**THE ALTERNATIVE SET**

**KEY**

[**http://news.bbc.co.uk/2/hi/health/426005.stm**](http://news.bbc.co.uk/2/hi/health/426005.stm)

More people are **(1) \_\_\_\_\_\_\_\_\_\_** to unconventional medicines. **(2) \_\_\_\_\_\_\_\_\_**, very few abandon conventional medicines but use the two in combination - leading to the use of the term complementary medicine. A combination of reduced faith **(3) \_\_\_\_\_\_\_** conventional treatments and the growth **(4) \_\_\_\_\_\_\_\_** availability of alternative remedies has led to the rise in people **(5) \_\_\_\_** to alternative medicine. In many **(6) \_\_\_\_\_\_\_\_\_**, the disillusion in established modern western medicine has been **(7) \_\_\_\_\_\_\_\_** to its impotence in the face of diseases such as AIDs and cancer. People with such conditions turn to alternatives partly **(8) \_\_\_\_\_\_\_\_** of desperation, but also because of the strength of anecdotal evidence that the therapies are effective.

**Limitations of the conventional**

Dr Jonathan Monckton, director of the UK Research Council for Complementary Medicine, says the increased use represents a sea change in attitudes **(9) \_\_\_\_\_\_\_\_\_** the medical establishment. "What it is not is a rejection of conventional medicine," he told BBC News Online. "It's more inspired by fact that the limitations of conventional medicine are **(10) \_\_\_\_\_\_\_\_** more apparent." Years ago conventional medicine was **(11) \_\_\_\_\_\_\_** to be infallible, but the new age of communication has shown that certain chronic conditions **(12) \_\_\_\_\_\_\_\_** best be served by the more palliative effects of complementary therapies." Studies have shown that **(13) \_\_\_\_\_\_\_\_** 80% of those **(14) \_\_\_\_\_\_\_\_** use alternative therapies **(15) \_\_\_\_\_\_\_\_\_** to their conventional treatments and are happy with them, he said.

**Empowerment**

One theory is that the increasing use was also a sign of social change, he said. "People aren't content **(16) \_\_\_\_\_\_\_\_** be told what to do, they prefer to be more **(17) \_\_\_\_\_\_\_\_\_\_** for their own health and their own well-being. "It's about autonomy and empowering the individual and the paternalistic form of medicine of 20 to 30 years ago has now given **(18) \_\_\_\_\_\_\_** to this partnership in health care." The Internet has had a huge impact in **(19) \_\_\_\_\_\_\_\_** respect, with research published last February suggesting that 60% of Web-users look **(20) \_\_\_\_\_\_** health information - mainly in **(21) \_\_\_\_\_\_\_\_** to mental health issues, allergies and cancer.

**Hospital services**

For the newly-empowered public, there is now freer access **(22) \_\_\_\_\_\_** alternative medicine through the NHS, although most is still available only privately. There are two big homeopathic hospitals in the UK - in London and Glasgow – **(23) \_\_\_\_\_\_\_\_\_** three smaller units around the country. Added to this is GPs' greater willingness to refer patients to alternative practitioners, **(24) \_\_\_\_\_\_\_\_\_** after the introduction of the GP fundholding. Under that scheme, individual practices set their own budgets and could choose **(25) \_\_\_\_\_\_\_** additional services to offer their patients - some saw it as an opportunity to save money on drug budgets.

**All change in the NHS**

However, the current Labour government has abolished the scheme, and replaced it **(26) \_\_\_\_\_\_\_** primary care groups, which will involve up to 50 GPs setting budgets across an area. Whether alternative medicine on the NHS continues to prosper in this set up **(27) \_\_\_\_\_\_\_** to be seen. **(28) \_\_\_\_\_\_\_\_\_\_** concern is that with the current government's emphasis **(29) \_\_\_\_\_\_** accountability in the health service, there will be room for therapies that to many are unproven and **(30) \_\_\_\_\_** are practised in many cases by unregulated individuals.

 (from the BBC)