different agencies,
8 linking it together, so that people know what is going on
9 in the government, seeing what gaps are there that need
10 to be addressed, and remedying them.

11 DR. GORDON: I hear you. I think then the
12 issue becomes one of ordering recommendations, because
13 the most important thing to the public is not all the
14 things that are going on in the government. The most
15 important thing is what do I do next. So, it is a
16 different issue, and I appreciate the clarification.

17 I think we do have to look at the way we have
18 ordered things in order to present it in a way that
19 people will say okay, they are meeting my needs and here
20 is another issue.

21 DR. FINS: There is a micro and a macro
22 economic dimension to this. It is like what an

1 individual person encounters is based on these macro
2 economic decisions about what the agencies are doing.
3 So, they are related, and maybe when we set up the
4 structure of this chapter, you might consider the
5 infrastructure that would need to be in place to allow
6 consumers and patients to make informed choices, and they
7 are mutually reinforcing.

8 MS. CHANG: Just a time check. You have 20
9 minutes left for this section.

10 DR. BRESLER: I understand. I was just pushing
11 forward and I was going to tell everybody the same thing.
12 We have a lot of material to cover, so we are going to
13 need to go relatively quickly.

14 Sticking with Recommendation No. 4, is there
15 any further discussion or concerns about it? Effie.

16 DR. CHOW: Would you see this as being part of
17 this other section, Coordinating and Centralizing Federal
18 CAM Efforts, that this is one aspect of what we are
19 recommending on the whole?

20 DR. BRESLER: Yes, and as you will see in
21 Recommendation No. 5, we really address it more
22 specifically. Let's stick with Recommendation 4. I

1 would like to get this one wrapped.

2 Any other concerns or comments about it?

3 DR. FINS: Does this relate to enforcement
4 issues, as well, or is that in a different place?

5 DR. BRESLER: We hadn't considered that.

6 DR. FINS: Should we? I would really like to
7 give the FTC authority to enforce --

8 DR. BRESLER: I think what we are trying to do
9 right now is find out what the hell is going on, what
10 agencies are doing what kinds of things, and who is doing
11 nothing, where is the big gap, what agencies should be
12 doing things that aren't.

13 That is really the intention of this
14 recommendation: what is being done; how can we coordinate
15 the efforts of these agencies, so that they are not
16 duplicating efforts; and what things in the public's
17 interest need to be done by the government that are not
18 being done. This is the intention of this
19 recommendation.

20 Corinne.

21 MS. AXELROD: I just want to add this is not
22 just about the Internet. This is the Internet, this is

1 fact sheets, these are all information from the
2 government that comes in all sources.

3 The government produces a lot of fact sheets,
4 they have a lot of clearing houses, there is a lot of
5 toll-free numbers, but if somebody is looking for
6 information on arthritis or diabetes, there is FDA, there
7 is CDC, there is HRSA. They all have their pamphlets,
8 they all have their sources of information.

9 We want to get those agencies at the table to
10 look at that and make sure that they have some CAM
11 information in there. So, it is a way of bringing them
12 onboard with this, identifying where the gaps are in the
13 information they are producing, and enhancing the links,
14 so that the consumer will have easier access to this
15 information that is right now all over the place.

16 DR. BRESLER: Is everybody clear about this?
17 Any further discussion? Five follows on it.

18 Effie?

19 DR. CHOW: I think this is very necessary, this
20 recommendation. Do I see in there, after what you just
21 said, that it is promoting agencies that don't have
22 information to CAM, to include CAM information? I don't

1 see this in here. It should be included in here?

2 MS. AXELROD: Well, if you bring all these
3 parties to the table and talk about the gaps in their CAM
4 information, it is going to happen, and it is not
5 explicitly in here. We can certainly add that.

6 DR. CHOW: Okay.

7 DR. BRESLER: Moving to Recommendation No. 5.
8 It is basically once we have determined what is going on
9 in the government with CAM, we would like to have one
10 centralized place where consumers or other interested
11 parties could go and find it out.

12 Any comments about this particular
13 recommendation? We were going to establish a toll-free
14 number and just as that information is assembled, it
15 needs to be utilized in a form that can be helpful to
16 consumers who are looking to find out what the government
17 is doing in particular areas.

18 Don?

19 DR. WARREN: I like this. We are going to
20 discuss this Saturday morning also.

21 DR. BRESLER: Good. Effie?

22 DR. CHOW: I wonder whether it is established

1 in DHHS, because I think in our other centralized CAM
2 effort, we are questioning whether it is really good to
3 be in DHHS or the Secretary's Office or elsewhere.

4 So, I don't know whether saying specifically
5 DHHS, or it could say within government in this
6 recommendation.

7 DR. BRESLER: Joe.

8 DR. FINS: I have no problem with having a
9 place for information, but I do have problems with
10 practicing medicine or anything over the phone, and I
11 would hate this to be a kind of a proxy for --

12 So, I think we have to be very clear that we
13 delineate the parameter of the activity, and it is just
14 an information source, but it is not clinical advice.

15 DR. BRESLER: It is not even close, Joe. What
16 we are saying is these are the activities of the Federal
17 Government around this issue.

18 DR. FINS: That's right. I just want that on
19 the record, and I don't think we disagree, but I think we
20 have to understand that people will be calling up with
21 medical questions about what is wrong with them, and
22 whatever enabling legislation or regulation has to make

1 it very clear that this is just a generic information
2 source, and not a clinical enterprise.

3 DR. BRESLER: It is information about what the
4 government is doing, it is not necessarily information
5 about what the consumer should do for their particular
6 problem.

7 DR. FINS: But you know that is how people are
8 going to use it.

9 DR. BRESLER: We know.

10 We need to move on quickly. Any further
11 comments about this? Does anybody have any concerns
12 about this? Wayne.

13 DR. JONAS: I think the last issue that was
14 brought up is an important one to address, and that is,
15 what is going to be the public value of this. If the
16 vast majority of the public is calling to get clinical
17 information, and they don't get it, then, it is not going
18 to be something that is very publicly useful.

19 We found this at NCCAM. I mean there is a
20 public clearinghouse specifically mandated at NCCAM to do
21 that, and they do answer questions, but they don't give
22 out clinical advice and clinical information, and when

1 people call there to try to get that information, they
2 are not going to get it.

3 It may be that there needs to be, that the
4 perceived value of this from our perspective may not be
5 what the majority of people who are going to use this
6 line would perceive as a value, so that has to be
7 addressed in some way.

8 DR. BRESLER: Well, again, I think if such an
9 agency were in place, I bet every one of us would learn
10 about activities in the government that has gone on that
11 we didn't have a clue about, and because of those
12 activities, there needs to be some kind of centralization
13 of those activities. That is what this is to address.
14 Okay. And we understand your concerns that it not be to
15 provide specific medical diagnosis or treatment, that is
16 obvious.

17 Quickly, Joe?

18 DR. PIZZORNO: How much does this duplicate
19 what is already being done at NCCAM?

20 DR. BRESLER: Do you have comments about that,
21 Wayne?

22 DR. JONAS: Well, I haven't tracked and

1 followed the recent events, because I know they are
2 actually growing that, and there are actually some
3 representatives here who are involved in the
4 clearinghouse, and we should probably get close with them
5 to find out what they are doing, because it may be that
6 they are doing a lot of this.

