Professor George Lewith, MA DM FRCP MRCGP is a qualified physician and general practitioner who has recently retired from clinical practice. He has conducted research within primary care and complementary medicine for the last 35 years and now works at the University of Southampton where he leads an internationally respected integrated medicine research group within the medical school’s department of primary medical care. Professor Lewith has combined his scientific interests, including over 300 primary research papers and a series of substantial grants from various charities and the major UK medical research funding bodies (MRC, Wellcome and NIHR), with a busy clinical practice in integrated medicine over the last 30 years. Primary Care at Southampton is part of the NIHR National School for Primary Care Research. Southampton Primary Care demonstrated research excellence in the 2014 Research Excellence Framework and was rated as having the third best research output among primary care departments in the UK. George Lewith’s research is focused on differentiating the specific from the nonspecific effects of treatment and developing models that will help to explain the patient perceived benefits of a variety of complementary medical interventions. He is currently interested in pain, acute infection, arthritis and cancer as illness models investigating the effects of placebo, mindfulness meditation, acupuncture, healing, homeopathy and herbal medicines.