



New Scientific Paradigm: The Shift Is On for Health Science Research

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The future of healthcare is bio-informational medicine, an approach to health built upon the foundation of quantum physics, where energy and information rule. The shift from the “old medicine” to the “new medicine” has profound implications that reverberate beyond the world of health science. It may, in fact, help us more easily heal the world. That may sound like an outrageous claim, and perhaps it is. But perhaps it is also the inevitable effect of moving from medicine based on old physics only to one that includes newer quantum physics discoveries.

Whereas allopathic medicine is based in biochemistry—affecting the body through its molecular, cellular and tissue-based aspects—bio-informational medicine goes deeper, to those processes that allow the cells to know what to do and provide the rules by which different types of molecules interact in the mind-bogglingly complex interactions of the living organism. At this deepest level of the body, reality morphs from substance to the insubstantial—to information and energy fields—and from the laws of Newtonian physics to those of quantum physics. That means we move from the realm of determinism, reductionism and traditional cause and effect, to the realm of statistical probability, non-locality and entanglement (where everything is connected in a vast web of relationships and quantum entities can influence each other no matter how far apart they are). One of the startling aspects of the quantum realm is that, as physicist Sir James Jeans once said, at this level of reality, the cosmos appears to work more like ‘a great thought than a great machine.’

This acknowledgment of information as a crucial aspect of the living organism has enormous consequences for clinical and academic research in healthcare. What follows are three areas of transformation that we are experiencing, slowly and sometimes with great resistance from the establishment, in the arena of health and medicine, and all three are based on a fundamental shift in science, especially medicine, from classical physics to quantum physics.

1. Figuring Out What Works & Why

Energy and information medicine is a body-mind-spirit approach to health, so it is more aligned with the new physics than the old. What is becoming clear is that the current standards set by allopathic medicine and classical science for evaluating therapies, and for treating patients, do not apply to the new medicine. The truth is that they may not even apply to allopathic medicine! Here's why:

The conventional “gold standard” for discovering the efficacy of a therapy—from modalities to pharmaceuticals—has been the double-blind clinical study. Generally, two groups are needed to test a therapy or treatment: one group gets the pill or undergoes the therapy, while the other group receives a placebo (a sham treatment or an inert substance such as a sugar pill) with neither the researchers nor the test subjects knowing who is getting which treatment, the real one or the placebo. That is why such studies are called “double-blind.”

The difficulties with this type of clinical trial for complementary medicine are not unique to new medicine. Even allopathic medicine is experiencing glitches in this kind of study design. The placebo effect is being recognized as more and more mysterious, and its high rate of effect in controlled clinical trials is calling those studies into question. Very simply, the placebo effect is a psychological and physiological response to a substance - usually one the subject believes to be an active substance just as a pharmaceutical - although not always - as a positive response to placebo has been noted even when the subject knows that the ‘medicine’ is inert - a sugar pill, for instance. So the placebo effect is the cause and effect of receiving therapeutic benefit from a treatment that has no known therapeutic efficacy.

Current statistics suggest that up to 1/3 of all therapeutic effects—not only for drugs, but surgery, as well—are due to the placebo effect; a figure that depends greatly on the condition. In illnesses such as depression for example, the effect of placebo may be even higher. That's an astounding statistic, and medicine is taking notice, although the double-blind

clinical trial is now so entrenched in medical research, it is proving difficult to replace despite the obvious limitations of this disregard for this incredible self-healing effect.

A new approach is needed not only because of the complications raised by the placebo effect, but also because the new medicine is not a matter-based medicine. Information and energy medicine inherently include consciousness—including the mind, thoughts, beliefs, expectations, worries, fears and such—and take them into account in their medicine. New scientists know that what you think affects your biochemistry. They understand that what you believe about healing can affect how well and how quickly one heals. That's why the new medicine is labeled "holistic." **Since mind is an inherent factor in healing, the placebo effect cannot be used as a test of efficacy. The double-blind clinical trial is outdated and ineffective because it ignores the reality of how "information" informs healing.**

