

# The Future of Integrative Health and Medicine



**UCLA**  
**East West Center**  
**October 2019**

**Congratulations!**



# Overview

- **Alignment**
- **Innovation**
- **Scope**
- **Education**



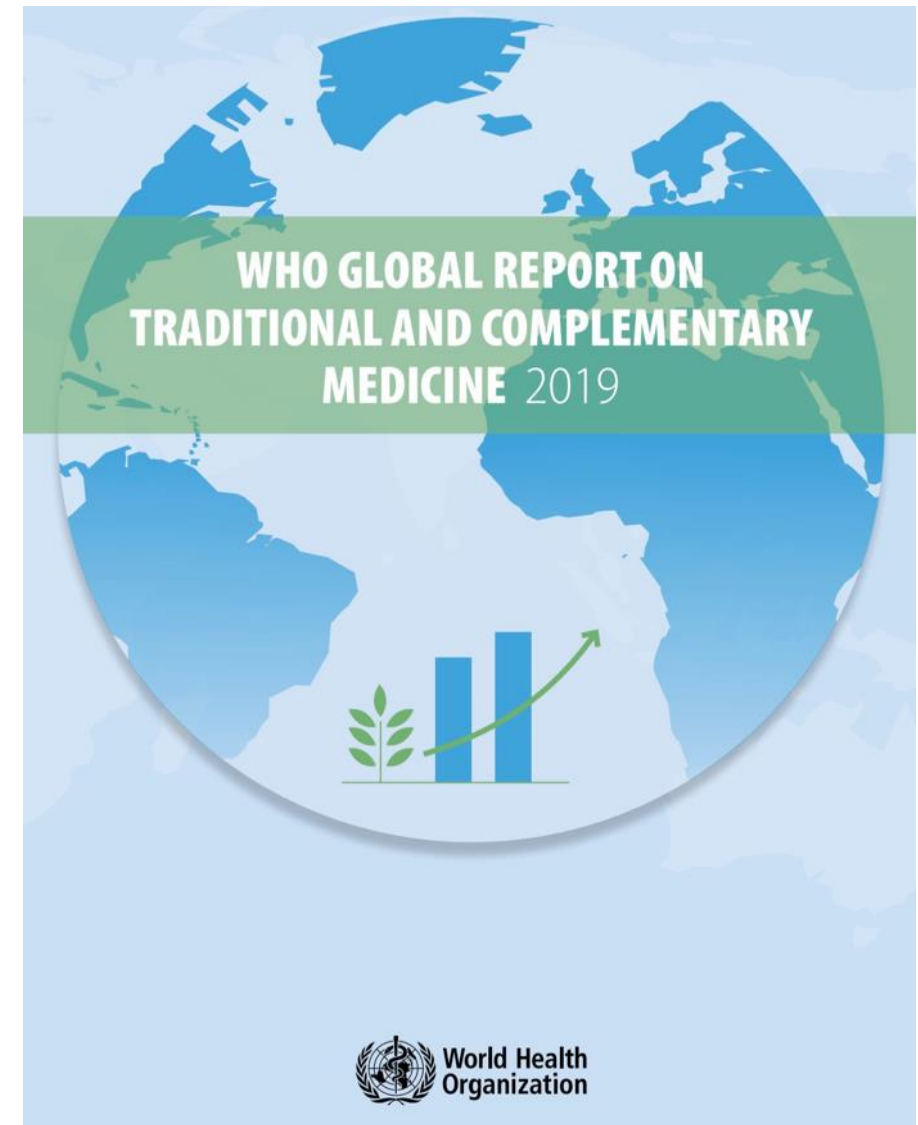
# Context

- **Demand for health care services continues to rise in the US given population aging and the increased prevalence of chronic disease and the search for increased quality of life.**
- **The financial burden of health care for consumers, employers and the government is growing faster than income or revenues.**
- **Between 2012 and 2016, the total overall health care industry profit pools grew at a faster rate than the combined top 1,000 US companies.**
- **We face new clinical challenges – opioid crisis.**
- **Status of health care reform efforts is in limbo.**



# Context

- **Globally, the landscape for Traditional and Complementary Medicine has been improving consistently.**
- **Member states are taking steps to promote the quality, safety and efficacy of T&CM as well as appropriate integration into health systems by developing national policies, regulatory frameworks, and strategic plans for products, practices and practitioners.**



