

FOR IMMEDIATE RELEASE

American Association of Integrative Medicine Accredits McCarthy Counseling Associates, PA as Pilot Program Draws to Close

AAIM, creators of the first-ever accreditation exclusively for integrative medicine organizations, prepares for the next phase of its landmark accreditation program.

September 2, 2010, Springfield, MO – The American Association of Integrative Medicine (<http://www.aaimedicine.com>), the medical society for the 21st century, today announced the accreditation of McCarthy Counseling Associates, a mental health and psychophysiological clinical counseling practice in Myrtle Beach, SC. In addition, the organization is issuing a final call for integrative medicine training, certification programs and clinics who wish to be considered for accreditation under the pilot program at significantly reduced pricing.

Recognizing the confusion that exists in integrative medicine today, as well as the significant impact complementary and alternative medicine (CAM) can have on healthcare, the American Association of Integrative Medicine's (AAIM) accreditation program seeks to promote efficient and effective voluntary standardization in the field of integrative medicine in order to advance national standards, support sustainable development, and benefit the health, safety, and welfare of the general public. For integrative medicine training, certification programs, and clinics, accreditation provides a reliable indicator of quality, an external source of motivation through which to improve educational programs, shows concern for consumer protection and demonstrates an organizations commitment to pursuing high standards.

"McCarthy Counseling is an excellent example of an organization who is meeting high standards of patient care," said Dr. Zhaoming Chen, Chief Spokesman & Board Chairman for AAIM. "We believe that the demand for integrative medicine services of all modalities is going to increase exponentially in the next couple of years so now is the time for companies to show their excellence and expertise through accreditation."

McCarthy Counseling Associates is committed to a holistic approach that makes treating the whole person the key to successful learning, maximizing potential, developing a higher quality of well-being and a more effective lifestyle. Their services include Biofeedback, cognitive training, neurofeedback, brain functioning assessments, clinical counseling, cranial electrical stimulation, audio-visual entrainment and brain mapping.

The deadline to submit an application to be considered for accreditation under the pilot program is quickly approaching. Please submit your application by November 30, 2010 for consideration. To be eligible, institutions must operate lawfully under state and federal regulations. For more information or to submit an application, visit <http://www.aaimedicine.com/accreditation/>.

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About the American Association of Integrative Medicine

Founded in 2000 and headquartered in Springfield, Missouri, the American Association of Integrative Medicine (AAIM) educates and certifies practitioners in the integration of Eastern and Western medicine with the goal of improving clinical outcomes for patients. For consumers, they provide information and education about the benefits of integrative health care, as well as a carefully selected pool of trusted providers. For health care providers, AAIM promotes its high standards of professional competence to consumers and offers a gathering place for like-minded individuals who are committed to preserving global indigenous therapies and evaluating new approaches. It has thousands of members worldwide who represent over 22 medical specialties. For more information, please visit www.aaimedicine.com.

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