

Connectives... January/February 2005

Published for Members and Friends of *Mind-Body-Spirit Connected*, Cleveland, Ohio

Mind-Body-Spirit Connected (MBSC) is a 501(c)(3) nonprofit association that promotes health and wholeness through an increased understanding of mind, body and spirit connectivity. While many organizations focus on various aspects of holistic practice, *MBSC* strives to bring together all disciplines and to bridge the gap between the holistic and conventional healing communities. *MBSC* encourages an understanding of both eastern and western philosophies.

Inside This Issue:

Member Info, pgs 2-3

A Spiritual Perspective, pg 3

Holistic Networking Event, insert pg



Donna Nowak,
Founder/Executive Director

MBSC's Board of Directors

Linda Droblich, President
Dr. Tanya Edwards, Vice-President
Maggie Busser, Secretary
Anne Marie Diemert, Treasurer
Rachel Rizzi, Assistant Treasurer

Tedde Abbott
Kelly Brown
Elizabeth Grosse
Donna Nowak
Lorna Richman
Carol Spears
Anne Stevens

23210 Chagrin Boulevard, Suite 211
Beachwood, Ohio 44122
(216) 321-9181
Help@MBSCOnline.org
www.MBSCOnline.org

MBSC's newsletters are posted online bi-monthly at www.MBSCOnline.org. Non-members who would like to receive this newsletter by mail may subscribe for \$10/year to help defray printing and postage expenses. Please contact Donna Nowak at the *MBSC* office if you have questions or comments related to the newsletter.

Email vs. the Telephone

by Scott Zimmerman (panelist at a recent COSE meeting attended by MBSC's Executive Director)

I received an email from a respected business coach that said, "On April 22, 2003, META Group released survey findings indicating that 80% of businesspeople prefer email over the telephone for business communications." I called him to ask for his opinion about this finding. He said that since META was a well-respected organization--coupled with the fact that 80% was such an overwhelming majority--the finding simply had to be true. I became more than a little concerned. I reread the email and discovered that there had been no reference to:

- Number of people polled
- Their job titles
- Personality types of those being polled
- The types of information being exchanged in both mediums

It is surprising to me how quickly some people will buy into anything they read. Many times content is digested before context is even considered. (Attention Holistic Practitioners, note from Donna here: We are frequently perceived as failing to exercise discernment or good judgment, i.e., too easily accepting/believing everything we hear.)

Obviously, there are two sides to every story. Since I am a Gemini with an agile mind, I am willing to debate this issue both ways for your education and amusement. Remember the old adage, "There are always three stories: His story, her story and the truth." Enjoy my musings and form your own opinions.

Efficiency

Pro Email: It's fast, efficient and you don't have to worry about interrupting the recipient. Email is great for short, single-topic memos. "Driver"¹ and/or "Analytical"² personality types (reference in *MBSC's* November/December newsletter) often prefer this method of communication.

Con Email: You never truly know if they received it, opened it or when and/or if it was read. May soon be replaced by "Instant Messenger" where you can share real-time "conversations." Email is often abused (jokes, hoaxes, chain letters, etc...) that rob companies of all sizes of efficiency. Also, emails (which should be treated with the same reverence as formal business letters) are permanent. Once you write it and send it, you better mean it. If you struggle with spelling and/or grammar, avoid emailing (poor writing skills may lead others to question other competencies). "Expressive"³ and "Amiable"⁴ personality types usually prefer conversations to emails.

(Continued on next page)

Email vs. Phone Mail (cont'd)

One final thought: emails are too fast; sometimes we respond to them while still emotionally charged and send back messages that we do not really mean. Abe Lincoln used to write letters, put them in a desk drawer, read them a week later and only mail them if they still were relevant. Most of his letters never got mailed.

Pro Phone: It's more personal than email, you can hear emotions and you can adjust your style, tone and flow of information on the fly.

Con Phone: Difficult to catch anyone at their desk (meetings, screeners, voicemail, etc...) Drivers don't like chitchat; Analyticals usually don't like personal phone calls.

Efficiency Summary: For raw efficiency, I prefer short, fast emails. However, I try to communicate with each prospect or customer in the format that is most comfortable for them.

Accuracy and Interpretation

Pro Email: If you write it, it's in writing ... forever. Great for facts and quotes.

Con Email: Two people will often read the very same sentence from two entirely different perspectives. If you are trying to send something that attempts to convey emotional information... stop writing and call them. I never apologize nor do I try to make someone laugh via email.