**V** VOLATILITY

**U** UNCERTAINTY

**C** COMPLEXITY

**A** AMBIGUITY



**Identify and leverage  
opportunities in uncertain times**



*What are the top priorities of every health care organization?*





# Alignment - Top Priorities

- **Quality of Care**
- **Patient Safety**
- **Patient Satisfaction**
- **Staff Engagement**
- **Market Share**
- **Cost of Care**
- **Financial Margin**





# Pain

- **Joint Commission – non-pharmacologic approaches for pain.**
- **CDC new guidelines for prescribing opioids**
- **AMA urging payers to cover integrative approaches**



# Leverage Alignment

- **Clinical Case**
- **Business Case**



# Innovation – Care Models



# Osher Center for Integrative Medicine

- Relationship-centered care in a healing environment.
- Interprofessional team-based model
- Engage the whole person in accessing their natural capacity for health and healing.
- Group Visits



# Strategy

- **Provide mind/body practices within an insurance-based model.**
- **Use practitioners that can bill insurance for integrative therapies that they offer.**
- **Optimize the use of NP's, PT's, and Health Psychologists.**
- **Partner NP and psychologist for IM groups.**
  - **(NP and Yoga therapist or Psych and Movement Practitioner)**



# Care Model

- **NP's also trained as health coaches. Initial and follow-up visits.**
- **Health Psychologists include mindfulness and hypnosis in group and individual therapy.**
- **PT's include manual therapy, health coaching and breath practices.**





# Clinic Statistics

- **> 85% of patients referred by primary care MD**
- **2017 – 17,000 visits, often 6 month waiting list**
- **Financial success x 9 years**
- **Team includes a physician, psychologists, health coaches, and licensed complementary therapists trained in acupuncture, massage and other healing techniques.**



# Highlights

- **Leverages a team-based approach.**
- **Incorporates health coaching.**
- **Aligned with reimbursement structures.**
- **Financially sustainable and scalable.**



# Integrative Nursing



# Principles of Integrative Nursing



- Human beings are whole systems inseparable from their environments.



- Human beings have the innate capacity for health and wellbeing across all dimensions (bodymindspirit).



- Nature has healing and restorative properties that contribute to health and wellbeing.



- Integrative nursing is patient-centered and relationship-based.



- Integrative nursing is informed by evidence and uses the full range of therapeutic modalities, moving from least intensive and invasive to more, depending on need.



- Integrative nursing focuses on the health and wellbeing of caregivers as well as those they serve.



# Nausea



**Integrative nursing is informed by evidence and uses the full range of therapeutic modalities, moving from least intensive and invasive to more, depending on need.**



- **Dietary - small, frequent meals. Dry toast, brown rice, soups.**



- **Aromatherapy - ginger and peppermint.**



- **Mind/Body - guided imagery, relaxation, hypnosis and deep breathing.**



- **Acupressure - P6**

- **Acupuncture**

- **Anti-emetic**



# Pain



**Integrative nursing is informed by evidence and uses the full range of therapeutic modalities, moving from least intensive and invasive to more, depending on need.**



- **Nature**
- **Mind/Body - relaxation response, imagery, & MBSR**
- **Acupressure/Acupuncture**
- **Yoga**
- **Energy Therapies**
- **Massage**
- **Pharmaceutical Approach**
- **Anesthetic Block**



