

How do you get across to an Alternative Medicine Conman?



By Laima Jonusiene MD,

Most people in alternative medicine have no concept of validation or verification. They have no concept of statistics and often think in mystic ways, with what psychologists call magical ideation. They believe they can test people's organs in non-scientific, unexplainable, magical ways and sell devices without proper legal validation. Any device referencing any organ for rating measuring, treating, correcting, balancing or other is a medical device. And complete validation and explanation of all of your organ related claims is absolutely necessary.

By definition **Magical thinking** is irrational causal reasoning that looks for correlation between acts or utterances and certain events. In religion, folk religion, quack medicine and superstition, the correlation posited is between religious ritual, such as prayer, sacrifice, idea or the observance of a taboo, and an expected benefit or recompense. In clinical psychology, magical thinking is a condition that causes the patient to experience irrational fear of performing certain acts or having certain thoughts because they assume a correlation with their acts and threatening calamities. "Quasi-magical thinking" describes "cases in which people act as if they erroneously believe that their mind controls the external events around them.

Many alternative medical people believe that they do not need to do any real science or testing to make a medical device for health care. This magical thinking is against the law. If you cannot explain how your device works and more importantly you cannot prove your device does what you say it is FRAUD. There have been so many completely fraudulent devices on the market around the world making ludicrous unscientific, non-validated, non-tested claims to measure organs and treat organs that our society has had to make regulatory bodies to find and stop such fraud. It has been my life work to help make people aware of such frauds.

Alternative medicine people write me and say they have a new medical device for health care. I tell them that our society now does not let people just sell devices. To sell devices you need to first get a correct scientific treatise. A real scientific treatise you can defend in court to explain how your device works. If you cannot explain how it works in a court of law, it is Fraud.

Next you must test your device as safe and effective. Safety test show it won't hurt people. Clinical test are essential to validate your medical claims. If you are going to reference an organ of the body you need to explain, test, prove, validate and verify how you do so.

Next you must do professional medical supervised testing to completely validate your claims and every aspect of your device. The proof comes in the form of independent medical studies involving some double blind treatments. Only double blind tests can indicate if the device works without operator influence. The complete failure of muscle testing and the EAV point probe has shown medicine how operator influence can make a fraudulent device falsely appear to work.

This research must have FDA compliance in the USA, European ethics committee supervision in Europe, and other independent review boards for use around the world. After the atrocities of WW 2 and Nazi experimentation the world has agreed that informed consent and proper medical supervision is mandatory for anyone to do any experiments on people. But most alternative magical thinking people think that these rules do not apply to them. These rules do indeed apply and those circumventing them will be caught.

Our society has had enough of these charlatan frauds claiming to measure organ energy with no description or explanation of how. If there is no experimental clinical double blind evidence of how well it works in all claims, it is FRAUD. Our society mandates evidence. Evidence based medicine is the new banner. Without evidence it is fraud.

So before you write me to critique your device please supply the following:

1. Scientific explanation of how it works.
2. CE or FDA registration of the claims you make for it especially regards to organs (you may have a CE registration to sell lemon aid, but not a medical registration to treat aids. A better example is you may have a registration as a biofeedback instrument but not to refer to an organ.)
3. Provide evidence from double blind studies that validate your organ claims
4. Provide evidence of a proper Review Board or Ethics supervision of the study
5. Proper evidence of the medical supervision of the study
6. Publication of the study in a peer reviewed medical journal with an ISSN number or-
7. Publication of the evidence of your claim in a certified Medical University Textbook

If you don't have these things, get them. Without these it is fraud.

It is very difficult to get across to the magical thinker. He thinks laws do not apply to him. He thinks that he can pull numbers out of the air with a pendulum. I ask for publications of evidence and the answer is always we have lots. I ask to SEE it and the answer is always it is in the mail. The alternative medical salesperson makes excuses and rationalizes all attacks and dismisses any attempt to accumulate evidence to validate his obscure claims as not real for him just others. It is hard to get alternative medicine people to see that explanation, validation, registration, publication, and medical university instruction are important. In fact they are essential.

I talk to alternative people and they have a list of magical thinking that they think they do not need ethics supervision, they don't need medical doctors, they don't need full registration they can register as one thing and claim another to make sales. The endless twists of phrase and then they start bad mouthing others and spinning thoughts in so many ways. Because, they

start trying to shoot the messenger if they don't like the message. They have infinite ways of defending their fraudulent illegal sales claims. Now that codex is law and all claims have to be validated it marks a new era for the magical thinkers of alternative medicine.

There is one person in alternative medicine who has done all of these things for evidence and more. Medical Professor Emeritus of IMUNE Desire' Dubounet is one such person. She is a friend and has helped me in many ways. She can supply the evidence in 48 hours to all who request and purchase it. She offers most of it in return for Karma. She is quite an enlightened example for the alternative medical world. It can be done, we can show the evidence. Go to www.imune.name to learn more.