

The Future of Integrative Health and Medicine



UCLA
East West Center
October 2019

Congratulations!



Overview

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



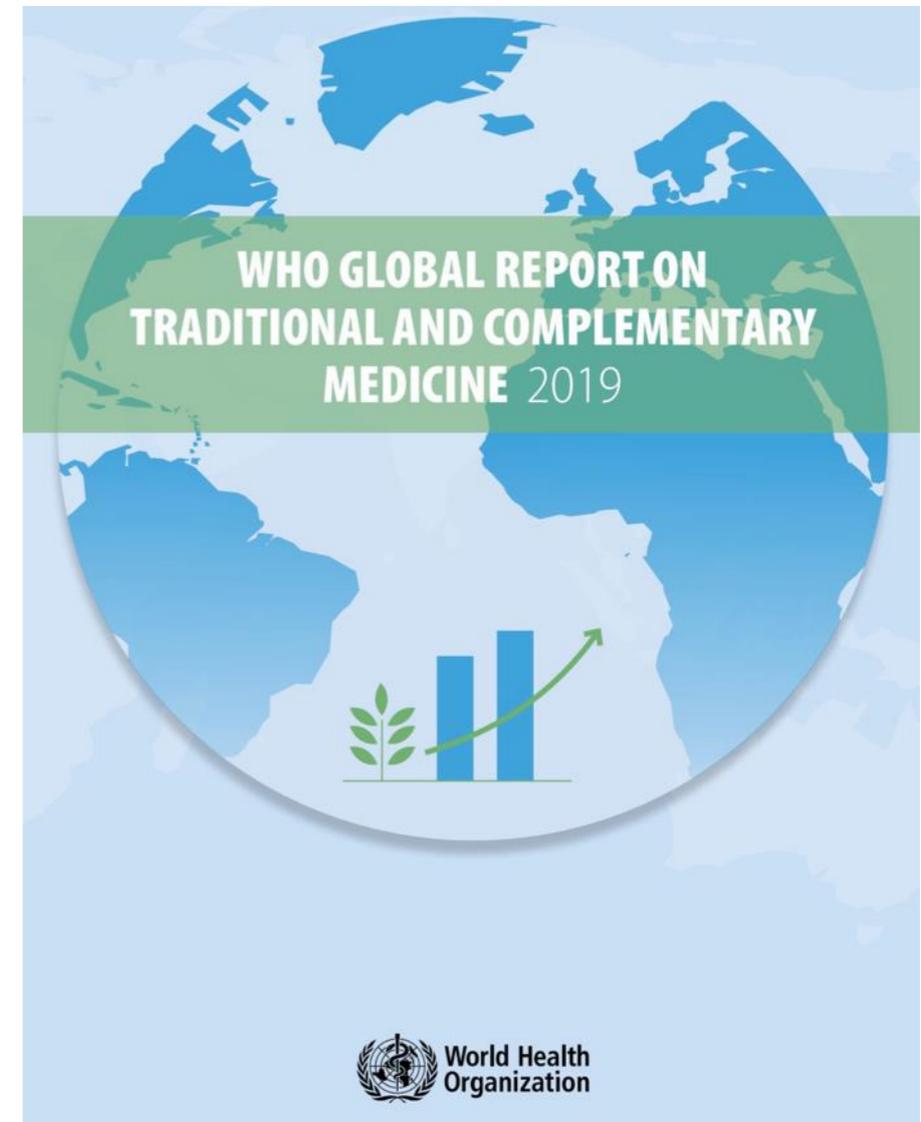
Context

- **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

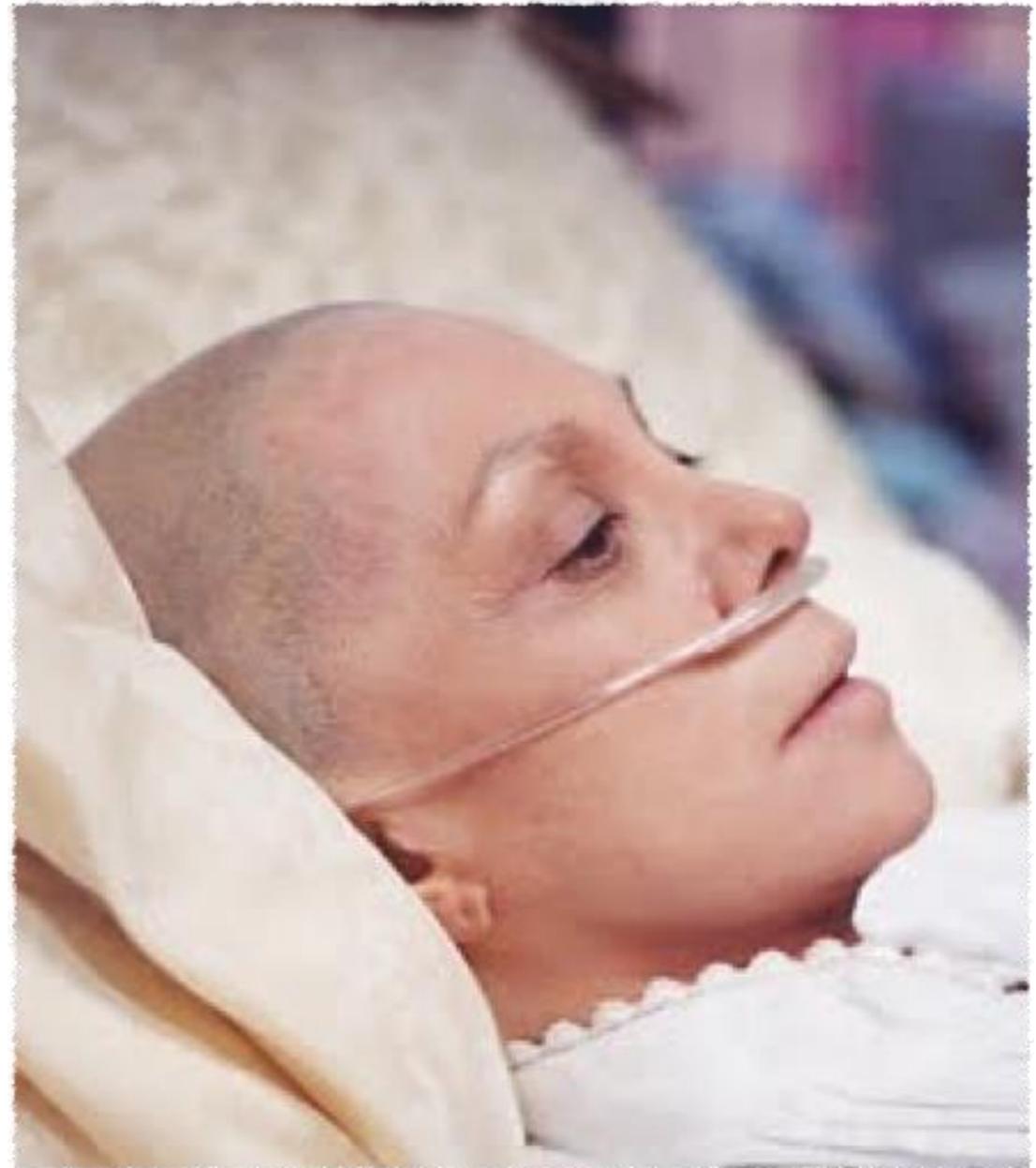
- **Quality of Care**
- **Patient Safety**
- **Patient Satisfaction**