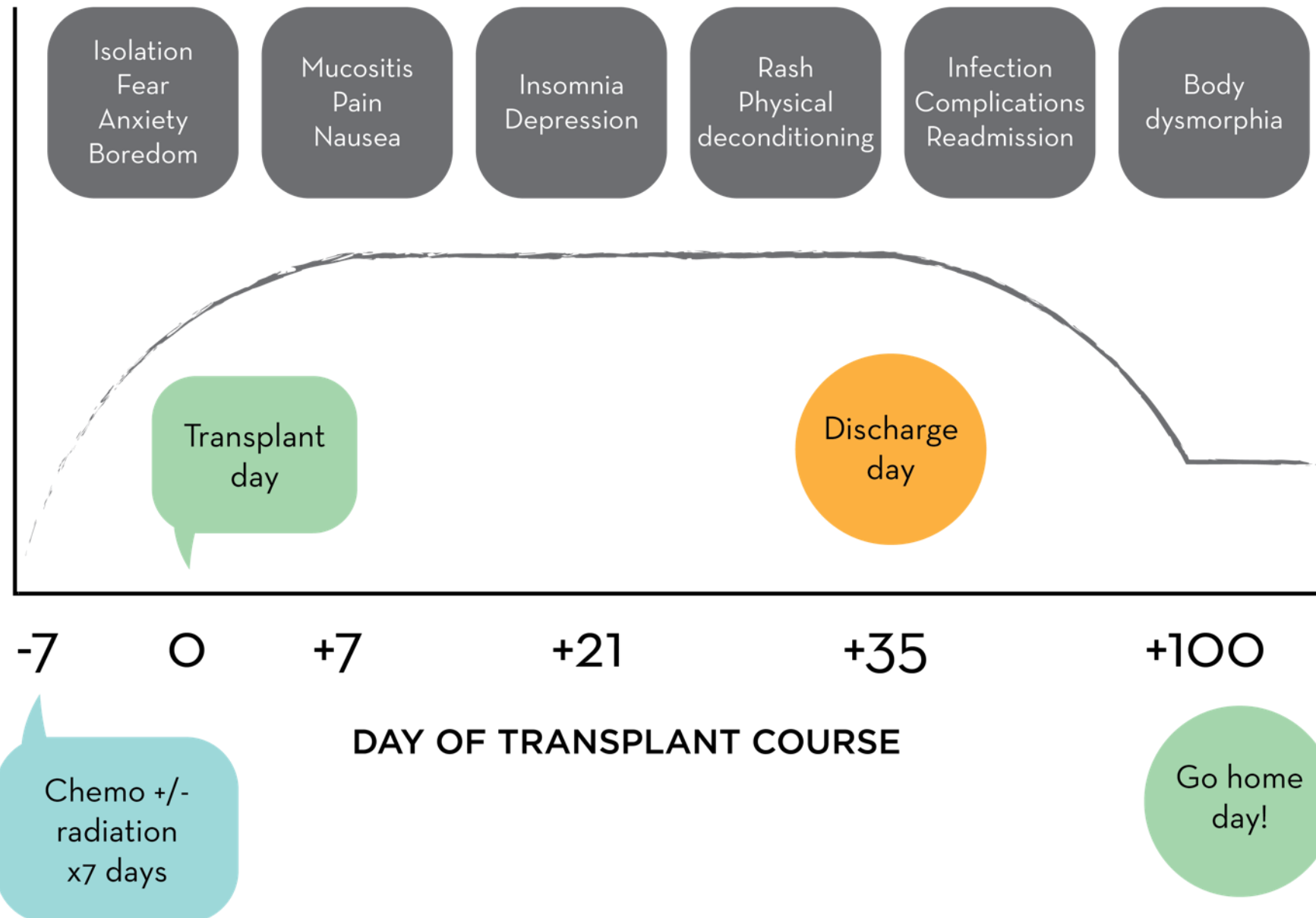
# University of Minnesota Pediatric Blood & Marrow Program

- Cancer
- Immune Disorder
- High Risk Experimental Treatments
- Program follows patients through the entire continuum of care





# Symptom Burden





# Goals of Integrative Nursing

- **Improve the care experience**
- **Improve symptom management**
- **Enhance resiliency & capacity to cope**
- **Focus on the wellbeing of patients, family members and caregivers/staff.**