7 DR. GORDON: One thing we could do -- it is a
8 long subject -- maybe Anita could talk with you about
9 what is going on. Now, Anita Green, do you all know
10 Anita Green, everybody?

11 Anita, do you want to raise your hand? Sure,
12 come up.

13 DR. BRESLER: We don't have time now, Jim.

14 DR. JONAS: Chris Thompson is here, and she
15 actually runs the clearinghouse.

16 DR. GROFT: We will get together with Chris.
17 We have 10 minutes to finish the rest of our session.
18 Let us get together with them and we will get the
19 information for you.

20 DR. BRESLER: Is everybody okay? All right.

21 Issue No. 3 is about availability and adequacy
22 of information, basically about access, the diverse

1 groups of consumers. We have two recommendations based
2 on this. Number one, that in partnership with NLM and
3 the American Library Association, that we provide
4 specific information to librarians to help people find
5 CAM information on the Internet and within the library
6 system.

7 Comments about this one? Does anybody have any
8 concerns about it?

9 The second recommendation that CAM information
10 materials be at a level, at a reading level that the
11 public can understand and utilize. We gave you some
12 background information about that, and that specific
13 information be targeted to specific groups.

14 Comments about this? Is everybody in agreement
15 with this?

16 MR. CHAPPELL: I am wondering if this goes far
17 enough in scope to accomplish the aim of informing
18 particular groups. I recall at one point during the
19 hearing process we discussed the sort of training tours,
20 people going into communities to try to help make people
21 more aware of what the possibilities are with CAM.

22 I am just concerned that again a source like a

1 library, as sound as that appears to be, whether that is
2 enough to really communicate the benefits of CAM
3 practices and products to particular diverse groups as
4 opposed to going in like a public health issue, making
5 this a public health issue and saying we are intentional
6 about an education program that reaches very specific
7 populations.

8 DR. BRESLER: A comment, Tieraona?

9 DR. LOW DOG: Yes, just as another person here.
10 I felt that we have more of this under Issue 5, false and
11 deceptive health claims on the Internet. Here, we talk
12 about limited language skills, cultural isolation,
13 poverty, and we make recommendations about bringing
14 national and local leaders of communities, of special
15 populations, together, and I am not sure why we have got
16 under the Internet, because actually, culturally isolated
17 people with limited language skills, they are not the
18 biggest users of the Internet.

19 DR. BRESLER: Right.

20 DR. LOW DOG: I think that would actually fit
21 better under Issue 3 where we expand and -- because I
22 think this addresses some of your comments, Tom, about

1 local leaders of communities working with groups,
2 bringing them together, and how do we get information to
3 them, because the only thing we are talking about here is
4 unnecessarily harmful or detrimental aspects of CAM,
5 nothing potentially beneficial at all.

6 So, we fit it under this Internet, false,
7 deceptive health claims, and I think it should be moved.

8 DR. BRESLER: For the sake of simplicity and
9 time, can I make a recommendation? This particular
10 recommendation is in regards to the library system, which
11 is a major infrastructure that is in place in every city
12 in America, and how we can work with that infrastructure
13 and upgrade the skills of those librarians to make that
14 an information source.

15 In addition, as a separate issue and
16 recommendation, I like what Tieraona said, that perhaps
17 we should get a consortium of interested parties together
18 to discuss how we go into those communities and provide
19 information, as Tom is recommending.

20 DR. LOW DOG: It's already here.

21 DR. BRESLER: It's in No. 10.

22 DR. LOW DOG: I am just suggesting that we move

1 it, that we move it out of False and Deceptive Health
2 Claims on the Internet, and we put it under Availability
3 and Adequacy of CAM Information, and include it under
4 library recommendations, that's all.

5 DR. FINS: So, you are saying move 10?

6 DR. BRESLER: Yes.

7 DR. FINS: I just want to put a little more
8 teeth into No. 6 just on that point.

9 DR. BRESLER: Go ahead.

10 DR. FINS: You are saying training materials be
11 developed. I think we should say we should recommend an
12 appropriation to build the infrastructure of local
13 libraries and librarians by giving them training in
14 assisting the public in educating them about access and
15 health care information on the Internet including CAM.

16 I think the First Lady would probably be a
17 proponent of that, so we should look for that alliance,
18 being a librarian, and I think that again, this gets back
19 and dovetails back with the scientific literacy questions
20 and the fact that people don't necessarily start off
21 their search looking for CAM information.

22 They look for information about what is wrong

1 with them, and they might end up in CAM, they might not,
2 it depends, and it is a generic skill set.

3 DR. BRESLER: Jim?

4 DR. GORDON: I was just going to ask Joe, so,
5 how would you amend that recommendation then?

6 DR. FINS: A new sentence. The Commission
7 recommends federal appropriations for local librarians
8 for training, to assist the public in utilizing health
9 care information on the Internet.

10 DR. LOW DOG: Including CAM.

11 DR. FINS: Including CAM materials.

12 DR. BRESLER: Is everybody okay with that? Any
13 concerns about that? We will take that back to our
14 committee.

15 Any concerns about Recommendation 6 and 7? We
16 are pretty much in agreement that it has to be in a
17 language that is comprehensible to people. Any comments?
18 Joe?

19 DR. FINS: For background, the AMA has a
20 program on literacy that might provide helpful citations
21 about this that could go into the background section.

22 DR. BRESLER: Anything else on this?

1 DR. GORDON: The other thing there is the issue
2 that Tom raised, I am not sure where we are on that
3 regarding No. 7. Does No. 10 take care of that?

4 DR. LOW DOG: Yes. On page 6 of this report,
5 where we have, "Due to limited language skills," et
6 cetera, et cetera, we have included that under Internet.
7 We have suggested moving that under here, and moving
8 Recommendation 10 under there. So it expands and fits.

9 DR. GORDON: The No. 10 statement is a kind of
10 protective statement, and I think it needs to be also a
11 more positive statement about educating and providing
12 strategies of information.

13 DR. BRESLER: Does everybody follow that, we
14 are moving No. 10 to 3, and taking Jim's comments? Any
15 further comments about this? Tom?

16 MR. CHAPPELL: I would just like to point out
17 that I think what this is all trying to serve is that CAM
18 is a public health issue. I am not sure we are broadly
19 stating it to have that kind of level of value and
20 importance in our time.

21 CAM is as important as dental hygiene or
22 nutrition. It is a public health issue, and I don't want

1 to lose that general overview of what is driving what we
2 are trying to do about information and accessibility of
3 that information.

4 DR. BRESLER: Well, would you be comfortable
5 with us saying that because it is a public health issue,
6 going back to No. 10, that we feel it is important to get
7 a coalition of people that have interests in communities
8 and public health within the communities, and so forth,
9 and so on, and to frame it in that way? Would that be
10 comfortable for you?

11 MR. CHAPPELL: Yes, that is fine for that
12 specific piece, and I am making my comment in general in
13 lots of uses, too.

14 DR. BRESLER: Good.

15 Joe?

16 DR. FINS: Just another vector of information,
17 which I think goes in Issue 3 as a new kind of
18 recommendation, we shouldn't forget the corporation for
19 Public Broadcasting, PBS, and opportunities for
20 disseminating more information. It is not just the
21 Internet, not just libraries, so that is another very
22 important site. We heard testimony from those folks and

1 other media outlets, but I mean those are ones that do
2 receive, I think, still some federal appropriations.