Lastly, I remember some of the best advice my Mom gave me: "Never put into writing something that you would not wish for others to see. Assume what you send someone will be passed along to others." Her advice held up when passing notes in school and it definitely holds up in business correspondence.

Pro Phone: You can immediately solicit feedback for clarity during a phone call. Next to face-to-face, it's still the best way to gauge where you stand with another person.

Con Phone: There's no proof of facts. I've occasionally gotten into trouble when I (may or may not) have told someone that his or her order will ship Friday. Perhaps they heard me say, "Your order will be there Friday." Either way, I have an unhappy customer and I lose.

Accuracy Summary: For factual-based information, I favor email. When emotions or selling is involved, the telephone wins out. Use your discretion.

I have had two negative experiences with the tone of my emails being misconstrued in the last month. Additionally, I have been told before that my writing style sometimes comes across as sarcastic. Obviously, I don't write the same way that the man narrating in my head sounds to me.

Now that I have taken the time to journal my thoughts, perhaps I will be a little more judicious in the future and follow my own advice. Certainly, I hope that something here has helped you.

Welcome New Members

Elizabeth Altstaetter, Cleveland
Barbara Daniel, Lakewood
Debra Davido, Middleburg Heights
Patricia Gray, Cleveland
Karen Fink, Lakewood
Tricia Lionetti, Cleveland
Patricia Masterson, Woodmere
Jim Roby, Cleveland
Jackie Lowe-Stevenson, Chagrin Falls

Polarity Therapist
Publisher, The Cleveland Women's Journal
Massage Therapist
VP at Cuyahoga Community College
Massage Therapist/Reiki Practitioner
Sales Rep, Balanced Living Magazine
Psychologist
CEO, SteriTec
Psychotherapist

Free Listing Online

Carol Baglia recently told us about an online directory which may be of interest to all *MBSC* members, especially those with an Internet presence. The purpose of "Alt-Health Search" is to provide a FREE, centralized and searchable, indexed Database of alternative health resources (information, products, and services for holistic medicine and natural healing) available on the Web, and to promote ease of access to all alternative medicine sites. They hope to create the largest resource of alternative health sites on the net.

Visitors of "Alt-Health Search" have the option of navigating through the sites either alphabetically, by category, or by using a Search Engine to search for key words or phrases. In addition to providing helpful information to *MBSC* members regarding alternative health resources available nationwide, "Alt-Health Search" also allows our members with websites to promote awareness of their products or services. If you would like to search the directory for specific information, or submit your information for inclusion, please visit <http://www.alt-healthsearch.com>.

Hot off the Press...

Reporter, Sali McSherry, of *Currents Magazine*, covered our January 20th event on "Small Change" with Larry Terkel. Be on the lookout for at least mention of *MBSC* in a February issue.

Important Note re: Meditation Gathering

Although the concept of a Meditation Circle of *MBSC* members, as introduced by Anne Stevens, seemed like a nice idea, she has a traveling conflict (new job) that now makes it impossible for her to coordinate this activity. Several other members who were interested in the Meditation Circle are no longer available either, so we're going to let this idea fall by the wayside. Sorry 'bout that!

A Spiritual Perspective

From the Q&A section of ARE's "Personal Spirituality" newsletter, October 2004, Henry Reed

Q. There's so much to spirituality, I'm not sure where to begin. What would you suggest?

A. There is certainly a lot to choose from in the spiritual marketplace, much to be attracted to and to be curious about. How do you make a choice among so many alternatives? It depends most upon what you value most. In fact, the most important thing in a soul's lifetime, according to Edgar Cayce, is the choice of an ideal, or one's highest guiding value.

It may seem mundane, but it is our ability to make choices that is one of the most essential aspects defining us as spiritual beings. And the choices we make, moment to moment, day by day, create the soul's history. How you choose, the basis of your choices, is therefore fundamentally important.

In my own case, to give you an example, I began by deciding that my ideal would be oneness, because Edgar Cayce emphasized that principle. That means that when approaching any choice point, I would ask myself which option would bring me closer to an experience of oneness. As time went by, I have explored working with other ideals, such as love, peace and harmony. We can set an ideal that we intend to follow, yet notice that other values are actually guiding our choices. Having that realization, we can explore whether or not that value is actually the highest, or the most desirable, to follow. Sometimes it is important to discover what values are actually operative in your life. I have found that there comes peace and harmony when I settle on an ideal that truly suits me and not one that I think I "should" follow.