# Symptoms Integrative Care is Most Helpful With

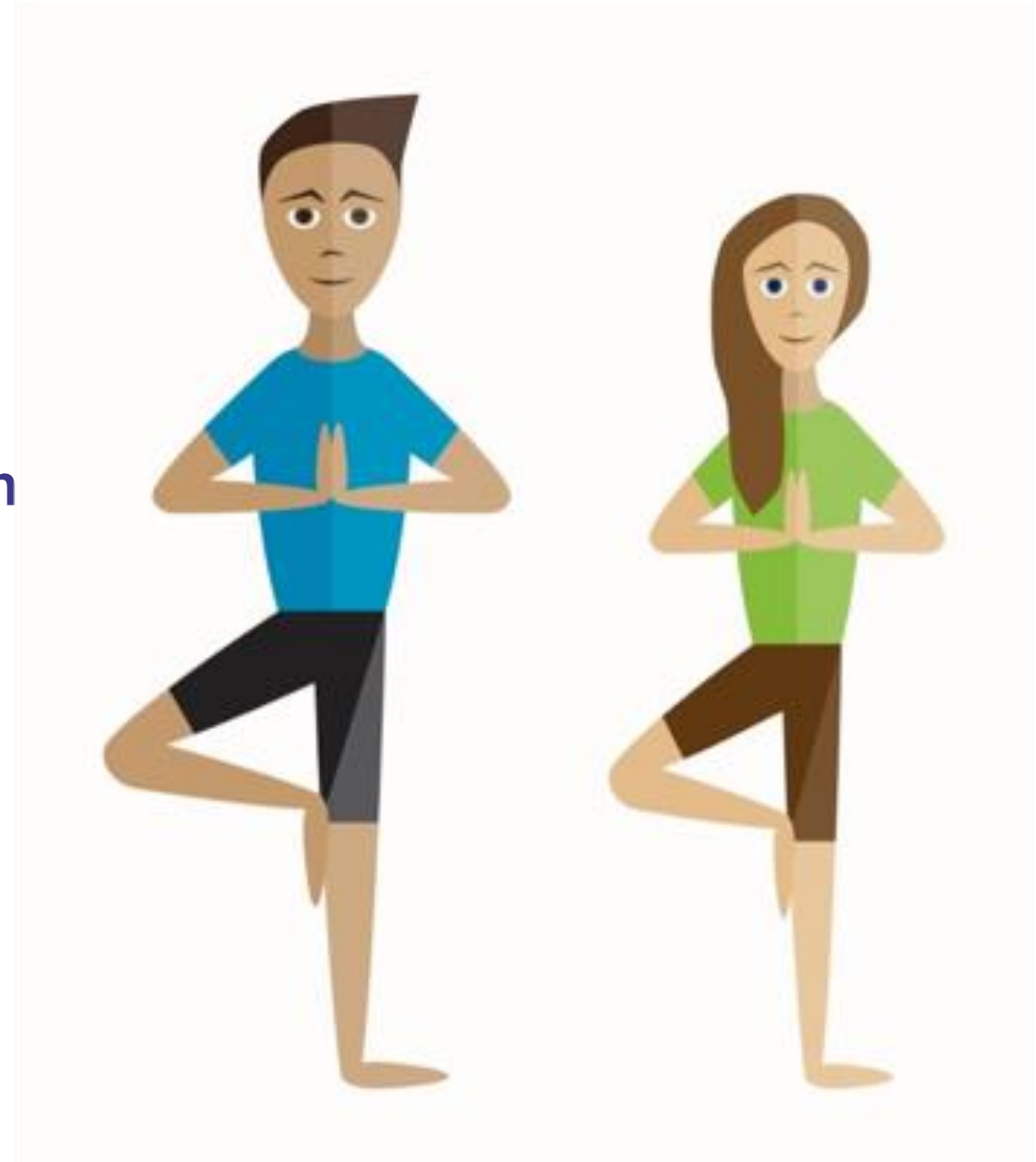
*(In order, as reported by parents and patients)*

- Pain
- Anxiety
- Nausea
- Stress
- Insomnia
- General coping



# Integrative Therapies Offered

- Acupoint
- Aromatherapy
- Biofeedback
- Breath work
- Clinical Hypnosis
- Creative Arts Initiatives
- Energy Therapy (Reiki, Healing Touch Na)
- Guided Imagery
- Integrative Health Consults
- 'M' Technique
- Massage
- Music Therapy
- Nutrition Consults
- Yoga Calm





# Most Frequently Utilized Therapies

- Music Therapy
- Reiki
- Massage
- Aromatherapy



# Personnel

- **Nursing Staff**
- **Integrative Nurse Clinician**
- **Music Therapist**
- **Hospital-wide volunteer coordinator**
- **Volunteers**
- **Students – Acupoint, DNP, and Music Therapy**