2. Fostering a New Kind of Relationship-based Medicine

The considerations are even more complex than just accounting for the placebo effect on the part of the patient. Healers will also have to view themselves and their effect upon their patients in a new way. Simply put, there is a huge bias in research as people see what they expect to see. In effect, nature provides her answers partly in terms of the information we ask her. And belief is part of the input, even if it is unconscious. Many researchers think this effect, similar to the placebo effect, only applies to patients. But it doesn't. It applies to them as well. Studies have shown that what the researchers believe about the efficacy of the treatment impacts the outcome of their study of that treatment. The researcher's belief can influence the actual outcome of a trial, such that believers in the treatment get results that verify their assumptions and skeptics get results that verify theirs—even if they are carrying out the exact same experiment! This effect has mostly been studied in relation to psi research, but it applies to all research. If belief is an information field that influences and may even partly structure our reality, there may be no way to ever devise a truly objective test for healthcare treatments or anything else.

This is not a dire situation, for in the case of healthcare and medicine, it invites researchers, physicians and therapists to truly recognize that they are part of the healing equation for their patients, and not just as

technicians but as real participants in the healing process. It moves us away from viewing the body as a machine to the body-mind as a dynamic holistic system, and to the therapeutic relationship as being part of the healing journey.

3. Where do you stop and where does the World begin?

If information fields are the fundamental reality, and all the new physics point in this direction, then everything becomes part of healing, not just the body. Medicine becomes truly holistic in that the environment, diet, relationships, and every other aspect of our lives becomes part of the healing process. We become integral threads in a vast web of relationships that include our psychological, emotional, nutritional, and environmental health. And that bodes well for us all, as we move from seeing ourselves as isolated individuals to members of communities, connected not only to each other but to the earth and even the cosmos. This view is already widely accepted by complementary practitioners, but it is still foreign to most allopaths, where patients are still mostly, or only, their body, symptoms and pathology. This shift in medicine to a more holistic view will no doubt reverberate through our world, influencing not only health but our social and cultural health as well.

So where does all this leave us regarding our research program at NES Health? How can we accommodate these new learnings into our research program to truly gauge the efficacy of our products and use this information to continually develop our products in the most effective and optimal way possible.

- We are aware of the severe limitation of the orthodox research techniques such as the double-blind clinical trial that relies on the outmoded view of the body that reduces it to the status of a mere machine with no allowance for the concepts of beliefs, interpersonal neurobiology and the effects of consciousness, client therapist relations and researcher bias.
- We are aware that the body is informational in nature and is a multilayered field system. We see the need to address the body using a hierarchical approach – one that respects the need to see past flesh and bone to the underlying, organized energy fields that make up reality, matter and who we 'really are.'

- We are interested in the phenomenon of the NES Health Total WellNES System – not a sterile and artificially-created laboratory environment that is in no way similar to the amazing healing spaces our practitioners create.

So, how do we respond to the requests of 'show me the evidence' and 'where are the clinical trials'? At NES Health we see that things are changing but we also recognize the need to provide data that conforms to the old way of thinking; at least for now. We are forward-facing but with a huge respect for what has gone before, and how else are we to gauge efficacy of modalities if we do not provide evidence and data in such a way to enable that comparison? So we have compiled a research section on the website that details many published peer-reviewed trials on single aspects of the NES Health Total WellNES system. There are hundreds of peer-reviewed, published papers on PEMF, Bio-Electrostimulation, mind-matter interaction and the power of intention. Most of these studies are based on a symptom-based approach – a one-size-fits-all take on illness with no consideration for the root cause at the basic informational level. However, this research does show that even in this limited way of viewing illness, the components of NES' Total WellNES System are effective in treating specific named illnesses in a way that is recognized by the medical orthodoxy. Of course we encourage our practitioners to see the wider view; to use the knowledge gained by their own experience and to search out those research papers that take a wider, more encompassing view of how to measure success, such as device comparison studies, phenomenological studies and diary studies, case studies and field based measurements such as PIP, GDV and EIS and thermography, as well as more intuitive methods including body-mind knowledge such as dowsing and kinesiology.