

# Impersonal Doctors Encourage 'Medical Hooey'

CINCINNATI -- Many legitimate doctors, in their attitude towards patients, tend to encourage medical quackery, which has unfortunately become a multimillion-dollar business in the United States.



ROBERT R. MINICHELLI of Livonia, has been elected Vice President - Installation Loan Department, Bank of the Commonwealth. A native of Detroit, Mr. Minichelli joined the Installation Loan Department of Bank of the Commonwealth in April, 1966. He attended public schools in Detroit and the Walsh Institute of Accountancy. From 1952 until 1954 he served in the United States Army Chemical Corps. Minichelli, his wife and son reside in Livonia.

## Six Judges Study Ford Nominees

Six judges have been named to select top award recipients in Ford Motor Company's sixth annual Detroit-area Community Service Awards program. The judges are Mrs. Gladys Cobb, president of the Detroit Board of Education; Jacques Cousin, general manager of the United Foundation; the Honorable Damon J. Keith, judge, United States District Court; the Rev. Hubert G. Locke, director of the Office of Religious Affairs, Wayne State University; J.P. McCarthy, and James Schiavone. The panel will review the qualifications of semi-finalists selected from among nearly 800 Ford employees and their spouses who have been nominated by fellow employees, relatives, neighbors and community leaders. Awards will be based on public service in elective or appointive positions, politics, citizen groups, neighborhood associations, youth and recreational programs and community fund campaigns, as well as in special projects of clubs and service or church groups. Judges will recommend those nominees whose civic contributions are most outstanding for the company's highest service award--the Ford "Citizen of the Year" Town Crier Belt. Others will receive "Outstanding Service Awards"--mounted silver scrolls bearing engraved citations from Board Chairman Henry Ford II. Awards will be presented at a dinner in the company's Central Office Building in Dearborn on June 11.



ONE OF THE NEWEST Michigan State Troopers who graduated in a class of 29 last Wednesday was Claude McTaggart, 21, of 31975 Pardo St., Garden City. McTaggart, son of Mr. and Mrs. Alfred McTaggart, received an academic achievement award from the police. The new trooper graduated from Thurston High School in Redford Township four years ago and attended Port Huron Junior College and Schoolcraft Community College. McTaggart has been assigned to the East Tawas state police post.

This was emphasized by speakers at a session on "medical hooey" at the meeting of the Ohio State Medical Association here.

One of the speakers, Dr. William H. Gordon, Lubbock, Tex., cardiologist, and author of the book "Keys of Quackery," said that the "old-time physician had little else to offer than sympathy and understanding, and his greatest success came from dispensing confidence and comfort."

During the last 50 years, however, countless new and useful therapeutic agents and methods have been developed. "As a natural consequence," Dr. Gordon said, "greater emphasis has been placed on the science and the impersonal side of medicine and less on the so-called 'art' and personal aspects." He questioned whether such an attitude is wise.

MORE EMPHASIS, he said, should be placed on the "art" of medical practice. He said that he would like to think of the art of medical practice as "the mix of human kindness prescribed in such amounts as to allow the practice of medicine to be swallowed painlessly. Could this be what some unfortunate victims of quackery are seeking?"

Dr. Gordon said that many students of quackery have attempted to find a common denominator that would explain why many thousands of people become victims of fake "cures."

He said that some of the best answers have come from a study made by Dr. Beatrice Cobb, a psychologist with the Texas Institute of Technology. In interviews with numerous victims she found that they fell into four categories. They are: "the miracle seeker," the informed, the restless, and the straw grasper."

"The 'miracle seeker,'" Dr. Gordon said, "turned to her religion in time of trouble and used a prayer cloth each night for a period of six months expecting each morning to find that her breast cancer had disappeared. Finally, in a terminal state, she sought conventional care, but only after she had convinced herself that her sinfulness and lack of faith were responsible for the failure of her treatment."

"There are other seekers of miracles and miraculous cures who do not turn directly to religion; they merely hope that something 'good' will happen quickly."

The "informed" know nothing of doctors or their relative merits, and when someone said so-and-so was a cancer specialist, they accepted the statement as a fact without further investigation."

"This, unfortunately is a frequent but tragic story familiar to us all. To this type of person a doctor is a doctor, so why look further?" according to Dr. Gordon.

The restless, he said, "are impatient, uncooperative, and often belligerent patients" who assume the attitude "if you can't do it now, I'll go somewhere else."

THE RESTLESS, he said, "are often rebellious, perhaps paranoid people who are against whatever the majority is for. If the majority is for vaccination, fluoridation, pre-school examinations or law and order...they are against them one and all."

"If the majority believes that commercial foods are nutritious, and white bread is healthy, they immediately advocate whole wheat bread and natural foods. They are consistently against the 'big boys', the moneyed people, big business, and the American Medical Association. Hence, if the AMA is against the quacks, they feel honor-bound to defend and patronize them."

"Such an attitude of negativism is normal in a 4-year-old, but he gets over it. The professional nonconformists do not."

Modern man, observing all the "miraculous" products of science, "hopes fervently that someone will invent a pill, an electric device, a shot, or a magic formula that will rejuvenate him and push the eventualities of death far into the future while he continues indulging in the sort of living he so thoroughly enjoys--without hastening his departure."

DR. GORDON said that "perhaps the 'straw grasper' deserves more sympathy than any other victims of quackery. Often these are frantic people who have been told by their doctors that nothing more of a curative nature can be done for them. In a blind panic they seek someone who will tell them that it isn't so...and usually find him."

Dr. Gordon said that few people, in buying products in the market, are rarely in a position to judge their quality. Sales are made on emotional appeals. Medical care likewise is a service that must be "sold" to the patient and his family. The doctor's opinion and advice must be delivered in such a way that the patient readily accepts it.

He said a doctor does a disservice both to himself and his patients when he says "I know my business and this is medically correct," or "there it is" in the light of our present knowledge, my advice is the best you can get, and if you do not want to accept it...that's your business."

The doctor also may encourage a patient to consult a quack if the doctor says "you have so and so and there is no cure for it. You will eventually die with it or from it, and I can't prevent it."

Such statements may be true, but it may be better for the doctor to say "we can't cure diabetes or pernicious anemia either, yet people with these conditions, through proper management, lead long, useful, and happy lives. I would like for you, and me, to try to manage your condition. Between us, even though we can't expect a cure, we may accomplish something worthwhile."

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