3 DR. BRESLER: Other comments? Quickly because
4 time is short.

5 Moving on to Issue No. 4, there is a tremendous
6 amount of information and good scientific information
7 being done in other countries and other research
8 institutions that are basically unknown by researchers,
9 clinicians, others here, and this is a recommendation
10 that barriers to access to this information be addressed
11 and this information be translated and made available.

12 Comments about this? Tom?

13 MR. CHAPPELL: Will this public/private
14 interagency be awarding the seal of acceptance to
15 international websites?

16 DR. BRESLER: Comments? If they apply for it
17 and they meet the criteria, I see no problem with it.

18 Does anybody have any concerns about this?
19 Joe?

20 DR. FINS: Just justification, recognizing
21 globalization and the plurality of populations that have
22 made America their home, we think this is even more

1 relevant and important.

2 DR. BRESLER: Any other concerns on the part of
3 Commissioners, are we all in agreement with this
4 recommendation?

5 Moving on, we have had a lot of discussion
6 about false and deceptive health claims on the Internet.
7 This is Issue No. 5. We have two recommendations, one,
8 that we support the FTC in its efforts to identify false
9 and deceptive advertising or health-related claims on the
10 Internet, and to take action about those; to monitor
11 various minority groups or other constituencies that we
12 think are particularly vulnerable to deceptive claims in
13 advertising. Again, an educational campaign for
14 consumers and to help them identify deceptive and
15 unsubstantiated claims.

16 Now again, this is a broader issue, and it
17 relates to any health care information that is on the
18 Internet. But again, a lot of this does focus down on
19 CAM-related sites. So we want to address this.

20 DR. GUTIERREZ: I would just like to recount a
21 chiropractic experience. We had a chiropractor who was
22 sued by the FTC for some literature that he publishes for

1 the entire profession, and the FTC saw that as fraudulent
2 advertising, and he was in the legal process for over six
3 years.

4 It cost him many dollars, obviously, and if we
5 are going to use the FTC at all, I think we should
6 recommend that the FTC put CAM-type providers on their
7 review board, so that when they look at it, they are not
8 looking at it with their own limited perspective.

9 This chiropractor did win, but it was a
10 horrific battle.

11 DR. BRESLER: Comments about this
12 recommendation?

13 DR. LOW DOG: I would support that
14 recommendation. It is not really if we want to involve
15 the FTC, they are already are involved. They are there,
16 and we have to deal with them. But the recommendation
17 that they might include people that are experts in this
18 area, I think is a good recommendation.

19 DR. BRESLER: I do, too.

20 SISTER KERR: I don't remember where now, but
21 so much -- at least, one of the things I learned, and, I
22 think, as a group we learned, is that we needed to be at

1 the level of decisionmaking and advisors as CAM people.

2 But my question becomes, in light of,
3 particularly, what Veronica said, and as Tieraona just
4 said, well, we are dealing with FTC whether we want to or
5 not. What happens if they say, well, we can't get to
6 that recommendation for 12 years?

7 It is a big deal. Can we say more than that?
8 Can you put in a time? Is there anything else? Because
9 I don't know that all these boards, and all, that we are
10 recommending they put us on, whether it is insurance
11 companies or HCFA, or whatever, are going to do it. It
12 is a big deal.

13 DR. BRESLER: Comments? Joe?

14 DR. FINS: I think we have a very strong ally
15 here. Senator Breaux had really remarkable hearings a
16 few weeks ago, in the context of the elderly being taken
17 advantage of by health fraud, and so I think there may be
18 a real confluence here, and I just wanted, as a segue,
19 say we probably should cite that testimony.

20 I would modify the recommendation regarding the
21 FTC. I would say it is not our prerogative to suggest
22 who gets appointed to FTC, but rather to say that the FTC

1 consult with its brother and sister organizations like
2 NCCAM in the federal infrastructure to get appropriate
3 information, but I don't think membership is necessarily
4 our purview.

5 DR. BRESLER: To consult with other agencies
6 that have expertise in this area.

7 DR. LOW DOG: Yes.

8 DR. BRESLER: Comments? Joe?

9 DR. PIZZORNO: I have two things. One is I
10 really support the recommendation of including CAM
11 professionals. Second is under the challenges, just a
12 technical piece. I know that the number of successful
13 actions taken now is 10, so just before we publish the
14 report, staff should contact the FTC and see what the
15 current status is, because there are a lot of cases
16 ongoing right now.

17 DR. BRESLER: Good point. Linnea?

18 MS. LARSON: I guess I am already to the
19 recommendation, the specifics, and it is just a
20 clarification. I think it is problematic to have
21 highlighted "Spanish-speaking." You know, it's English
22 and all.

1 DR. BRESLER: Is everybody okay with that?
2 Jim?

3 DR. GORDON: I think when we look at how we are
4 going to make a recommendation for what the FTC should be
5 including in terms of expertise, we can look at what
6 Tieraona will be talking about very soon with the FDA,
7 and I think we can make similar kinds of recommendations
8 across the board for federal agencies. That will make it
9 more consistent, and it will become clear as we move on
10 to the next section.

11 DR. BRESLER: Okay. Time is tight. Do we have
12 any other burning comments?

13 Moving on quickly, I think the next two are
14 fairly straightforward recommendations. It is basically
15 about disclosure of training, certification and
16 qualifications of CAM practitioners to consumers to make
17 more informed choices. We have two recommendations,
18 basically that it is a requirement that health
19 professionals clearly identify and post information. It
20 explains the level and scope of training.

21 No. 2, let's take them together, that state and
22 local governments make information about their

1 guidelines, requirements, and so forth, because it is
2 tremendously diverse. In some states, even psychologists
3 are not licensed and anybody can call themselves a
4 psychologist. People in that state need to know that.

5 Joe?

6 DR. FINS: When we get to the education
7 section, the group had come up with a kind of taxonomy or
8 hierarchy, and there is also a little bit of that in the
9 access and delivery, so I think this is really not the
10 place where we really get into the detail, but it will
11 need to be cross-referenced because it is probably
12 addressed more fully elsewhere in the report.

13 DR. BRESLER: The only other thing that I would
14 mention is it seems to me that information under
15 challenges on page 3, where it talks about information on
16 licensing and certification requirements, and different
17 providers or different levels of training, and so forth,
18 it seems like this paragraph would fit better under Issue
19 6 than under Issue 2.

20 Anyway, let's look at these two
21 recommendations. Are there any further concerns or
22 comments from Commissioners about these two?

1 Great. Thank you all very much.

2 DR. LOW DOG: Okay. Moving right along. Now
3 we are sort of moving into the product side, if you will,
4 of CAM, and adverse events, labeling, and that. We want
5 to start with Issue No. 7 on page 7, and this is relating
6 to adverse events reporting.

7 We all know that with the recent OIG report,
8 that really said that this was inadequate, the system
9 that is in place now, and one could argue that it is
10 inadequate kind of across the board. It is a dinosaur of
11 a system really.