Examining and exploring the values that guide our choices is an excellent exercise in developing spiritual awareness. On the other hand, I think Edgar Cayce would

advise that we don't need to wait until we know our ideal in order to make a start on developing spirituality. A good place to begin, I can hear him say, is with what we have in hand. In other words, let's do what we already know to do along spiritual lines. For example, having a moment of silent thanks before eating might be a place to begin. Greeting the sun in the morning, saying a prayer at bedtime, calling on a sick friend, donating to charity, among other things, are all excellent behaviors that are expressive of a spiritual lifestyle. While working with ideals can be a lifetime process, each day there are always little things we can do that express a spiritual perspective.

Good Things To Do

La Leche League is holding a conference on April 29 (for healthcare providers) and on April 30 (for parents) at the Cleveland Airport Marriot. Healthcare providers can earn continuing education credits. Visit www.lalecheleague.org for details.

Osteomed II is hosting a "Naturally Healthy for All Ages" health fair on Wednesday, February 23 from 6:15 pm to 9:00 pm. Includes speakers & exhibitors. Visit www.osteomed.com or call 440-239-3438 for information.

A Women's Expo is scheduled for Saturday, March 12 from 10:00 am to 5:00 pm and on Sunday, March 13 from 11:00 am to 4:00 pm at the Cleveland Convention Center. Call 440-239-9200 or visit www.WomensExpo.org for more information.

One Way to Jump-start Your Business

by Ann Driscoll, R.Ac

Are you thinking of ways to jump-start your business in 2005? If so, you might consider sponsoring an *MBSC* event.

I would like to share with you the experience that I had after sponsoring *MBSC's* Annual Business Meeting and Idea Exchange in October 2004. Within the week following that program, somehow it just happened – more phone calls and more new clients beginning treatment. There was a new and unexpected momentum carrying my practice to a nearly 25% increase.

Not only did my \$250 sponsorship help *MBSC* put on a quality program and help my practice grow, but it also allowed more people to be exposed to the healing modality of acupuncture. That sounds like a three-way win to me!

If you would like to get more information about *MBSC* sponsorship opportunities for 2005, you can contact Ann Driscoll at 216-221-2632, or call Donna at the *MBSC* office at 216-321-9181.

THANK YOU to Rodney Dawson of Rod's Web Design for sponsoring our January 20th event on "Small Change" and to Dee Wolk's Weight Solution for volunteering to sponsor the April 26th program on nutrition. Both Rodney and Dee have been *MBSC* sponsors in previous years, and we very much appreciate their continued support.

Save the Dates

Wednesday, March 9 - "**Meet the Holistic Community**"
Networking forum that allows the public to meet *MBSC* practitioners and understand their services. Lockkeepers Restaurant, 8001 Rockside Road, Valley View

Tuesday, April 26 - "**Nutritional Change: You Are What You Eat**"
Perhaps your "diet" needs a major overhaul or maybe a few little changes would make a big difference. Get no-nonsense advice from Dr. Tanya Edwards and Stephanie Richards, RD.

Saturday, May 7 - **Mother & Daughter Brunch** - Open to the Public
A lovely "high tea" at the newly renovated Myers University Club

An Incredible Healing

by Michelle Martin

A number of challenges and then good things happened to me throughout last year so that my level of gratitude was ratcheted up several notches. During Thanksgiving time, my family and I were very thankful that I was able to walk without crutches. Now, to be mobile and relatively free of pain is still one thing for which I remain extremely grateful.

My "story" will not surprise most *MBSC* members, but it is important that we be reminded how powerful a healing can be when we address our health issues from a mind-body and-spirit-connected" perspective.

I had more than my share of doctor visits last summer/fall (a total of eight), and I experienced dramatic improvement with a serious condition by working with a doctor who does acupuncture, a therapist who offers hypnosis and guided visual imagery, and a third therapist who does Reiki. I have never accepted a diagnosis but rather choose to say that I had some of the symptoms of RSD, and now they are gone. I did not need morphine and got better without the invasive blocks (shots to the spine). Some day I will write a book about 2004, but let it suffice to say now that the head of the Pain Management Department at the Cleveland Clinic was obviously impressed, and perhaps even astounded, judging by the look on his face, that it took only one visit with my acupuncture doctor to result in such an amazing recovery.

