

Table 2: Motivations for trying complementary medicine

Negative motivations	Positive motivations
<ul style="list-style-type: none">• dissatisfaction with (some aspects of) conventional healthcare; ineffective for certain conditions; serious adverse effects; poor doctor-patient relationship; insufficient time with doctor; waiting lists; 'high tech, low touch'• rejection of science and technology• rejection of 'the establishment'• desperation	<ul style="list-style-type: none">• perceived effectiveness• perceived safety• philosophical congruence: 'Zeitgeist'; spiritual dimension; emphasis on holism; embracing all things natural; active role of patient explanations intuitively acceptable• control over treatment• 'high touch, low tech'• good patient-therapist relationship; enough time available; on equal terms; emotional factors; empathy• non-invasive nature• accessibility• pleasant therapeutic experience• affluence