



Contact Us

If you would like to become an AONH Member, upgrade to the Elite Membership or register for our Annual Natural Health Care Conference, please email:

info@aonh.org or call
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AONH NEWS Issue 17 Spring 2018



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Upcoming Events

• AONH Annual Natural Health Conference, Fri-Sat, Nov 9-10, 2018

The AONH Annual Natural Health Conference joins healthcare advocates and providers for an enlightening program geared to the up-to-date natural healthcare practitioner. This year's theme is "Maximizing **EVERGY, VITALITY, STAMINA & CLARITY** at any age." Location: Atlanta, Georgia.

PROGRAM HIGHLIGHTS

- "Have you heard from your libido lately? **Functional Sexology**"-Keesha Ewers, Certified Sexologist
- "Creating system & neurotransmitter wellness for optimal anti-aging"-John Easterling, Rainforest Educator
- "A world without cancer"-Ed Griffin, Author
- "Robust health begins in the mouth; Solving the dental dilemma"-Stuart Nunnally, DDS, MS, NMD
- "The 5 secrets to living life with vitality"-Gilles A. LaMarche, DC, Educator, Author
- "The Office Where Everyone Wants to Work, and I Want to Lead"-Rodney Agan, Author & Management Trainer
- "Reverse aging for the body & mind"-Amy Biederwolf, EDS Practitioner, AONH Florida CCRD
- "Detecting cancer to eliminate cancer"-Greg Howard, MD
- Panel: "Your practice: Surviving the thriving legal pitfalls"-Monte Ray, Esq, Jim Hawver, NMD, Keesha Ewers, FMP, Sam Abukittah, AONH President
- Panel: "Amino Acids and why we need them more than ever!"-Jim Hawver, NMD, Joe Holiday, MD, David Garwood, MD
- Panel: "Controlling Weight: Gut health & healthy metabolism"-Jim Hawver, NMD, Valeri Marshall, FNP, Johnnie Strickland, MD

Registration: www.aonhfall2018.eventbrite.com

• The NATALiA. Method of Emotional Releasing, Mon, Nov 12, 2018

Registration required. This is a certification course for the NATALiA. method of emotional release. For fee and class information, contact natalianannette@charter.net

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The Mission of Your Association

AONH is dedicated to public education and the professional development of natural health care around the world. Our aim is to unite our like-minded members and speak as one voice and with one purpose.

Getting Involved
Associate, Select and Elite Memberships are available.

For further information on benefits you or your company can receive, please register for membership by visiting: www.aonh.org



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A ROSE BY ANY OTHER NAME WOULD SMELL AS SWEET: HACKING SOCIAL MEDIA RULES FOR HEALTH PROMOTION-by Dr. Keesha Ewers

A rose by any other name would smell as sweet is a popular line from Shakespeare's Romeo and Juliet. It's referring to the last names of the lead characters, who come from feuding families. If Romeo's name was different, he would have had a far different outcome and response from Juliet's family when he let his romantic interest in her be known. When it comes to the organizations that oversee healthcare professionals legally, and the social media companies who advertise our services, the words we use are just as important and potentially loaded.

Several years ago, when I began introducing the discipline of Functional Sexology to the medical world, I ran into some unexpected surprises that might be helpful for the integrative medicine world to know about. After many years of listening to my patient's distress about their lack of energy, passion, relationship satisfaction, and lack of desire



for anything, including intimacy with a partner, I started the Functional Sexology Institute so I could begin training medical providers to help their patients with a need they were not properly equipped to address. I designed a program I called, "The Libido Cure Program" and began going on stages, both online and at professional conferences, talking about the issue of low libido in our population. Within three months of slog-



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Your membership is yearly and entitles you to many benefits.

PRINCIPALS

Sam Abukittah, Founder & President

James Hawver, Co-Founder

WHY SHOULD YOU JOIN THE AONH TODAY?

Your membership fees will contribute to promoting natural health awareness, education, and research as well as aid in the legal establishment* of rights for natural health practitioners in our amazing community. We extend to University Students (with proper ID) a 30% discount on any of the following memberships.

ASSOCIATE MEMBERSHIP - \$49/YR.

SELECT MEMBERSHIP - \$199/YR.

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For membership benefits, please visit our website: www.aonh.org

ging in what quickly became an uphill battle, I knew I had to re-brand and lump libido into a larger message that would be “friendlier” to the commercial world. Here are three things I discovered about the power of a single word:

- 1. Social media believes the words libido and sex are synonymous with porn.
 - 2. Advertisers will not run any ads that lead back to a URL that contains the word sex (as in The Functional Sexology Institute).
 - 3. Email servers will not deliver mail that leads back to a URL that contains the word sex. They will also not deliver a subject line that contains the word libido.
- As I began talking to my colleagues in the functional medicine arena, some of whom have been banned by Facebook and other social media platforms for similar issues, I discovered important information that I want to share with you here.

