

The Science Behind TCM

In recent years, scientists have begun to study the pharmacology of Chinese herbs with increasing rigor, focusing on the compounds which they deliver and studying their pathways in the human body. These studies aim to provide statistical evidence to support our understanding of the benefits that Chinese herbs and formulas offer. Many observations of the advantages of TCM have been confirmed by these studies and a detailed knowledge of their effects on the body have been outlined in greater detail. However, much more research must be conducted to validate these early conclusions and account for the thousands of herbs and formulas which are currently available and actively being prescribed. What follows is a brief summary of the areas of research and initial findings which have been reported.

Recent Findings on TCM and Pain Management

Today's opioid epidemic illustrates not only the effectiveness but also the dangers of using opioids as a primary tool in chronic pain management. A viable alternative is urgently needed to help patients cope with severe and pervasive pain and avoid addiction. Further, treatments are required which improve the underlying condition, not merely alleviate associated pain. TCM provides both these advantages.

For example, Yan Hu Suo, mentioned above, contains more than 30 alkaloids which have been shown responsible for analgesic effects in recent studies, effective in alleviating pain in different forms, such as headaches and labor pain. Bai Zhi, another herbaceous, root contains compounds called coumarins (naturally and commonly occurring in plants) which also relieve pain and enhance the effects of Yan Hu Suo. One of many advantages of TCM is the synergistic effects found between herbs, made available to patients through formulas.

Varieties of *Panax notoginseng*, also referred to as San Qi, have long been used for the relief of a variety of ailments, as well, including pain. (*Panax* means "cure-all" in Latin.) Studies have verified its ability to improve blood flow and reduce inflammation and pain through the inhibition of several natural chemical compounds found in the body. San Qi's active ingredient has been shown to reduce agents such as TNF-alpha, IL-1beta, iNO and MMP-13, thereby reducing pain as a result.

TCM's Relationship to Heart Health

Cardiovascular health is another widespread and prevalent health concern, leading to one in four deaths in 2009, according to the CDC. Fuzi (Latin: *Aconitum carmichaelii* Debeaux) has been extensively used throughout Asia for the treatment of problems related to the heart, including low blood pressure, myocardial infarction, heart disease and even heart failure. Studies have concluded that Fuzi contains up 122 chemical compounds which have far-reaching effects on

the body. The most prevalent active compounds include C19-diterpenoid and C20-diterpenoid alkaloids, which studies have shown to have analgesic, anti-inflammatory and anti-tumor effects. These alkaloid compounds also have immune system boosting and anti-aging properties. Further, scientists have ascertained that the greatest benefits of Fuzi come when the root is decocted. While more research is needed to study the herb's value in the context of Western pharmacology, especially in human subjects, the prescription and use of Fuzi in a traditional manner has confirmed benefits.

TCM Advantages in Stroke Treatment

Two widely used herbs in TCM, *Angelica sinensis* and *Ligusticum sinense*, have long histories in the treatment of stroke and ischemic attack and studies in rats have demonstrated the clinical effects of these herbs. Both herbs contain high concentrations of Ferulic acid, which suppresses superoxide radicals (dangerous free radicals) and relieves vasoconstriction (closure of blood vessels) that both harm body tissues. Studies confirmed that Ferulic acid, found in both herbs, “significantly reduced” cerebral infarct — the death of tissue due to blood vessel constriction — in rats. However, more research is needed to understand the pathway through which Ferulic acid delivers its benefits more fully. These studies’ early conclusions point to the urgent need for this research and the value of treatment through TCM.

KPC Herbs Gives You the Best of Both Worlds — Ancient Wisdom Delivered With Modern Standards

The primary conclusion to be drawn from the various studies cited here (and the conclusions they themselves draw) is that more research must be conducted before firm, irrefutable conclusions can be affirmed about TCM and its impact on our health. However, today's research suggests that many benefits do indeed exist, can be enjoyed now and further extended as our knowledge of herbal pathways in the body grows. KPC Herbs is committed to sharing these insights with our customers as they become available.