12 So, we have the background and the challenges
13 here, but I wanted us to focus on our recommendations
14 here, and I want to clarify something in the
15 recommendation because if you read it right now, it says,
16 "The Commission recommends that the adverse event report
17 system be strengthened by" -- and then it has
18 "encouraging voluntary registration of dietary
19 manufacturers, so that the FDA can identify and contact
20 them if an adverse event is reported." This is a system
21 that is in place in Europe, so that if there is a problem
22 with a particular ingredient, that you know who you need

1 to contact immediately to notify them.

2 Then, if you go to C, it says, "mandating
3 registration," so it looks like we have both. We just
4 wanted you to know that we are going to rework that.
5 That is just a wording issue.

6 We wanted to encourage voluntary registration
7 until mandatory registration could be implemented, that
8 we believe this actually should be mandatory, but this is
9 an interim sort of step until that takes place. So, if
10 you were confused by that, we apologize.

11 Then B, requiring dietary supplement
12 manufacturers to report serious adverse events to the
13 FDA, which is required of all other OTC medications, so
14 if somebody is reporting something, you should be
15 required to report that to the appropriate body.

16 D. Simplifying the system. To facilitate
17 increased usage and easier reporting of adverse events,
18 and increasing outreach activities to everybody really,
19 health care professionals all across the board, really
20 everybody, and also patients and consumers, so that they
21 know where to go, but right now it's very cumbersome to
22 try to go onto the FDA and report an adverse event, and

1 most people would become frustrated in the attempt and
2 just stop. So, we wanted that to be made easier, as
3 well.

4 Comments? Joe?

5 DR. PIZZORNO: Again, excellent recommendation.
6 I wonder if under the last one, D, if we should include
7 in there the people who actually sell the dietary
8 supplements, like health food store employees, because
9 they are kind of a separate category, and yet they are
10 selling a lot of these things to the consumers.

11 DR. LOW DOG: Pharmacies, retailers. Again, I
12 think it needs to be a campaign for everybody. Yes, I
13 think everybody.

14 Is there any disagreement with that? Joe?

15 DR. FINS: I want to add a section F or
16 something. This is all reporting of what happens. It
17 presumes that things that happen get reported.

18 DR. LOW DOG: Surveillance.

19 DR. FINS: So I would like a surveillance
20 function exactly, and I think that CDC should be involved
21 in that, and those kinds of activities and any kind of
22 citations by FDA that pose a real public health threat

1 should be reported in MMWR, so that everybody who is not
2 necessarily in the FDA loop will hear about it, who were
3 just the rank and file practitioners.

4 DR. LOW DOG: I think that is a good
5 recommendation.

6 DR. GORDON: I am not clear what you are saying
7 because you are saying surveillance and you are saying
8 reporting, so can you clarify that a little?

9 DR. FINS: If there is an epidemic or
10 something, the CDC is involved in tracking and
11 identifying it, and then characterizing it and reporting
12 is. It is part of a containment strategy, and I am
13 looking for some sort of parallel language.

14 If something were out there that posed a threat
15 to the public health, like the tryptophan story a few
16 years ago, how would that get disseminated, how would
17 that get identified, because it is really an epidemic,
18 because it is really an epidemic. It looks initially
19 like an epidemic of a new disease that has to be figured
20 out, and it may not be apparently a supplement or drug
21 interaction or causal relationships.

22 DR. LOW DOG: Right. I think it is important

1 that if there is not one central place, what normally
2 happens now is it is reported in so many different places
3 that it would be very difficult to see if there was any
4 kind of pattern.

5 So, I think the point of this is to try to
6 have, one, make one central area where adverse events are
7 reported, and then to have somebody that sort of oversees
8 that and makes accessible that information if there looks
9 to be a real health problem.

10 DR. FINS: Just maybe to clarify, but a word
11 like epidemiologic surveillance versus a recipient of
12 information to know what is going on and to help to
13 characterize it, but maybe Joe K. and Corinne can help us
14 with the public health language here.

15 DR. LOW DOG: We can take this back, and if
16 there is anybody that really has an issue with that, I
17 mean I would like to leave some of those things to the
18 group to try to re-present to everybody with our working
19 on it.

20 DR. FINS: There is another mechanism that
21 actually came up in my own hospital, where the
22 consideration was, if we want to allow supplements into

1 the hospital, how does a hospital deal with that question
2 in the context of an established hospital formulary
3 system. We are talking here about a macro, sort of a
4 national system, I think -- adverse monitoring within
5 organizations -- and how institutions would begin to
6 integrate this stuff into their setting.

7 It is something I think may be really ripe for
8 an RFP. How do you integrate a conventional formulary
9 with a supplemental inclusion, do you limit it to certain
10 manufacturers, certain drugs, do people bring in their
11 own drugs?

12 DR. GORDON: I would like to say that this is a
13 new issue.

14 DR. LOW DOG: I think that is a great question
15 for Saturday. Would somebody keep track of those things
16 for Saturday?

17 DR. GORDON: Yes.

18 DR. LOW DOG: So, I would like to leave that
19 for that discussion, because I think that is important,
20 Joe. Is everybody pretty much in agreement with this
21 recommendation No. 13 under Issue 7?

22 DR. GORDON: Tieraona, I would just like to get

1 a clearer sense of the voluntary to mandatory, a little
2 bit more about the background on that, and just make sure
3 that everybody is --if you could explain it a little bit
4 more and then get a sense whether everybody is in
5 agreement and if you see any down side to it, too, so we
6 could discuss that.

7 DR. LOW DOG: I think that it will probably
8 require some sort of legislation to make a mandatory
9 registration, so obviously, that may or may not happen,
10 right, I mean because of that, but we do feel that there
11 should be at least an attempt. We believe that that is
12 where we should move, our group did, but we would
13 strongly suggest that there be a voluntary registration
14 at this point until legislation could be enacted, and
15 whether that happens or not, I think there needs to be
16 something in the interim.

17 Now, they do this in other countries, and you
18 are supposed to clearly put What is in your product on
19 your label, so this shouldn't be something hidden from
20 view. You don't have to get your formulas or your
21 recipes, you just have to provide what are your major
22 ingredients, what are your ingredients that are in your

1 product, so if there is some sort of adverse event,
2 manufacturers could be notified immediately.

3 We do not have that system in place, and if we
4 did have a bad batch of something in this country, if
5 there was a contaminant, et cetera, that came in, there
6 would be very little way of trying to go back and figure
7 out who we needed to notify.

8 DR. GORDON: My point is that this is
9 potentially a very strong recommendation, and I just want
10 to make sure the Commissioners are aware that this is
11 strong, this would require legislation, that it is well
12 backed up with documentation by your group.

13 DR. LOW DOG: I think we can get the
14 information. If you think we need to strengthen that, we
15 certainly can. We can also bring in how they do it in
16 other countries including Europe, their system, which
17 they are a little more advanced in some ways of following
18 this, and if you think that would be important, we could
19 do that.

20 DR. GORDON: I do, and I also wanted to make
21 sure that everybody is on board with this one, because it
22 is a major recommendation and does have legislative

1 implications.

2 DR. LOW DOG: Does anybody not agree or
3 strongly feel that we should not be recommending for
4 legislation for mandatory registration?

5 SISTER KERR: Why wouldn't we recommend it?

6 DR. LOW DOG: Well, that is what I am asking.

7 SISTER KERR: What is the coaching on that?
8 The other one is what does it mean to report serious and
9 who decides what is serious?

