

# The Role of CAM (Complementary and Alternative Medicine) Treatment Options among GPs



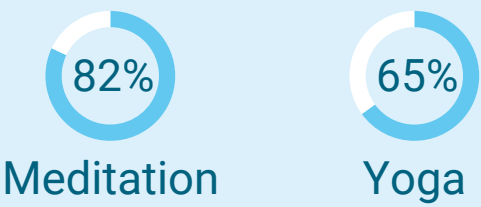
Current recommendations of CAM therapies and interventions are strong among Canadian GPs within key therapeutic areas, and are expected to grow moving forward.

88% of GPs polled have recommended a CAM therapy at least once in the past six months for the treatment of pain, anxiety and stress, high blood pressure, depression, ADHD, or IBS.

## CAM therapies are most often recommended for:

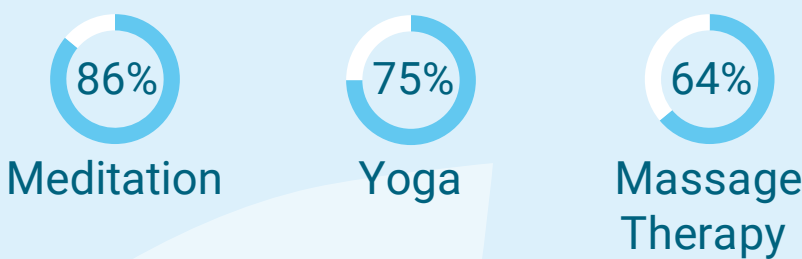
### Depression

by 3/5 GPs in the form of



### Anxiety and Stress

by 4/5 GPs in the form of



### Pain Management

by 4/5 GPs in the form of



By the end of 2018, 3 in 5 GPs expect massage therapy, yoga, acupuncture, and meditation to be accepted as viable CAM options among the conventional medical community.

Embracing the growing acceptance of CAM treatment options among GPs could yield new opportunities for pharma.

By acknowledging that CAM therapies can be a useful complement to pharmaceutical solutions, the pharma industry has an opportunity to build on their current messaging with existing customers, and potentially create a new channel for brand recommendations among CAM therapists. The key will be taking the initiative to educate CAM therapists - and their patients - on how best to incorporate the two approaches (e.g. massage therapy alongside our product is strongly recommended).