

‘Medical Week 2010’: Success Through Synergies

Heel in dialogue with medical practitioners at Europe’s largest conference on complementary medicine

Baden-Baden, Germany – ‘Complementary Medicine – Success Through Synergies’ is the motto of a conference that brings together around 4,000 healthcare professionals in Baden-Baden, Germany, from 29 October through 3 November 2010. As world leading manufacturer of homoeopathic medications, Heel will be on hand to compare notes with expert practitioners. Heel also sponsors the Hans-Heinrich Reckeweg Award for outstanding achievements in research into Homotoxicology.

The ‘Medical Week’ offers medical doctors and students from across Europe a wide choice of meetings, seminars and practical courses at expert level. This year’s focus will be on leveraging synergies. Keynote lectures and presentations of scientific studies will show how the combined use of methods of conventional and complementary medicine can provide the best possible treatment in day-to-day patient care.

“Medical practitioners from many different disciplines come here to learn about specific approaches of complementary medicine and the latest research,” says Ralph Schmidt, CEO of Biologische Heilmittel Heel GmbH. “We attach great importance to this exchange of ideas at a highly professional level. Especially the further advancement of scientific methods as presented at the ISOHH-Symposium on Bioregulatory Medicine is a major concern to us. In fact, only through providing scientific evidence, the bridge between alternative and conventional medicine can be built.”

Heel’s commitment to the advancement of research includes its sponsorship of the Hans-Heinrich Reckeweg Award for outstanding achievements in research into Homotoxicology. The Main Award

comes with a cash prize of 10,000 euros, and the Incentive Award is worth 5,000 euros. The award ceremony is to take place at Kurhaus Baden-Baden on 30 October.

Heel is a leader in homoeopathic research using a combination of scientific approaches including basic research, observational studies, clinical trials and reviews of published scientific articles aimed at creating a holistic picture of how homoeopathy and its medications work.

The 'Medical Week' (*Medizinische Woche*) has been an annual highlight in Baden-Baden, Germany, since 1967. It has developed into Europe's largest conference of medical doctors on complementary medicine, and at the same time is one of the largest industrial fairs in this field of medicine. The event is organized by the German Medical Society of Empirical Medicine (*Ärztegesellschaft für Erfahrungsheilkunde e.V.*), which has over 5,000 members and is thus one of the largest naturopathic and complementary medicine associations in the world.

Heel is a globally active company that develops, produces, and markets homeopathic combination medications. In 2009, Biologische Heilmittel Heel GmbH, headquartered in Baden-Baden, employed 1,300 people, and 70 percent of its 173 million euro sales volume went to customers outside of Germany. Heel has subsidiaries in Belgium, Brazil, Canada, Chile, Colombia, the Netherlands, Poland, Spain, South Africa, and the USA, and Heel medications are available through distributors in 56 countries. www.heel.de / www.heel.com

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