



AIMA
Australasian Integrative
Medicine Association Inc

Media Release

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For Immediate Release

AIMA partners with UnityHealth

The Australasian Integrative Medicine Association (AIMA) has partnered with UnityHealth to promote the practice of evidence based integrative medicine for optimal patient outcomes.

Surveys conducted by the National Prescribing Service in 2012 revealed that almost half the participants were using complementary medicines; 87% of whom were also using conventional medicines.¹

To complicate matters, Australians use family and friends, the Internet and health food shop workers as common sources of information for complementary medicines.² Unfortunately, these sources often vary in terms of their quality, reliability and accuracy.

The dynamic partnership recently formed between AIMA and UnityHealth will promote the wise integration of complementary and conventional medicines through-

1. The dissemination of unbiased, credible, authoritative and up-to-date information to practitioners and their patients via the IMgateway portal
2. Systematic and targeted education of Practitioners through an online education program delivered on IMgateway and the promotion of integrative Medicine research and online communication services.

IMgateway, first launched by UnityHealth to Australian practitioners over a decade ago, contains 3,000 summaries on various conditions, herbs, supplements and drugs, retrieved from over 700 medical and complementary medicine journals.

In 2009, a collaboration with the Faculty of Pharmacy at the University of Sydney, saw the timely expansion of the portal to deliver the first ever Australian database of drug interactions. The database, (now also available via eMIMS), is headed up by Professors Basil Roufogalis and Andrew McLachlan and delivers over 550 interaction modules involving various herbs, supplements, foods and drugs.

In 2013, IMgateway will further evolve to deliver innovative eLearning modules on Integrative Medicine to Practitioners.

Peter De Lorenzo, CEO of UnityHealth, sees the partnership with AIMA as a unique initiative to deliver Integrative Medicine services that are unparalleled in the industry.

Dr Lily Tomas, President of AIMA, welcomes the partnership, and is keen to forward the evolution of integrative



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healthcare for the benefit of patients, practitioners and industry alike.

Individuals or groups wishing to know more about this initiative are welcome to email Miriam Ronagh or Peter De Lorenzo at office@unityhealth.com.au

1. Morgan TK, Williamson M, Pirota M, Stewart K, Myers SP & Barnes J. A national census of medicines use: a 24-hour snapshot of Australians aged 50 years and older, MJA 2012; 196 (1): 50–53.
2. Williamson M, Tudball J, Toms M, Garden F, and Grunseit A. Information Use and Needs of Complementary Medicines Users. National Prescribing Service, Sydney, December 2008. http://www.nps.org.au/__data/assets/pdf_file/0010/66619/Complementary_Medicines_Report_-_Consumers.pdf