



OFFICE OF INTEGRATIVE MEDICINE

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DR. ILAN BOHM LAUNCHES “THINK BEFORE YOU PILL”

Leading Manhattan specialist, OIM founder, and integrative health advocate launches campaign for ‘health care versus sick care,’ and warns against the dangers of overprescription

NEW YORK, NY. (June 30, 2011) As the founder of **OIM**, an accomplished provider of integrated health solutions in midtown Manhattan, **Dr. Ilan Bohm** has announced a public awareness campaign against today’s dangerous culture of overprescription called **“Think Before You Pill.”**

A leading specialist in neuromuscular skeletal conditions, Dr. Bohm seeks to provide patients with a more integrated and informed approach to health care. “In today’s culture of quick fixes, overprescription is reaching epidemic proportions, and can increasingly prove dangerous or fatal,” comments Dr. Bohm. “As doctors, we need to uncover the source of the symptom instead of dashing off yet another prescription that hides the cause. I’m simply advocating for better awareness, to diminish the chances of side effects or dangerous drug interactions.” Statistics have shown prescription drug death rates skyrocketing in recent years as a leading cause of unintentional injury deaths in the U.S. (Source: *“Unintentional Drug Poisoning in the United States,” Centers for Disease Control, July 2010*).

“Traditional Western medical care offers valid approaches to treating illness, and responsible medication can be a necessary part of treatment,” emphasizes Dr. Bohm. “But overmedication can have serious consequences for patients, solving one problem and producing many more. This point of view has resulted in a population that is toxic and overmedicated, while their actual underlying health conditions remain unaddressed.”

Dr. Bohm’s skills in applied kinesiology, a specialized diagnostic tool, enable him to address the primary imbalances that may develop into symptoms that correlate to organs and muscles, establishing patterns of stress that are in conflict with the body. Dr. Bohm’s ability to piece together these imbalances allows him to draw together various techniques to bring about relief care and reversal of the illness process.

"An informed and educated patient has a greater opportunity to cure illness and 'dis/ease,' and to maintain his or her long-term health," he explains, "and at the end of the day, as doctors, we need to provide 'health care, not sick care' to our patients."

ABOUT DR. ILAN BOHM

Dr. Bohm has been recognized for his diagnostic and curative abilities since 1980, leading to a long history of patient success, and usually without surgery. Dr. Ilan Bohm studied traditional Western medicine under the tutelage of the renowned Dr. Pierre Rabishong, at the University of Montpellier in France. Inspired by Dr. Rabishong's work in Biomechanics, Dr. Bohm realized that Western medicine was rooted in the treatment of symptoms, not their causes, and began to pursue training in physical and holistic medicine. He received his degree of Doctor of Chiropractic, then went on to specialize in Applied Kinesiology, founding OIM in 1980. The office has since become an acclaimed oasis promoting health and tranquility with patients and celebrities from around the world. For more information on OIM, please visit DrIlanBohm.com, become a fan on Facebook at [/OIMNYC](https://www.facebook.com/OIMNYC), or follow OIM on Twitter at [@OIMNYC](https://twitter.com/OIMNYC).

CONTACT INFO

For more information on Dr. Ilan Bohm's campaign "Think Before You Pill," to tour OIM as a member of the press, or to interview him as an expert resource, please contact Angela Mitchell at **904.982.8043**, news@paranoidpr.com or paramitch@aol.com.

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PRESS IMAGES, DR. ILAN BOHM AND OIM

Please feel free to use the images below in covering news about OIM, Dr. Ilan Bohm, or his new campaign to "Think Before You Pill!"



CAPTION: A leading Manhattan specialist in neuromuscular skeletal conditions, **Dr. Ilan Bohm** is the founder of OIM, and has launched a campaign called "Think Before You Pill!"



CAPTION: Located on Madison Avenue, OIM is one of Manhattan's most prestigious providers of integrated health solutions, and its clients include a number of New York society leaders and celebrities.