
Abstract

Background and aim: traditional medicine is about treatment and medical interventions that is not widely educated in the medical faculties and usually is not available in the hospitals. In spite of a fairly long history, traditional medicine has been neglected for many years, but in the recent years by formation of traditional medicine deputy in the Iran health ministry, has attracted the attentions. So the aim of this study is to identifying the effective factors on utilization of traditional medicine services and its opportunities and challenges in Kerman city, Iran.

Methods: This simultaneous mixed-method study was performed in 3 steps. The study population in different steps included patients and providers of traditional and modern medicine. The data was collected using interview and through researcher-made questionnaire. The data was analyzed using SPSS software in quantitative phase and using Colaizzi method for content analysis of the interviews in qualitative phase.

Results: This study showed that the use of herbal medicines is highly demanded among different types of traditional medicine, so that 75% of patients in this study used herbal medicines and after that phlebotomizing have quite a lot of fans. On the other hand, the impact of factors such as gender, parenting and friendship, expensive chemical drugs and the ease of preparing herbal medicines and fewer side effects of traditional medicine than conventional medicine and the failure chemical drugs to remove the symptoms are factors affecting people's enjoyment of traditional medicine services. Also, the main challenges of traditional medicine were considered deception, safety and efficacy, poor acceptance, and lack of recognition and control of the treatment deputy and on the other hand according to research conducted opportunities for traditional medicine include the following: upstream documents and the Ministry of Health support, Outbreak of chronic diseases and the general tendency towards traditional medicine.

Conclusion: The results indicated that use of traditional medicine in Iran, as developed countries, is increasing. However, in one hand, there are obstacles ahead of traditional medicine which should be resolved using available opportunities. On the other hand, considering the increasing interest and popularity of traditional medicine and its long historical and tradition background in Iran, it is recommended to maintaining, developing and improving this precious heritage through recognizing different branches of traditional medicine and improving their position, supporting the pioneering

therapists who are the treasures of this heritage and lastly supporting and developing scientific educated persons in this regard.

Keywords: Traditional Medicine Services, Utilizations, Opportunities and Challenges



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**Survey of the influential factors on traditional medicine utilization and identifying
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