First, Mark Zuckerberg wants the Facebook audience to associate his social media platform with only positive experiences. In other words, he doesn’t want them reminded they are overweight, depressed, or that they have a chronic illness. He wants them to come back. He wants them to associate Facebook with happiness. Therefore, if your niche is weight loss, you need to figure out a way to talk about losing weight that gets around the Facebook algorithm. You could say “feel great in your body.” You cannot say your service or product helps reverse depression. You can say it helps people be more joyful. Similarly, Google and other email servers have gotten a lot more trigger happy about diverting mail into

spam folders based both on subject lines and content. I compiled a list of the most common words that trigger spam filters here:

- \$\$
- 100% free
- Act Now
- Ad
- Affordable
- Amazing stuff
- Apply now
- Billion
- Cash bonus
- Cheap
- Compare rates
- Compete for your business
- Credit
- Dig up dirt on friends
- Double your income
- Earn extra cash
- Eliminate debt
- Email marketing
- Explode your business
- Extra income
- Fast cash
- Financial
- Free
- ‘Hidden’ assets
- Home based
- Income from home
- Increase
- Incredible deal
- Info you requested
- Limited time offer
- Make \$
- Mortgage Rates
- No investment
- Obligation
- Online marketing
- Opportunity
- Order Now
- Prices
- Promise you
- Refinance
- Remove
- Reverses aging
- Save \$
- Search engine listings
- Stock disclaimer statement
- Stop snoring
- Thousands
- Unsubscribe
- Web traffic
- Weight loss

The Food and Drug Administration (FDA) has its own rules, the most important of which is that health-

care providers do not make “claims” about their product. Specifically, the FDA says, “It is not legal to market a dietary supplement product as a treatment or cure for a specific disease, or to alleviate the symptoms of a disease” (www.fda.gov). In other words, it’s not legal to call your supplement “Menopause Relief” or “Migraine Eliminator.” It’s also not legal to write copy that says your product can alleviate these issues, even if it does. Up until December of 2017, I was still taking insurance in my clinical practice. I am very idealistic and really wanted to make sure my services were not limited to just those who could afford to pay out of pocket. Plus, given that it’s a law to have healthcare insurance, I felt it was my responsibility to make sure my patients could avail themselves of medical care that would actually find and fix the root cause of their healthcare issues by utilizing the healthcare premiums they were obligated by the government to pay.

Perhaps you can guess where this is headed. Before we go there, though, let me give a little background. I spend most of my clinical office time teaching my patients about how to reverse their chronic problems and then prevent them from coming back. I draw a lot of pictures, help create dietary plans, run functional medicine and genetic testing to direct my care, and I utilize Ayurvedic pulse and tongue diagnosis in my office visits. None of these things are covered by insurance. I received a letter from Regence Blue Cross three years ago demanding that I pay them back \$10,000 because I, “do not prescribe enough med-

“Mark Zuckerberg wants the Facebook audience to associate his social media platform with only positive experiences”

ications and do too much teaching, which is not covered by this plan.”

After reading that letter, I suddenly understood with great clarity why my colleagues do not take insurance. I also understood that functional and “alternative” medical practices are much like square pegs trying to be put into a round hole that is the standard American medical model. Matching a pill to an ill just isn’t what we do. We are idealistic. We are passionate. We are usually people with our own stories of illness that has been reversed through finding and fixing the root cause. We are the medical providers who operate “outside of the matrix” in unknown and uncharted terrain. We are the visionaries and the pioneers trying to figure out how to make a living doing what we love by helping the people who find us to truly heal. We were not trained how to run businesses in our medical training. We were not trained to be marketers. We just wanted to make a difference and most of us would do what we do even if we didn’t get paid.

That said, the realities of our era make it essential that we learn how to at least understand business, run marketing campaigns, and stay on the “good side” of the FDA. In order to make the greatest impact, to continue practicing medicine, and to make a good living doing what you love, you must learn to choose your words and naming conventions carefully. Yes, I have found it to be very true that *a rose by any other name does smell just as sweet.*

DR. EWERS IS SPEAKING AT AONH CONFERENCE NOV 9-10

TOPIC: HAVE YOU HEARD FROM YOUR LIBIDO LATELY?

Actually, Dr. Keesha Ewers’ presentation is titled, “**HAVE YOU HEARD FROM YOUR LIBIDO LATELY? FUNCTIONAL SEXOLOGY**”

If you would like to join us at our AONH Annual Natural Health Conference, we welcome you to register today! By doing so, you will be supporting the cause of keeping natural healthcare a viable option for the planet. You will be supporting natural health practitioners and you will be enhancing your bank of knowledge.

The program is packed with amazing speakers centering their subjects on “**Maximizing ENERGY, VITALITY, STAMINA & CLARITY at any age!**” Register at www.aonhfall2018.eventbrite.com

