

Hello, this is Julia Schopick for HonestMedicine.com. Today, we have a very special guest, Dr. Ronald Hoffman -- a pioneer in the growing field of integrative medicine -- which he coined "intelligent medicine," in his 1997 book of the same name.

Dr. Hoffman went to medical school in the 1970s, with the express purpose of becoming an integrative physician. However, as a med student, he had to -- in his own words -- "be the perfect 'stealth' medical student, studious by day, while quietly pursuing my 'holistic' interest after hours."

Today, he practices truly integrative -- or complementary -- medicine in New York City, where he is medical director of the Hoffman Center. He also finds time to write books, including: "Intelligent Medicine (1997); The Natural Approach to ADD (1999); and his 2006 book, which he wrote with my friend Sidney Stevens, entitled "How to Talk With Your Doctor: The Guide for Patients And Their Physicians Who Want to Reconcile And Use the Best of Conventional And Alternative Medicine." His latest book, written with Barry Fox for Rodale Press, is "Alternative Cures that Really Work."

Dr. Hoffman received his medical degrees from the Albert Einstein College of Medicine, and has studied and written widely in the field of Alternative Medicine. Active in several medical professional organizations, he is a past President of ACAM, the American College for Advancement in Medicine -- the country's largest organization of complementary and alternative doctors. He is a frequent guest on radio and TV, is often quoted in the popular press, and is invited to lecture both to the public and to groups of medical professionals throughout the country. On the personal side, Dr. Hoffman's active lifestyle is an embodiment of the healthy principles he espouses. In fact, if you go to his website, www.drhoffman.com, you'll find photos of him taking part in the Mighty Hampton Triathlon.

On his website, you'll also find a link to one of the best kept secrets online -- his WOR-AM radio show, Health Talk, which is the longest-running M.D.-hosted health show on syndicated radio. He hosts Health Talk 6 days a week. If you go to WOR's site, you'll be able to listen to a year's worth of his interviews -- many with some of the top researchers and practitioners in the fields of integrative health.