But, I write all of this for a reason and that reason is simply to remind you that we often do not appreciate what we have until it is gone. I was in deep despair. It was so very sad for me to think that I might not be able to continue to teach my martial arts classes as I have for the past 11 years, or go shopping with my daughter, or possibly even just walk. To be able to teach the children is so rewarding and something for which I am very, very grateful! I believe that fear is the source or basis for all negative

feeling states such as anger, jealousy and even loneliness. But, it's impossible to feel fear when you focus on gratitude and love, so—my plan is to spend a few minutes each day, in thankfulness.

Doctor's New Practice Open to "Members" Only

By R. DAVID HEILEMAN

The Sun Star

Strongsville physician, Jeff Viscomi, says the medical community isn't doing a very good job of reaching the goals it has set for itself in either controlling or preventing life-threatening disease. He says studies show that only 60 percent of Americans with high blood pressure are getting treatment. Ditto for diabetics.

His new medical practice, Docere Physicians, made its debut on January 1 with a goal of bringing personalized, preventive health care to the Southwest suburbs. According to Viscomi, today's high-volume medical practices force doctors to skimp on time spent with patients. "Volume and medicine don't mix," he said. "What winds up happening is that patients, on average, now only get six minutes face-to-face with their physicians."

Docere Physicians, which will be temporarily located at the Southwest/University Hospitals building at 18181 Pearl Road, until a new 9,000-square-foot facility is completed in July at 10633 Pearl Road, will involve a new style of practice that focuses on treating patients' health rather than symptoms.

Viscomi, who founded Strongsville Family Physicians, said patients who sign up for the new service at \$600 per year, or \$1,200 for families, will get access to health care 24 hours a day, seven days a week. Patients who call in with a medical problem will be seen that same day, and when they arrive at Docere, there will be no waiting for your physician. After office hours, patients will have Viscomi's personal phone number, enabling them to reach him directly. "I will immediately be available", he said, adding, "We will meet either at my house, your house, or at the office, depending on the type of need at the time".

Docere, a Latin word from which the word "doctor" is derived, will develop a preventive health checklist to go over with each patient at every visit. These are customized and they evolve with the patient; checklists are based on physicals that go well beyond insurance standards. Checklist data includes body mass index, percentage of body fat, electrocardiogram and lung function test results, and can include specialized cancer screening and basal metabolic rates which measure the amount of calories a specific individual burns in a day.

Viscomi plans to be his patients' physician, nutritionist, personal trainer and weight loss center, all in one. "The annual fee may seem too good to be true for what patients receive in return", Viscomi says, explaining that patients can have the best insurance or no insurance and still have access to this. "Quite frankly, membership fees will support the practice". He considers his fees and those needed to operate Docere to be prepaid via the annual membership fees. Docere will be limited to 1,000 patients. "That's the only way we can keep our promise to patients to keep the volume low", he said.

When a patient comes in for an exam, treatment or whatever testing is needed, his/her membership dollars will be applied to any balance for which the patient would be responsible. If there is a \$25 co-pay, for example, the membership fee would pay for that. Even those without medical insurance can have access to every feature of the practice for the price of the membership.

"By organizing an office that has membership fees supporting it, you no longer have to worry whether an insurance company will pay for a test", Viscomi said, adding that "Those costs have essentially been paid for and that changes the focus of what can be done for the patient."



23210 Chagrin Boulevard, Suite 211
Beachwood, Ohio 44122
www.MBSCOnline.org

A large, multi-pointed starburst graphic with a jagged, irregular outline, containing text.

Wednesday, March 9
**“Meet the Holistic
Community”
Networking Event**

Tuesday, April 26
**Nutritional Change:
“You Are What You Eat”**

Connectives . . . a bi-monthly newsletter for holistic practitioners (Jan/Feb '05)
Available online and free of charge to *MBSC* members; others may subscribe for hard copy (see page one).

Do you have a friend or colleague who would benefit by joining Mind·Body·Spirit Connected? We would be glad to send an introductory packet.

MBSC offers individuals interested in complementary and alternative medicine the opportunity to:

- Provide education concerning complementary and alternative (CAM) healing methodologies
- Exchange knowledge through organized activities
- Improve existing skills and/or develop new ones
- Network to become familiar with holistic services offered in the community

Whether you are an **MBSC** member, a friend or guest attending one of our educational programs, you have an opportunity to learn more about issues in integrative healthcare and to support **MBSC** in enhancing the community's awareness of holistic practice. Your involvement and support is appreciated.



23210 Chagrin Boulevard, Suite 211
Beachwood, OH 44122
216-321-9181

*Promoting health and wholeness
through an understanding of
mind, body and spirit connectivity*