Founded five generations ago, KPC Herbs' mission has always been to help individuals heal naturally, using long-known and well-understood herbs and formulas. Education about the long history of herbs and formulas used in helping the body heal naturally is also critical to us. It is only when you understand the benefits of TCM, seek out sound medical advice from your practitioner and can buy herbs and formulas in confidence that you will reap all that TCM has to offer.

With more evidence than ever confirming the positive health benefits of TCM, we hope you'll consider incorporating TCM into your wellness routines and continue exploring its advantages. All of us here at KPC Herbs wish you good health!

Ethical Sourcing in Traditional Chinese Medicine

As interest in Traditional Chinese Medicine has increased in recent years, so, too, have concerns over the ethical sourcing of the herbs it uses. Growing demand for TCM products worldwide has increased pressure on farmers to meet pharmaceuticals manufacturers' needs for raw herbs, which has had both positive and negative effects on the industry. In some cases, farmers have tried to produce ever increasing amounts of herbs quickly, abandoning farming best practices, harvesting herbs before their peak and selling them as premium herbs. These unscrupulous actions have made it crucial for responsible herb buyers to adopt and implement transparent sourcing processes which ensure the quality and long-term health of herb populations and also protect consumers. However, while some farmers have responded to this opportunity in undesirable ways, a trend has also begun to meet the rising demand for herbs in positive ways.

For example, the increased demand for traditional Chinese herbs has encouraged more farms to begin producing herbs or increase their production of herbs, and very often, these farmers employ sustainable farming practices, grow a diverse array of produce, and employ traditional farming methods which both produce higher-quality herbs and have a positive environmental impact. This article will examine what KP has done to respond to both these trends in TCM sourcing, avoiding further endangering at-risk species and purchasing or using of low-quality or contaminated herbs. KP's sourcing model helps identify endangered species, protect these populations, avoid unscrupulous producers, and build long-term relationships with verified and reputable ones. Ultimately, this model allows KP to deliver herbs and formulas of only the highest quality to its customers while also offering benefits to local economies and the environment.

KP Selects Only Farmers Who Abide by Ethical Practices To Source Raw Herbs

KP uses unapologetically stringent standards to select the farmers who grow some of the botanical ingredients we use in our products. For example, KP only purchases herbs from farmers who strictly adhere to Good Agricultural Practice (GAP) & Good Handling Practice (GHP) guidelines defined by the USDA. Under these guidelines, farmers voluntarily and regularly submit to appropriate USDA audits that verify that their farm products have been "produced, packed, handled, and stored as safely as possible to minimize risks of microbial food safety hazards." However, KP goes beyond these audit results and tests all herbs that it sources before they enter the manufacturing process, regardless of their point of origin. In addition to species identification, KP also tests for heavy metals, pesticides, sulfur dioxide, aflatoxins and aristolochic acid — compounds which can be harmful to consumers if ingested. Customers who buy KPC's herbs always have these additional assurances that the products they buy are safe to use and pose no potential threat to the environment since our growers handled the herbs properly and protected them from contaminants.

KP Maintains Close Relationships With Farms Who Share Its Mission

KP chooses only to work with farmers who share its mission of providing high-quality herbs that do not endanger herb populations. To ensure this alignment in goals, KP visits farms frequently to verify that growers are harvesting herbs at their peak and complying with KP's comprehensive checklist of farming best practices. For example, KP directly verifies that its farming partners do not use chemical additives to enhance their herb production. While these chemicals can increase production by reducing the time between planting and harvesting, they can also lower the quality of the herbs produced and pose potential threats to consumers if consumed. However, working directly with individual farmers, as KP does, has many benefits. By using cultivated instead of wild herbs, KP can protect wild herb populations, support farms who share our values and ensure the highest-quality products reach its customers.

Is there a difference between wild and cultivated herbs?

