

Heel Supports New International Research Prize in Integrative Medicine

Award fosters collaboration between conventional and complementary medicine

Baden-Baden – The European Society for Integrative Medicine (ESIM), with support from Heel, announces a new international research prize in integrative medicine: the “Excellence in Integrative Medicine Research Award.” Applicants are asked to submit papers by May 30, 2012.

“This international research prize recognizes innovative and outstanding scientific papers in the field of integrative medicine, thus fostering collaboration between conventional and complementary medicine,” emphasizes Dr. Ghassan Andraos, Head of Global Medicine at Biologische Heilmittel Heel GmbH.

The ESIM research prize is awarded in two categories: one for clinical investigations, the other for basic research. Each of the two winners will be awarded the sum of 10,000 euros. Submissions must be based on a scientific manuscript that has either already been published in a peer-reviewed journal in 2011 or 2012 or has been accepted for publication. The jury, which is made up of a selection of international experts in integrative medicine, will rate the papers according to three criteria: innovation, level of relevance and scientific excellence.

The winners of the “Excellence in Integrative Medicine Research Awards” will be announced at the 5th annual European Conference on Integrative Medicine (ECIM) to be held in Florence, Italy from September 21 to 22. For more information, visit: www.ecim-congress.org.

The mission of the European Society for Integrative Medicine is to promote science, research, education and further training, support for medical care and providing advice on policy in the realm of integrative medicine. For these purposes, the Society organizes scientific events and encourages dialog with health-care authorities and institutions.

270 words, 1,894 characters (incl. spaces)

Heel is a pharmaceutical company that develops, manufactures and distributes medicines based on natural substances. As the global leader in homeopathic combination preparations, the company is also a pioneer in the field of scientific research in natural healthcare. In cooperation with academic institutions, Heel actively fosters the concept of integrative medicine and is building the bridge

between homeopathy and conventional medicine to improve patient care and health.

Biologische Heilmittel Heel GmbH, with corporate headquarters located in Baden-Baden/Germany and a staff of 1,300, achieved an annual turnover of 196 million euros in 2011 – 70 percent of it outside of Germany. Heel medicines are available through subsidiaries and distribution partners in over 50 countries around the world. www.heel.com

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