



**1st International Ayurveda-Congress
in Klagenfurt (Austria)**

Potentials for Ayurveda Medicine in Europe

by Mark Rosenberg

Chances and Potentials

Ayurveda is already accredited:

- by the **Society**
- within **Media** -> from Wellness to Medicine
- as further **professional education** (CME)
- as a modern wellness and **medical tourism**
- as **new star** within the CAM systems of Medicine

**„Ayurveda looks not only for the wellbeing of one
patient but serves the wellbeing of the whole.“**

Chances and Potentials

Ayurveda has now the chance to

- play an active role in modern healthcare strategies
- get implemented within integrative concepts of healing
- show its evidence through publication of research done in Europe / the West as well as through patient reports
- bring change into the learned thinking about disease management through
 - holistic multimodal treatment concepts
 - enhancing personal responsibility for one's own health
 - in producing knowledgeable patients etc.

Will get accredited soon within

- Medical Association as CAM System in form of a Diploma for Specialisation in Ayurvedic Medicine
 - Medical Assurance / Geriatric Healthcare etc.
- But we need to „keep our house clean“.**

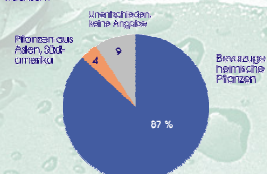
Survey about the use of natural Medicine in Germany

Study from June 2010 on 1882 Persons, IfD Allensbach

„Naturheilmittel sind heute in der Bevölkerung breit akzeptiert So haben 70 Prozent der Bevölkerung ab 16 Jahre bereits selbst Naturheilmittel verwendet, für weitere 19 Prozent käme dies generell oder fallweise in Frage. **Lediglich 7 Prozent** äußern sich strikt ablehnend.“

Starke Präferenz für heimische Pflanzen

Frage: „Welche Naturheilmittel würden Ihnen im Zweifel lieber sein: Arzneimittel aus heimischen Pflanzen oder Naturheilmittel aus Pflanzen, die vorwiegend z.B. in Asien oder Südamerika wachsen?“



Personen, für die es eine Rolle spielt, ob die Wirkstoffe in Naturheilmitteln aus heimischen oder exotischen Pflanzen gewonnen werden

Quelle: Allensbacher Archiv, IFO-Umfrage 10056, Juni 2010

Chances and Potentials

Ayurveda

1. got ignored in modern medical circles
2. now getting critically observed and tested
3. will be accepted soon

But we need to „keep our house clean“.

Adaptation

- **Ayurveda needs to move further from being known as Wellness to holistic Medicine**
- **Needs scientific and practical evidence with patients in the West**
- **Needs adaptation - as classical as possible but as modern as necessary in all areas**
- **Quality assurance**

QM strategy for Europe

Accreditation for Ayurveda as System of Medicine of European/Western Governments will be possible if

1. Quality regulations for Ayurveda on all fields

- education
- clinical practise
- research
- products

are in force and **matching with the existing framework of QM** and Patient Safety in Europe

2. European **Universities** and Western Research Institutes pick up Ayurveda with respect to its holistic approach
3. a **Network of Excellence** and a **bilateral Task Force:** India – Europe (resp. International) is active
4. An **Regulatory Body for Ayurveda** in the EU gets established, supervising and supporting the ayurvedic activities within Europe

Quality assurance: education

- **International AYUSH Working Group on Ayurveda Education -> from Hours to Credits**

Develop standards for education as well standards for good Ayurvedic practice by defining and communicating the competencies and skills a student shall reach within his/her training program incl. methods to assess the same.

- **Excellence Network** out of the leading Ayurveda schools working on academy level, linked to universities. Example: **MSc Ayurveda-Medicine** / PG Dipl. Courses for Doctors
- Together with European members of this network and under supervision of Indian Experts, REAA European Academy of Ayurveda, Germany and Austria has developed a **core curriculum in Ayurvedic Medicine as guideline for PG education** for medical practitioners in Europe

Voices:

„We need to have international guidelines and quality assurance in Ayurveda.“

Objections

Fixed Curriculum <-> Dynamic Learning Culture

Standardisation <-> Academic Freedom

Tradition <-> Modernisation

Spiritual Dimension <-> Scientific Evidence

Contradiction?

