



Media release:  
25 May 2016

## **ATMS calls for shift in healthcare focus as Natural Medicine Week underway**

Australians to benefit from focus on preventative health care

During the new Australia-wide initiative **Natural Medicine Week**, 20 – 27 May, the Australian Traditional-Medicine Society (ATMS) has called for a shift in focus for Australia's healthcare to wellness strategies and preventive health.

Charles Wurf, CEO of ATMS, says this focus would go towards helping solve the growing problem of preventative yet prolific diet related conditions, such as obesity and Type 2 diabetes – both of which can be effectively prevented with the help of natural medicine.

“We see natural medicine's role in the health of Australians as a key component of good health - in the long and short term. In many cases, a focus on natural medicine is a smart proposition, as it focuses on preventative methods of treatment to maintain overall health and wellbeing, rather than focusing solely on treating illness,” said Mr Wurf.

“As natural medicine involves a wide range of modalities with a wide range of benefits, from an Australian healthcare perspective, incorporating natural medicine into our health system is a cost effective and clinically effective wellness strategy that helps resolve the issues of cost, access, and quality,” said Mr Wurf.

For instance, when managing obesity, bodywork and massage modalities work to keep us active and moving while dealing with aches and pain; while ingestive modalities and Traditional Chinese Medicine work to improve diet and nutrition and can regulate blood sugar levels.

ATMS strongly believes that natural medicine works as a complementary option to modern medicine. For example, rather than opting for more expensive medical procedures up front, planned wellness strategies, including changes to diet and lifestyle, can potentially save individuals and the healthcare system on hospital-medical costs in the long run.

Mr Wurf continues, “Natural Medicine Week, aims to raise awareness and educate consumers about the important role of natural medicine. It is a conversation starter and platform to get Australians thinking about the choices they have in their healthcare.

“We at ATMS want to provide Australians with the information and resources they need to make their own and informed decisions about their healthcare,” said Mr Wurf.



A week-long initiative, the first of its kind and in its scope in Australia, **Natural Medicine Week** is running from Friday 20 May until Friday 27 May 2016 and represents a vast range of natural medicine modalities across ingestive, bodywork and massage, and Traditional Chinese Medicine (TCM).

For more information, please visit: [www.naturalmedicineweek.com.au](http://www.naturalmedicineweek.com.au)

#ANaturalChoice

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Interviews with ATMS spokespeople are available on request and listed below with their specialisations:

- ATMS Director, Christine Pope (Ingestive)
- ATMS President, Betty Tannous (Bodywork and massage)
- ATMS Director, Daniel Zhang (Traditional Chinese Medicine - TCM)
- ATMS CEO, Charles Wurf (General industry and association)

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**Notes to editors:**

**About Natural Medicine Week**

Natural Medicine Week, 20 – 27 May 2016, aims to promote, educate and raise awareness of the important role natural medicine practitioners play in the health and wellbeing of Australians. Proudly supported by the Australian Traditional-Medicine Society, Natural Medicine Week celebrates the three primary models of natural medicine; these being ingestive, bodywork and massage, and Traditional Chinese Medicine.

<http://naturalmedicineweek.com.au/>

**About the Australian Traditional-Medicine Society:**

The Australian Traditional-Medicine Society (ATMS) is the leader of the natural medicine industry, promoting and representing professional practitioners of natural medicine, who are



encouraged to pursue the highest ideals of professionalism in their natural medicine practice and education. As Australia's largest national professional association for natural medicine practitioners, ATMS is a multi- disciplinary association representing approximately 11,000 accredited practitioners throughout Australia. ATMS was founded in 1984 and is an incorporated not-for-profit company. In 2014 ATMS celebrated their 30th anniversary representing natural medicine practitioners in Australia. ATMS is governed by a Board of Directors with specialised departments for Massage Therapy, Traditional Chinese Medicine, Homeopathy, Nutrition, Naturopathy and Herbal Medicine.

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<http://atms.com.au>