10 DR. LOW DOG: Well, a lot of things end up
11 getting reported that may be just a tummy upset, or
12 things like that. Serious adverse events tend to be ones
13 that are more serious and may require hospitalization, or
14 enough that you would have to visit somebody, a
15 practitioner.

16 So, those are already laid out what constitutes
17 serious adverse events.

18 DR. FINS: It is in the OIG report.

19 DR. LOW DOG: Right. But I guess I would like
20 to know, is there anybody that dissents on this or do we
21 have an agreement on going towards mandatory?

22 MR. DeVRIES: I am wondering if we have enough

1 information to really make a good decision. I guess what
2 I am questioning is, we have a recommendation. Have we
3 really gotten some outside input, whether it be in terms
4 of legislation, what it is going to take to get the
5 legislation done, or in terms of regulation, what it is
6 going to take to regulate, and what the perceptions are,
7 and the input of people outside of this commission who
8 maybe are more directly involved and have perhaps a level
9 of understanding that would help us in formulating a
10 recommendation.

11 I feel like I am somewhere in the middle, I can
12 neither support it nor oppose it, because I just don't
13 have enough information right now.

14 DR. LOW DOG: Joe?

15 DR. FINS: I think the issue is that if, god
16 forbid, something were to happen, and the manufacturer
17 was not registered, you cannot fix that after the fact.
18 We are just saying register. We are just saying know how
19 to reach you so we can get additional information about
20 the formulary and what was constituted in the supplement.

21 So, it is really, I mean I don't think it is
22 all that stringent, and it seems to me it is common

1 sense, and it is good public health, and it would be a
2 good preventative strategy, and I don't think it is going
3 to adversely affect that marketplace in a way that would
4 be anything other than that.

5 It is sort of like -- and I think Tieraona's
6 idea of having it as initially a voluntary thing -- that
7 we encourage that. People could say they have
8 voluntarily registered, which, as a consumer, I would be
9 more likely to buy that product, that one that didn't
10 choose to voluntarily register before there was any
11 legislation.

12 MS. AXELROD: I just want to mention that the
13 OIG report addresses this in depth, and they recommend
14 mandatory registration. Just for the sake of the length
15 of the document, we didn't include everything from the
16 OIG report, but we can put a little bit more in if that
17 would make people more comfortable.

18 DR. LOW DOG: I think doing that, but also I am
19 saying, with a lead-in sentence, similar to mechanisms
20 that are in place in Europe where dietary supplements are
21 available and widely used, so that it is consistent also.

22 MR. CHAPPELL: Item C. So, if a company has

1 300 different products, they are going to list the
2 ingredients and formula of all those products?

3 DR. LOW DOG: They are going to list the
4 ingredients, right.

5 MR. CHAPPELL: Some kind of order of
6 importance.

7 DR. LOW DOG: Exactly. You don't have to put
8 your formulas in.

9 MR. CHAPPELL: You run into this in your
10 profession as do I, and it is not the ingredient, but it
11 is the adulterant. How are we going to discern between
12 the adulterant and the ingredient itself?

13 DR. LOW DOG: I think that's a great question.
14 I mean part of this will be implemented when GMPs are
15 implemented. I mean so part of that, we will take care
16 of. If it is an adulterant or a contaminant in a
17 product, but we trace it back to like with plantain, in
18 1996, if we know that the plantain was actually
19 contaminated with fox glove, we have a way then to get to
20 all the people that are selling plantain, so that they
21 know that we have had contamination, and we can inform
22 them of batches that we believe were contaminated.

1 Everybody should be keeping lot numbers and all
2 of that, so they should be able to test, but if you have
3 no way of knowing, and that is what happened in '96,
4 there was no way to know who to contact who may have even
5 purchased the contaminated plantain.

6 MR. CHAPPELL: Perhaps then this recommendation
7 ought to be including language that cross-references to
8 GMPs in that regard, because I think is an important
9 feature.

10 DR. GORDON: Come closer to the mike, please.

11 MS. CHANG: Tieraona, this is a time check.
12 Fifteen minutes.

13 DR. LOW DOG: All right. So, Tom, we have got
14 that, too. We move on to Issue No. 8. We are going to
15 rework this a little bit as far as wording goes. We
16 would like actually Issue No. 8 to be Issue No. 9. We
17 are going to move quality control up front, ahead of
18 labeling, just for the way it flows, just so you know
19 that.

20 So, I would like to look at Issue 9 first, if
21 you just would, quality control of dietary supplements to
22 assure consumer safety. Here, again, we are going to

1 tweak the language a little bit, but I would like us to
2 look at the recommendations here.

3 "The Commission recommends that the FDA's Good
4 Manufacturing Practices be implemented to help assure the
5 purity of dietary supplements."

6 Is there any dissent on that? Ming?

7 DR. TIAN: I have a question for you. You talk
8 about purity. What does that mean?

9 DR. LOW DOG: I had a little issue with purity,
10 too. Be implemented, I think to help assure either
11 safety, or just the Commission recommends that the FDA's
12 Good Manufacturing Practices be implemented to help
13 assure the safety of dietary supplements."

14 DR. TIAN: Can we say quality instead of
15 purity?

16 DR. LOW DOG: Quality?

17 DR. TIAN: Yes, and also you talk about the
18 GMP. That is special GMP procedure for dietary
19 supplement, it is not for pharmaceutical company.

20 DR. LOW DOG: Right.

21 DR. TIAN: Because if I understand, a lot of
22 dietary supplements are not purified. It's naturally get

1 extract. We don't even know more than 100 of few hundred
2 components in it.

3 DR. LOW DOG: Right.

4 DR. TIAN: All right.

5 DR. LOW DOG: And we can be more specific
6 actually in the dietary supplement. These have been
7 agreed by industry, and we are just waiting. They are
8 just kind of held up right now.

9 DR. TIAN: They have different standard. We
10 don't want, also, it is impossible to improve that
11 quality up to the pharmaceutical standard. There are two
12 standards. We ask too much, we will kill everybody.

13 DR. LOW DOG: We are just looking for the ones,
14 and we will be more specific in our language of the
15 dietary supplement, Good Manufacturing Practice, that
16 have already been agreed to including industry member
17 representation. It is not pharmaceuticals.

18 DR. TIAN: Okay. Thank you. And page 10,
19 second paragraph, No. 15. You mention limited to the
20 products with industry-approved standards. What does
21 that mean?

22 DR. LOW DOG: Where are we?

1 DR. TIAN: Page 10.

2 DR. LOW DOG: Did I skip something?

3 DR. TIAN: Yes, but this is the same question.

4 DR. LOW DOG: I would like to come back to
5 that. That is under Issue 8. Let's come back to that.
6 We will, I promise, get to that.

7 DR. TIAN: Okay. Thank you.

8 DR. LOW DOG: Do we have consensus with
9 changing also from "purity" to "quality," which I think
10 is a better word, and we are going to make sure we
11 include the proper GMP, so everybody knows what we are
12 specifically talking about? Do we have consensus on
13 this? Tom?