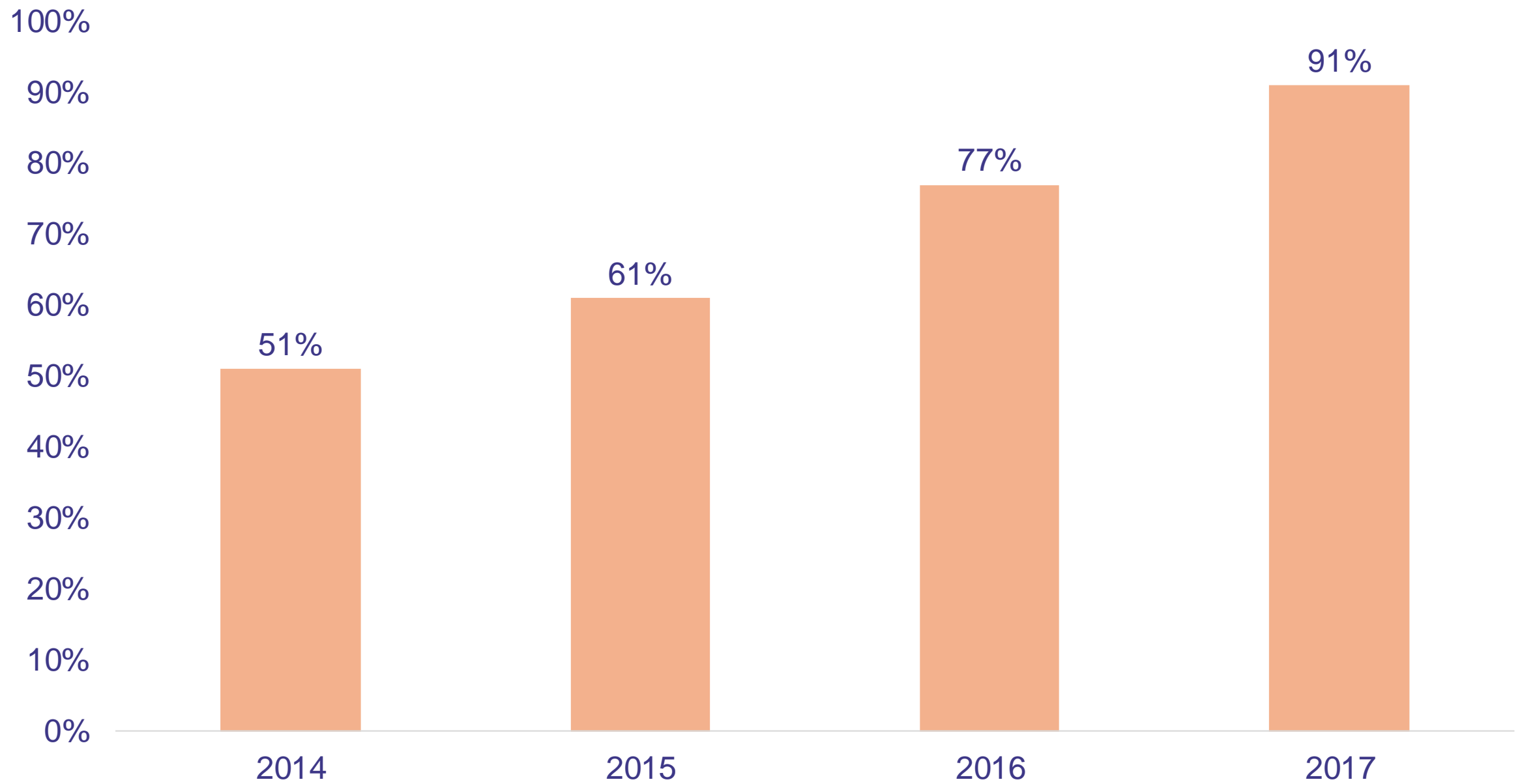


# Cross-Trained Staff

- **Nurses**
- **Physical Therapists**
- **Occupational Therapists**
- **Social Workers**
- **Child Family Life Specialists**
- **Chaplains**
- **MDs**
- **Nursing Assistants**



# Rate of Utilization of Services



# Outcomes

- **Patient Experience**
- **Symptom Management**
- **Parent Satisfaction and Wellbeing**
- **Staff Recruitment, Engagement and Turnover**
- **New Patient Recruitment**





# Program Evaluation

- 0% adverse events reported
- 0% of children feeling uncomfortable or distressed by integrative therapies
- >80% said yes when asked, “Overall, did our integrative therapy program enhance your BMT experience?”



# Program Evaluation

- 100% of patients/families who utilized integrative services during BMT would recommend them to others.
- Up to 65% of patients and families report they plan to continue using an integrative therapy that was introduced to them during hospitalization after discharge.



