

GENERATIONS OF ONCOLOGY ATTITUDES ABOUT APPROACHES TO CANCER TREATMENT

Generation	Rx Approach	Attitude towards Conventional Rx	Attitudes towards Natural and Complementary Rx
1st	Conventional-Only	<p>Offer patient only chemotherapy, radiation, surgery, transplant or other conventional combined therapies</p> <p>Goal: <i>Kill the cancer, whatever it takes.</i></p> <p>Quality of the patient's life not a strong consideration for provider(s).</p>	<p style="text-align: center;">Disparage and Discourage</p> <p>Complementary therapies are disparaged as at best "a waste of patients' money" and at worst, "dangerous."</p> <p>Belief they may lower effectiveness of chemo or cause dangerous drug reactions.</p> <p>Patients actively discouraged (or forbidden) by doctors to use them.</p>
2nd	Conventional-Based	<p>Conventional methods are primary; focus is on "data-proven" approaches oncologist knows of and understands (which may include some CAM methods).</p> <p>Goal: <i>Kill the cancer without killing the patient.</i></p> <p>Patient quality of life considered.</p>	<p style="text-align: center;">Acknowledge</p> <p>Acknowledge some benefits of CAM but only if research-proven. Natural Rx viewed as possibly "palliative" and supplemental, but not therapeutic <i>per se</i>.</p> <p>"If it makes you feel better, I don't object, but I don't know anything about these methods."</p>
3rd	Complementary	<p>Conventional methods are "supplemented" with natural Rx, but still viewed as primary treatment method. Emphasis placed on "data-based" doses and regimens.</p> <p>Goal: <i>Improve patient quality of life while treating cancer.</i></p>	<p style="text-align: center;">Affirm</p> <p>Some limited natural methods are valued and even encouraged as complement to conventional Rx as palliative and possibly therapeutic, because of stress reduction, pain relief, managing side effects and giving patient hope.</p>
4th	Integrative	<p>Conventional methods viewed as one tool in the toolbox, though not primary. Care taken not to "over-treat" patient, which can create an imbalance in body's systems and lower quality of life.</p> <p>Goal: <i>"Sustainable" Rx program</i></p>	<p style="text-align: center;">Promote</p> <p>Patient is encouraged to explore and utilize a wide array of methods that provide both therapeutic and palliative benefit for self.</p> <p>Ideal: A team of providers work with the patient to identify needs and develop <i>individualized, coordinated, integrated Rx program</i></p>

Adapted from handout "What does it really mean to Affirm vs Promote?" Evonne Hedgepeth, Ph.D., Lifespan Education, © 2009

See also, Matthew Mumber, *Integrative Oncology: Principles and Practice*, 2006, p. xv, "Integrative Oncology: An Evolving Discipline"