14 MR. CHAPPELL: I believe I heard safety and
15 quality.

16 DR. LOW DOG: Quality and safety being a
17 relative term, safety. 17. The Commission recommends
18 that the DHHS, USDA, Environmental Protection Agency,
19 U.S. Custom Services, and other appropriate federal
20 departments and agencies work with manufacturers and
21 importers to monitor the quality of imported and domestic
22 dietary supplements and identify and prevent contaminated

1 or adulterated products from entering the U.S.
2 marketplace when possible. And then DHHS, USDA, EPA, and
3 others work with the WHO and other appropriate
4 international organizations to establish guidelines to
5 help assure the purity, or quality, I guess, or herbal
6 ingredients and, where possible, set international
7 standards for consistency.

8 Questions? Comments? Issues?

9 And also just supporting for initiatives that
10 we mentioned somewhere here about AOAC, USP, NSF, other
11 groups that are setting standards, that we probably want
12 to move that into this section. That is just a technical
13 -- never mind, forget it. Technical thing for us. This
14 goes there.

15 Any questions or problems with that
16 recommendation? Basically, that we have had some issues
17 and problems with contaminants and adulterants in a
18 number of the raw botanicals and formulas, prepared
19 formulas that have come into this country, so there has
20 been a desire to try to get a handle on that.

21 Tom?

22 MR. CHAPPELL: Yes, thank you for that

1 reference. I am wondering why we include domestic in
2 this?

3 DR. LOW DOG: Is there a reason you would not
4 include domestic of our raw botanicals and raw materials
5 here for adulteration and contaminants, which we have
6 known to be a problem for many, many, many, many years,
7 echinacea being a prime example of substitution with
8 parfineum and tegra folium.

9 So, I mean we have issues of substitution,
10 adulteration, and contaminants here in this country, as
11 well. It is not just foreign material.

12 MR. CHAPPELL: I guess I just would like to ask
13 how manufacturers would proceed under normal
14 circumstances with this recommendation.

15 DR. LOW DOG: I think this is more of an issue
16 of trying to get some of the agencies involved to help in
17 this whole big arena. As long as manufacturers are
18 pretty much following GMP, they are going to be doing the
19 best that they can. I think that we need to perhaps
20 involve some of the other agencies to look for ways of
21 identifying quality and ways of helping to assure that we
22 are identifying adulterants and contaminants when

1 possible. It is a big task.

2 MR. CHAPPELL: I appreciate that. I am just
3 wondering is that covered in 16 for domestic companies.
4 I guess what I don't want to do is accomplish 16 and then
5 put on additional encumbrances and bureaucracies that
6 prevent domestic companies from proceeding in an orderly
7 way to get their products to market.

8 DR. LOW DOG: So, your issue is with the word
9 "domestic" here.

10 MR. CHAPPELL: Yes.

11 DR. LOW DOG: Because you believe that if they
12 are in compliance with 16, 17 naturally follows.

13 MR. CHAPPELL: I think 17 really deals with
14 imports.

15 DR. LOW DOG: We will take that and work with
16 that. That's a good point, Tom.

17 DR. FINS: The other thing is whether or not
18 there is a role under 17 with the appropriate state
19 agencies, as well. It is not a purely federal problem,
20 but there are state departments of housing, environmental
21 protection, et cetera.

22 DR. LOW DOG: Any other comments? Those were

1 good comments. Anything else? Joe?

2 DR. PIZZORNO: One piece left out here, and it
3 may actually be a totally new issue, but I would just
4 like to raise it for the committee to consider, is we
5 haven't dealt with the Environmental Protection Act about
6 some of these botanicals being well crafted, being
7 endangered species.

8 It seems to me that this would be an
9 appropriate place somewhere in this section to discuss
10 that.

11 DR. LOW DOG: Threatened and endangered,
12 working with groups like United Plant Savers, working on
13 that. Okay. New issue.

14 DR. GORDON: That would be a new issue, right?

15 DR. LOW DOG: Make sure we write that down.
16 That's good.

17 Anything else? Is there sort of general
18 agreement about this? We can tweak it a little bit and
19 add some things, look at the domestic issues and GMP,
20 sort of look at that and bring it back to you all. But
21 is there general consensus?

22 DR. FINS: Is there a role for DEA in any of

1 this? There is some herbals that would be under their
2 jurisdiction.

3 DR. LOW DOG: Yes, but they are not being sold
4 at Wal Mart.

5 I am going to move to 8 kind of quickly here,
6 Issue 8, that we skipped over. This was about labeling,
7 adequacy of labeling. Part of what we are going to do
8 here, part of this has to do with labeling, but part of
9 it has to do with quality control.

10 So, if you say that your St. John's wort has
11 0.3 percent hypericin, and it doesn't actually have it,
12 is that a labeling issue or is that a GMP issue? I mean
13 did you not meet your label claim because of your
14 analysis, your analytical method, or your quality
15 control.

16 We are going to take that and tweak that a
17 little bit and re-present that to you, okay, because we
18 think we can make it clearer for people that are reading
19 this.

20 Our big thing with labeling is the issue about
21 structure/function claims, drug claims, some of the
22 issues that were raised by a number of people who

1 presented here. This is what we wanted to address,
2 safety, people putting what is known if there are safety
3 risks on their potential interactions, and also the
4 issue, then, of benefit, structure/function.

5 So the recommendations that were made, where
6 the Commission recommends that the availability of
7 consumer information of dietary supplements be increased
8 through improved labeling, package inserts, and
9 information at points of sale, inclusion of information
10 on possible interactions with prescription or OTC meds,
11 foods, or other health products, and I think we should
12 put "when known" or "when established," because a lot of
13 it is very theoretical right now, and theoretically,
14 anything could interact with anything, so I think we need
15 to tweak that a little, and inclusion of information on
16 possible risks to vulnerable populations, such as
17 children, elders, pregnant, nursing women, and those with
18 certain health conditions that compromise the immune
19 system.

20 Basically, if we know that there is somebody
21 who shouldn't be taking this, should it be on the label.

22 Joe.

1 DR. GORDON: Tieraona, here, I think that the
2 recommendation needs to be much more specific about the
3 whole area of what kind of information we feel should be
4 on there. You present it in the section on Challenges,
5 and also just in discussing the issue, but the
6 recommendation just says "improved information," and I
7 think this is an area where we can make -- I am not
8 saying we have to do it in this next few minutes, decide
9 what to do -- but I want to hear from the Commissioners.

10 My personal opinion is we need to provide more
11 of the available information about what we know about the
12 utility of these substances that are being marketed.

13 DR. GORDON: All right. Joe, and then Tom.

14 DR. FINS: It is sort of along the lines of
15 what Jim was suggesting, we have a little more
16 specificity. Another area which I don't think you have
17 covered is the issue of dosages and toxicity. In other
18 words, if people take one vitamin C, it is one thing, if
19 they take a tremendous amount, they get kidney stones, so
20 I mean I think we want to have people aware of what a
21 safe dose is or what the recommended dose is, so they
22 don't get toxic by taking too much.

1 DR. LOW DOG: Tom.

2 MR. CHAPPELL: I think it might help you to
3 begin -- the doorway here is either a DSHEA claim, it is
4 claim based, it is either a DSHEA claim or an over-the-
5 counter drug. If it's an over-the-counter drug, there is
6 a monograph that requires certain dosages that you must
7 adhere to, the language of the claim must be adhered to.