Ayurveda has many Dimensions!

A good Ayurvedic training in Europe shall take this into account!

Scholars and Experts in India

- Wishes to have a certain influence on how Ayurveda gets transported around the globe.
- Like to see the Indian Heritage to be acknowledged.
- Wishes to explore the richness of the Ayurvedic Shastra in making use of the modern (medical) scientific language and comparing classical ayurvedic concepts with newest scientific achievements.
- Like to globalise Ayurveda as a complete system – instead of getting it accredited as part of a modern Integrated or Complementary concept of Medicine.
- Is open for modernisation, but also likes to stick to classical literature as the basis for all teachings.
- Has understanding for local differences in legal professional regulations but doesn't like Ayurveda to get squeezed into new fancy professions without having assured the traditional knowledge base.

Ayurvedic students and practitioners abroad

- Like to see Ayurveda as part of their Medical System.
- Don't like to learn things, they can't practise.
- being busy with their original profession and life, are not able to spend many month in India.
- Do like to see examples of a practical adaptation of Ayurveda, so they can get fit for their interaction with patients/clients of their country.
- Would like to get accredited in their Ayurvedic Profession but also do not like heavy governmental regulations.
- Like to find back to their true ideal in their profession as a doctor and healer
- Can't understand why a complete knowledge of Sanskrit as a language should be compulsory for learning Ayurveda.
- Like to explore the intelligence of the Ayurvedic System in order to help people holistically and to integrate it into other concepts of therapy

From Hours to Credits

Quality in education can be assured **if 5 aspects** are defined:

- **Scope / learning hours**
- **Content / Placements and practical training / Learning materials**
- **Professional Skills / Learning outcomes / Admission requirements**
- **Didactics / Teaching staff**
- **Assessments**

In order to achieve **high quality** on the **level of knowledge**, the process of **perception** and the **practical experience** with the subject matter, appropriate **didactic methods** and teaching materials, **good basic conditions** and **professional placements** are necessary. Last but not least, a **team of experienced teachers** and examiners are needed, too.

Module Aim:

“... It will enable the graduate to develop customised patient management plan and integrate it with their own practice. It also examines the different approaches of Ayurvedic diagnostic skills and integrates them to their diagnostic skills as medical practitioners enlightening the previous way of looking to diseased person.”

Learning outcomes:

“On completion of this module the student will be able to: ... 2. Critically analyse the clinical features of increased, diseased and vitiated stages of dosa, dhatu, agni and ama. 3. Critically explain the disturbance of biological pathways/channels (Srotas) and their clinical significans. ...”

Syllabus:

“... 3. The signs and symptoms (laksana) of balanced (samya), increased (vrddhi) and decreased (ksaya) stages of dosas, dhatus and malas; 4. The concept of pathogenesis (samprapti) its types, role and practical application. ...”

-> Except from “Syllabus for Ayurvedic Education in Europe for Medical Professionals only” 2009 by Europ. Academy of Ayurveda (Germany), College of Ayurveda (UK), Ayurvedic Point (Italy)

Networking

Developing a Culture of Communication

Research Network

- **Research Cluster**
- **Research projects within or linked to Universities**
- **Parallel trails in India in collaboration with CCRAS**

Network of Practitioners and Therapists

- **VEAT** - *Professional European Association for Ayurveda
Ayurvedic Practitioners and Therapist (400 Members)*
- **Doctors Associations**

Network of Schools (DVÖAS- Austria) and Associations

Quality Networks and Agencies: ESQH



The ESQH Vienna Office. The ESQH - Vienna Office operates as an international "think tank". It supports governmental institutions, national and international organisations, healthcare business partners and universities in terms of quality, know how and technology transfer, set in a non-profit making environment.

Department for Quality Safety in Complementary Medicine.

In this department ESQH meet the growing need for integration of traditional and natural-healing based healthcare-systems, like TEM or **AYURVEDA, within modern healthcare.**

www.esqh.at

Thank you!



Europäische Akademie
für **Ayurveda**

Gesellschaft für ganzheitliche Gesundheit und Bildung



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