# Parents Report the Desire to...

- **Learn relaxation techniques to use with their child.**
- **Learn skills to reduce their child's pain & anxiety.**



# Giving Family Caregivers the Skills They Need



# Highlights

- **Aligned with organizational goals and priorities.**
- **Team-based.**
- **Focused on the continuum of care.**
- **Capacity building**
- **Financially sustainable and scalable.**



# Scope





# Integrative Medicine has Excelled

- **Bringing low cost treatments into the mainstream that maintain or improve health outcomes.**



# Critical Emphasis for Integrative Health and Medicine

- **Emphasizing lifestyle medicine that shifts the focus from disease management to prevention and health promotion.**
- **While the interest in precision medicine (personalized medicine) based on genetics continues to grow, epigenetics is rising in importance as we understand that lifestyle approaches can alter the epigenome.**
- **Health Coaching**
- **Teaching Kitchens**
- **Beyond Health Care – schools, communities, worksites, public health**





SICKNESS → HEALTH  
DISEASE → WELLNESS



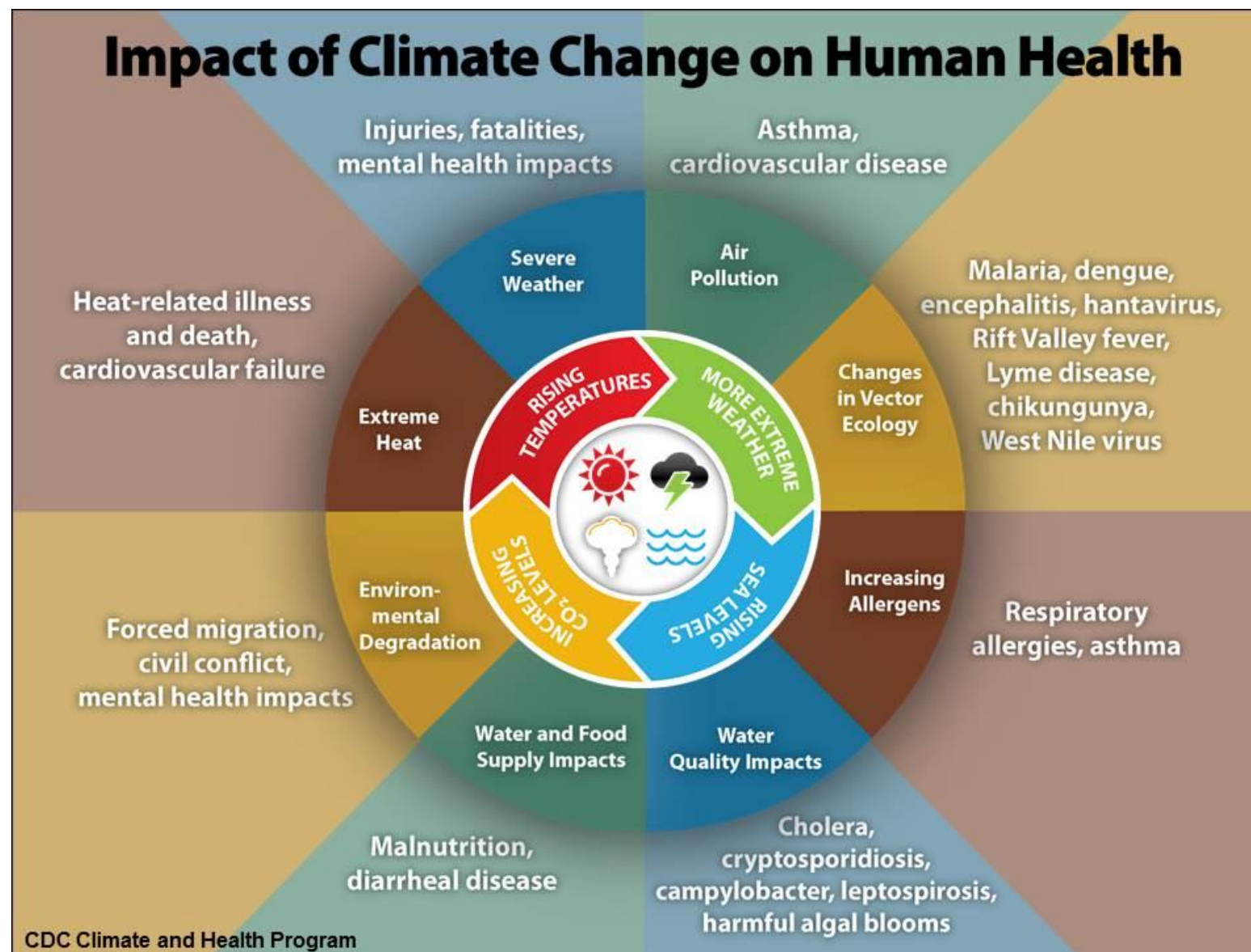
# WELLBEING



# WELLBEING



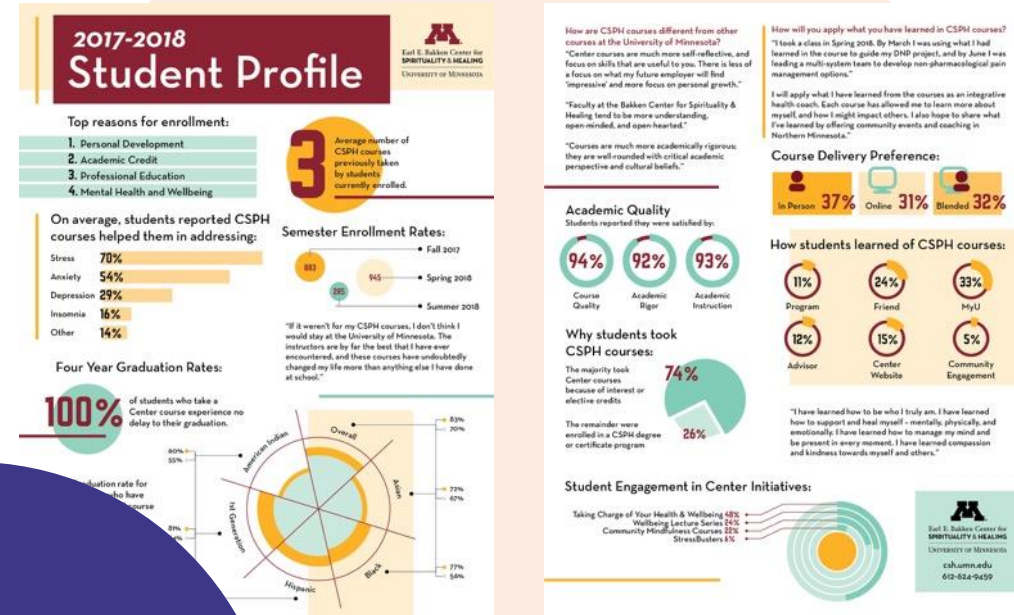
# Human and Planetary Health



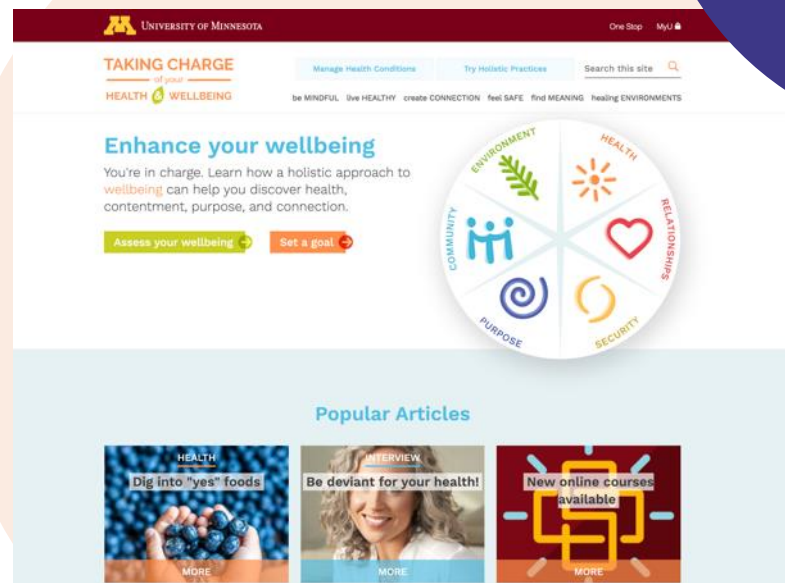
## Academic Courses and Degrees

- 10 undergraduate courses
- 60 graduate courses
- MA Health Coaching
- DNP in Integrative Health & Healing
- Strategy to embed content into health professional curricula

## Student Snapshot



# Education



## Consumer Website

- Over 200,000 unique visitors monthly
- Users in 227 countries

## Metrics that Matter



# Organizational Change/Dynamics

- **Small changes can have large effects.**
- **Turbulent systems may be very sensitive to change. Stable ones are highly resistant.**
- **Great power in small, collaborative and highly coordinated actions.**



*Gentle Action – David Peat, 2005*





**Thank You**