KP does occasionally use wild ingredients, including animal and animal by-products, in some of its formulas. However, when we do, we ensure that those ingredients are not endangered and that their use will not contribute to threatening those herb populations or wildlife species. How does KP ensure that the wild herbs and animal ingredients it uses aren't endangered? When using wild ingredients, we verify the herb or wildlife's status with CITES, the Convention on International Trade in Endangered Species of Wild Fauna and Flora, an organization that ensures that trade in plant and animal species does not endanger their survival. If an herb or wildlife ingredient is deemed at-risk or imminently at-risk, KP will not use this ingredient. Instead, sustainable substitutes that provide similar health benefits may be used. Further, the species identification of herbs that KP performs both helps us confirm that our formulas contain the correct ingredients and also protects wild herb populations by preventing the use of endangered botanicals.

KP's Ethical Sourcing Programs Ensure A Win-Win-Win For Farmers, Consumers and Our Environment

KP's ethical sourcing initiatives benefit all parties. When a customer buys one of our products, they can enjoy greater wellbeing as well as peace of mind that their purchase has helped preserve herb species and support ethical farmers. These actions not only benefit today's consumers but also have helped to increase the numbers of sustainable farms producing herbs and contributed to healthier wildlife populations and the availability of rare herbs for future consumers.

The use of natural medicine has a history which spans thousands of years, and it is within the power of consumers today to ensure that these traditions continue and benefit future generations as well. You are contributing to this goal with every KPC Herbs product you purchase because of KP's emphasis on ethical sourcing and sustainable farming practices which

allow you to boost your health and sustain the environment simultaneously. As always, we wish you good health!

Online Security For Your Practice

It's the middle of the night, and your practice has just been hacked. Your stolen data has now been encrypted by the hackers and is being held for ransom. To make matters worse, your practice, like so many others, does not have a current backup of this data to fall back on. As shocking as this scenario sounds, it is a fate which could befall many practices today. All too frequently, medical practices have either sub-optimal security and backup systems in place, which can easily be compromised hackers, or they decide to "risk it," believing it can't happen to them and leaving themselves vulnerable to an attack like the one above.

This story above is not an imaginary scenario to highlight the importance of securing your data and having routine backups, but rather, the actual experience of a doctor's practice located not far from PatientNOW's office. Upon learning of this disastrous security breach, a nearby practice — unrelated to the one whose data was stolen — took action to prevent such an occurrence from happening to them. The practice, who already used PatientNOW to manage their flow of data, now called us to learn what else they should do to ensure the safety and integrity of their practice information. This is the story of what happened next.

An EMR Is the First But Not the Only Step Towards Adequately Managing Your Patient Data

The practice that called us had already taken the first step towards adequately controlling their data rather than letting their data control them. After consulting with us initially, it quickly became clear that the practice could store crucial patient data in a PatientNOW EMR, guaranteeing them access to the right data at the right time, maximizing their practice's efficiency and allowing them to focus on what they do best — treating patients.

However, even an "in-house" EMR — while an effective data management tool — does not go far enough to protect your data from every eventuality, including the possibility of having your computer systems compromised by people who want to steal your data. This is why PatientNOW offers more than EMRs as part of its comprehensive suite of data management tools for doctors. PatientNOW also gives its customers the option to house their entire PatientNOW EMR system in the cloud.

For those new to the term, "the cloud" is a network of servers housed in a highly secure data center. In addition to physical security, a data center provides the highest assurances of your data's safety from unwanted intrusions from third parties. Housing your data in the cloud also has other advantages. For example, cloud facilities guarantee "up-time" so that your computers aren't down when you need them most, ensuring you continuous access to your data. Daily data backups performed on-site provide customers with additional safeguards; backups, which

can preserve data for 30 days or more, can reduce your risk in the unlikely event of hardware failure.

After discussing all these advantages at length with us, our client decided that housing their data in the cloud gave their patient information the best possible protection while still ensuring 24x7x365 access to everything they'd need to run their practice, from any device. Crucially, patients could also interface with the practice from their own devices securely. Now, the only question that remained would be how to migrate their data from their in-house servers to the cloud quickly before they, too, became the victim of the next doctor's office security breach.