8 If it's a DSHEA claim, there is strict language
9 about what you can say, and then if you have knowledge of
10 the biological activity of any one ingredient in there,
11 that doesn't fall under either DSHEA or OTC, you are
12 really required to apply for a New Drug Application,
13 because it's a drug and you are not claiming it to be.

14 I think we have to ask how are our aims going
15 to mesh with the regulatory world today, which is claim
16 based. That is the starting point in improving
17 information, and if we think we have the liberty of
18 adding information to the label, believe me, we do not.
19 The FDA will absolutely slam us for saying, oh, in
20 addition to the zinc citrate that we have in this
21 toothpaste that is going to help your gums, we have
22 chamomile in there, too.

1 Well, good luck. If you have got clinical
2 evidence to show that chamomile is helping the gums,
3 then, you will be invited to do a New Drug Application,
4 but this is so structured that I just want us to be aware
5 we don't have the liberty of providing a lot of
6 information to consumers that we might like to, but we
7 are very much constrained by the regulatory world here.

8 DR. LOW DOG: One could divide this really into
9 two pieces, one which is benefit, and the other which is
10 risk, because much of this right now is -- because it's
11 really two parts, isn't it -- one is the
12 structure/function claim or drug claim, and the
13 discussion of soft claims and somewhere where that might
14 be in there.

15 The other then is potential risks -- I hear
16 you, Michele -- is the potential risks, which is then
17 about adverse effects or risks for certain populations or
18 interactions with particular drugs. So, we have two
19 pieces.

20 This one really focused on or our attempt was
21 to really focus on Recommendation 14, on potential
22 interaction, harm, side effects, that aspect of the

1 label. Do you have any concerns about that?

2 MR. CHAPPELL: Only to say that the whole world
3 wants to know about interactions.

4 DR. LOW DOG: No kidding.

5 MR. CHAPPELL: I am just wondering where the
6 burden has to lie here for providing that information.

7 DR. GORDON: Just a point of procedure or
8 order. We will take 10 more minutes, because I think
9 this is really important to focus as much as we can on
10 this.

11 MR. CHAPPELL: There are a whole world of
12 pharmacists. May I speak?

13 DR. LOW DOG: Yes.

14 MR. CHAPPELL: There are 110,000 pharmacists
15 out there that would like to know more about drug
16 interaction. As you say, we need to tweak this, but
17 since there is so much analytical information required
18 here, and further study on interactions, that I am
19 concerned that we may be setting up a hope here that we
20 can't deliver on.

21 DR. LOW DOG: Right. I think it is an
22 excellent point. We are going to work on the language.

1 We have discussed this on when it is known, when it is
2 clearly established. Certainly, we do know for some
3 things, where it has been clearly established and there
4 is consensus, but we want to work on this a little bit
5 and bring it back to the group.

6 Joe.

7 DR. FINS: This gets us back to what we do with
8 DSHEA. I think we have all sort of agreed that that is a
9 huge thing and it is probably not something we can really
10 modify at this point, but I do think, my understanding,
11 in a sense, DSHEA was written, not to make claims that
12 were too grandiose, but it really didn't address the
13 toxicity or the risk side.

14 I think the way to carve it out, and we are
15 providing more information about interactions, about
16 toxicities, about vulnerable populations, all of that is
17 protective and, if anything, it doesn't enhance the
18 desirability of people wanting to take these entities, it
19 is not an inflated kind of claim.

20 So, I think that in the spirit of the public
21 health, given all the testimony that we have heard and
22 the interactions that we have been aware of, I think we

1 are really operating under the spirit of DSHEA, but we
2 are providing absolutely necessary information that would
3 allow people to maximize their utilization of these
4 products in a safe and efficacious manner.

5 I think we have to, as you were beginning to
6 suggest, it is about the toxicity, it is the down side
7 that we are providing more information on, and not
8 necessarily the up side. I don't think that is
9 inconsistent with what was the legislative intent.

10 I think the other thing I would couple in here
11 is that we should track this information, the FDA should
12 track this information, and there could be a possibility
13 of revisiting this legislation in a more formal way down
14 the road, that there should be a report to the Secretary
15 in five years based on if our recommendations are
16 implemented, because I think that this remains an open
17 kind of question. It is not a question we want to open
18 right now, but there should be some future revisiting of
19 these concerns.

20 DR. LOW DOG: Dean.

21 DR. ORNISH: Just to emphasize again, I think
22 it is really important to add issues like this. I know

1 it is going to be, as more research is done, more side
2 effects will be known. There is an article coming out
3 next month in The New England Journal showing that
4 antioxidants interfere with statin drugs, for example.
5 So, I think addressing this issue now will be important
6 now and even more important later.

7 DR. LOW DOG: Thank you, Dean. Thank you for
8 all those comments. We are going to work on that a
9 little bit, and we will bring it back.

10 DR. GORDON: I have one more, which I believe
11 is a new issue, which we raised several times in the
12 course of the hearings, which is should there be some
13 kind of education for health food store employees.

14 DR. LOW DOG: Put that for Saturday.

15 DR. GORDON: Thank you. That is what I wanted
16 to do. I just wanted to raise it now, though.

17 DR. LOW DOG: Yes. Put that on our agenda.

18 Recommendation 15. The Commission recommends
19 that claims of standardization be limited to products
20 with industry-approved standards.

21 That, we need to go back and rework, who is the
22 industry, what standards, which products. So, we would

1 like to beg your forgiveness and sort of go back and
2 rework that a little bit and re-present that to the
3 group.

4 Finally, in our last one, Issue No. 10, on page
5 11. Federal oversight to assure public access to, and
6 safety of, dietary supplements.

7 Recommendation 18. The Commission recommends
8 that there be adequate staff of professionals within the
9 FDA and NIH with expertise in dietary supplements
10 especially areas other than vitamins and minerals, plant,
11 animal, et cetera.

12 This could include hiring people with these
13 specific skills and/or providing training to current
14 staff, and may require increased staffing levels or
15 funding. Many of the biologics and the plants are
16 extremely different than looking at vitamin and mineral
17 metabolisms. They bring their whole set of issues and
18 sometimes we feel that maybe these organizations might
19 need increased funding to be able to enhance their staff
20 for people that have special expertise in those areas.

21 Joe.

22 DR. PIZZORNO: Another good recommendation. I

1 would also like to suggest that after the "adequate staff
2 of professionals," say "and an advisory board, which
3 includes amongst others, CAM professionals experienced in
4 clinical use of these agents."

5 DR. GORDON: Excellent.

6 DR. LOW DOG: Corinne. Go ahead, Corinne, you
7 can speak.

8 MS. AXELROD: I think there should be a little
9 bit of discussion on that because we don't want to be
10 telling FDA what to do. Part of that is just their
11 management, if they choose to have an advisory board or
12 not. I think there are a lot of implications.

13 So I would just like to be aware that advisory
14 boards are not just casually assembled and have a lot of
15 implications that, maybe, we should discuss.

16 DR. LOW DOG: Thank you, Corinne.

17 David.

18 DR. BRESLER: I want to talk about this point,
19 too, because there are lots of people that have academic
20 information about biochemistry and physiology of some of
21 these products and supplements, and so forth, but have no
22 experience clinically whatsoever in their utilization.

1 I do think this is an important point. Maybe
2 the language we use is to encourage the FDA or something
3 like that, but I think it does need to be addressed.
4 Clinicians with clinical expertise need to be involved in
5 decisionmaking at this level, I think.