The Right Solution Will Also Include the Right People

Your primary area of expertise is the health and wellbeing of your patients. So who do you go to when you suspect that your information systems might not be in the best of health? Whether or not your practice is already using a PatientNOW EMR, PatientNOW can be an invaluable resource on the side of your practice and information security. Once the decision was made and the agreements signed, it was time to shift the focus to action quickly.

PatientNOW clearly and thoroughly explained all the steps that would be necessary to transfer the practice's patient data to a system in the cloud that would preserve all of their existing functionality and also add the security, and ultimately peace of mind, that the practice sought. The practice communicated a key deadline to the PatientNOW team — the transfer of data would need to occur in the span of 48 hours; the doctor would be out of the office during this time, so completing within this window was the only way to ensure that the practice experienced no downtime.

PatientNOW immediately began work on preparing the data for transfer and then migrating data to a waiting PatientNOW cloud based EMR solution housed in the data center. The data was loaded and verified for integrity before new login credentials were generated for all the practice's team. Once the doctor's staff logged into the new cloud version of their EMR the next morning, they were all able to breathe a huge sigh of relief — the cloud version of their software exactly matched the interface they were all used to, and all their data was there, accessible, and secure.

What made this turnaround for the practice successful was a combination of critical elements, essential to any business which relies on data — best-in-class software, which the practice was already using, state-of-the-art computer architecture, that provided the necessary security layer against data intrusions, and capable and experienced technology experts who could quickly craft a plan to achieve their clients goals and put it into place flawlessly, overnight. This is the value that PatientNOW can offer doctors who demand nothing but the most stringent protections for their practice and patient data along with top-tier customer service.

We, at PatientNOW, would like to remind you that this is not a hypothetical case study but a real client experience. In fact, our client wrote to us to thank us for helping them implement a solution that worked “flawlessly” for them — their descriptor, not ours — on very short notice:

*“The point of this letter is to let you know how pleased we are with your employees. It is not every day a small organization like ours makes a major change like this without much trepidation. Thank you for allaying our fears and hiring excellent and capable employees.
Sincerely,
Carl Messenger
Renaissance Plastic Surgery”*

At PatientNOW, we are very proud to say that this is but one of many examples of how we have helped doctor’s office across the nation protect their data and provide the highest level of service to their patients, whether by providing them with outstanding medical advice or treating the protection of their personal data as an equally critical concern.

Protecting your data can seem like a complex problem, but the solution can be quite simple

A PatientNOW EMR allows doctors to leverage their patient data to the fullest extent. Our software enables our customers to automate the most time-consuming aspects of their business, making their data storage and retrieval work for not against them. When you can instantly call-up a patient file, review and add notes, assign prescriptions, schedule follow-ups, and even manage your inventory easily, you can then focus on what matters most — your patients. By allowing doctors to give their patients their full attention, without having to worry about patient records, we enable them to provide their clients with the highest level of service and value, all but guaranteeing the positive experiences that will lead to patient retention and recurring revenue.

When you add industry-leading data security to your PatientNOW EMR through a cloud-based solution, you can extend these benefits even further. Both you and your patients can enjoy significant peace of mind, knowing that their and your data are both easily accessible when needed and continually protected. This is the PatientNOW advantage. Call now to speak with one of our friendly, knowledgeable customer service representatives to learn more about a PatientNOW EMR with cloud support to take your practice management to the next level. Managing your data and your practice can be a simple and effective process when you work with professionals who understand your concerns and can create a solution based around the needs of your practice.

Call PatientNOW today at {BUSINESS_NUMBER} to get the conversation started. We look forward to working with you and helping your practice function at its very best. Here, we’ve shared with you two very different practice experiences — one about a practice which prepared for the worst and another about a practice which “risked it.” The most important question to consider now is which practice do you want to be.

PatientNOW — ensuring the right outcomes for our clients every day.