6 DR. GROFT: Tieraona, if I may add, that there
7 is an advisory board already in existence for dietary
8 supplements at the FDA.

9 DR. LOW DOG: You are so good. Thank you,
10 Steve.

11 Tom.

12 MR. CHAPPELL: I am really not sure what I want
13 to say, but I am having trouble with this. As I have
14 been sitting here for a year and a half, the concern is
15 about safety more than efficacy on these products. As I
16 speak as a company involved in herbal products -- I
17 didn't say a professional, because I am not a
18 professional -- I know that we don't know enough about
19 the mechanisms of action of these individual herbs to
20 understand what to use for a marker to establish a
21 standard.

22 For us to be seeking standardization of, let's

1 say, a DSHEA-type claim product, we really need more
2 knowledge than we know today. On the other hand, if we
3 are talking about standardization of an OTC item, the OTC
4 has a benchmark. We know what the drug is that is
5 accomplishing the effectiveness.

6 The OTC, that already is set up, so we are
7 really talking about DSHEA items here, and there is so
8 little known about the individual herbal mechanism of
9 action that I would think we ought to be encouraging, not
10 claims of standardization, but rather more knowledge on
11 the bioactive ingredients.

12 DR. LOW DOG: Tom, I hear exactly what you are
13 saying. That is why we didn't go through 15. You are
14 back on Recommendation 15. We are on Recommendation 18.

15 MR. CHAPPELL: I beg your pardon. I thought we
16 were talking about 15.

17 DR. LOW DOG: No, we left that one. We said we
18 would like to beg your forgiveness, because that needs a
19 tremendous amount of work. We are real aware of those
20 issues, so we don't like Recommendation 15. We would
21 like to rework it with your permission and bring it back.

22 MR. CHAPPELL: Okay. Well, you didn't have my

1 permission to take it away yet. I wanted to comment on
2 it.

3 [Laughter.]

4 DR. LOW DOG: We were out of time, that's all,
5 we were aware of the issues.

6 DR. GORDON: Procedurally, Tom, what might be
7 most helpful is if, Tom, if you worked with Tieraona and
8 that committee on No. 15.

9 DR. LOW DOG: He is on now. We realized all
10 the pitfalls with that one, so we wanted to come back to
11 it.

12 On 18, anything else on Recommendation 18?
13 Ming.

14 DR. TIAN: I think the advisory board is very
15 necessary, very important, and the advisory board, I
16 would suggest to have some subcommittees for different
17 CAM products or subjects, because the qualification to be
18 an advisor, to understand all the 31 CAM, we are talking
19 about the definition, who could do that, understand
20 everything? I am afraid not.

21 I think it is very important. We must have a
22 subcommittee and also to hire the qualified person to be

1 advisors. I don't feel shy to recommend this to the FDA,
2 and as we all know, and you can't ask FDA officers to
3 understand everything.

4 DR. LOW DOG: Thank you.

5 DR. GORDON: It is time for us to come to a
6 close here, and then we can come back to where we are on
7 all these issues as we go over them.

8 DR. LOW DOG: If they could keep their comments
9 very brief, could we hear from Wayne and Effie just real
10 quickly? They were waiting.

11 DR. GORDON: Sure, go ahead.

12 DR. JONAS: I had a very short thing. I assume
13 you are going to change this about staff, adequate staff.
14 I would not include that. I think that was along the
15 lines -- I wouldn't word it that way, I don't think we
16 should be dictating how much or what kind of staff that
17 particular federal offices should have. That is really
18 in their purview of management.

19 The collaboration aspect, the importance of
20 having input from experts in particular areas including
21 clinical experts is important, but I wouldn't say you
22 need to hire more people.

1 DR. LOW DOG: Okay, leave it out.

2 Effie.

3 DR. CHOW: I would like to confirm what
4 Xiaoming said, and in addition, that it is not just
5 people from institutions, but individuals, because at
6 some point we mentioned include institution, but
7 individuals who don't belong to institutions and are
8 known as excellent practitioners should be considered as
9 part of advisory, subcommittees or whatever.

10 DR. GORDON: We have minutes. I am going to
11 move through it again pretty quickly. Thank you very
12 much, Tieraona and David and Corinne. This is really a
13 very nice job of making recommendations and taking us
14 through it.

15 I am just going to go through the
16 recommendations one by one.

17 Basically, No. 1 is approved as is. If you
18 have a problem, I think the best way is if there are
19 issues with my summary, raise your hand or turn on the
20 mike and let me know or let us all know.

21 No. 1 is approved as is.

22 No. 2. The issue had to do with we want to

1 find out what other kinds of education campaigns are
2 going on. We are talking, not just about CAM
3 information, but information about science and medicine
4 more generally.

5 No. 3. There was a strong sentiment for
6 changing "encouraging" to "requiring," and there was an
7 issue raised here about the whole transparency of the
8 process. I think this is a larger issue that all of the
9 groups need to take into account as we go back and
10 formulate both issues and recommendations. It is not
11 just one that applies here.

12 Recommendation No. 4. There was a
13 recommendation that -- go ahead, Joe.

14 DR. FINS: Point of order. You are obviously
15 going through this, not mentioning everything that was
16 covered.

17 DR. GORDON: Right.

18 DR. FINS: But things that were said that were
19 agreed upon are still on the table, like, for example,
20 the relationship to HIPAA is just an example in No. 3.

21 DR. GORDON: Right, exactly. I am not giving
22 every detail, but I am trying to deal with the

1 recommendation, and that is sort of filling in.

2 No. 4. One that did come out strongly was to
3 find out what is going on with NCCAM as we make that
4 recommendation.

5 In No. 4 and No. 5, we sort of ran into some
6 confusion because this is really about letting people
7 know what is happening in the government. This is not
8 necessarily about providing definitive information. It
9 became clear that as this is presented, the distinction
10 between the provision of information and providing, in a
11 sense, information about information has to be made.

12 No. 6.

13 DR. BRESLER: Back up one second.

14 DR. GORDON: Go ahead, David.

15 DR. BRESLER: Go ahead, Corinne.

16 MS. AXELROD: I just want a clarification on
17 Recommendation 4, what the disposition is, please.

18 DR. GORDON: The understanding is that we need
19 to find out what NCCAM is doing and include that as part
20 of our background information and as part of our
21 understanding and statement about what is going on. If
22 that reshapes the recommendation in any significant way,

1 that needs to be brought back here, otherwise, it is all
2 right as stands.

3 Is that okay? Did you have something on that,
4 Corinne?

5 MS. AXELROD: My understanding was that that
6 was approved and that we can certainly add the background
7 information.

8 DR. GORDON: That is my understanding, as well,
9 unless there is some way in which it changes things
10 materially.

11 DR. BRESLER: We will bring it back to you if
12 it does.

13 DR. GORDON: On to No. 6. Here, there is an
14 emphasis on providing other kinds -- on working with
15 local librarians and other media other than the Internet
16 needed to be included in No. 6, in that recommendation,
17 but that otherwise, the recommendation was as stands.

18 DR. FINS: Didn't we want to put an actual
19 appropriation?

20 DR. GORDON: I'm sorry, what?

21 DR. FINS: An actual appropriation for
22 infrastructure building and training of librarians, in