- **Staff Engagement**
- **Market Share**
- **Cost of Care**
- **Financial Margin**





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.**



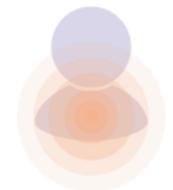
Integrative Nursing



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**



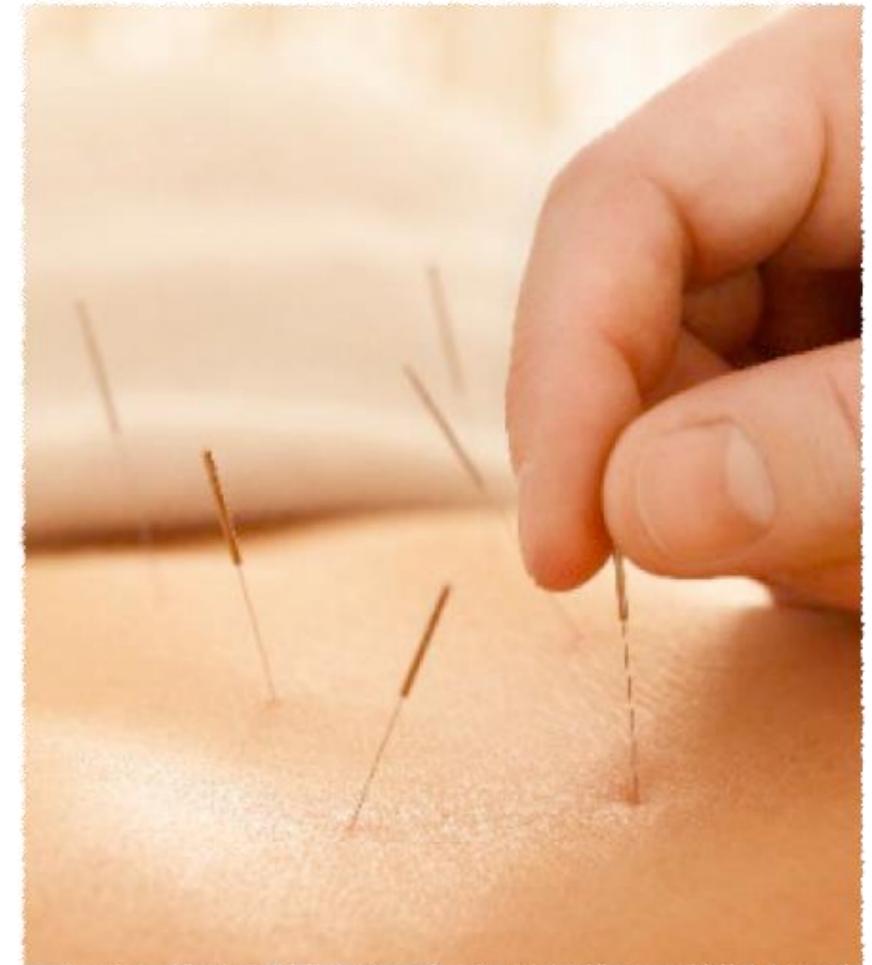
Pain



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**

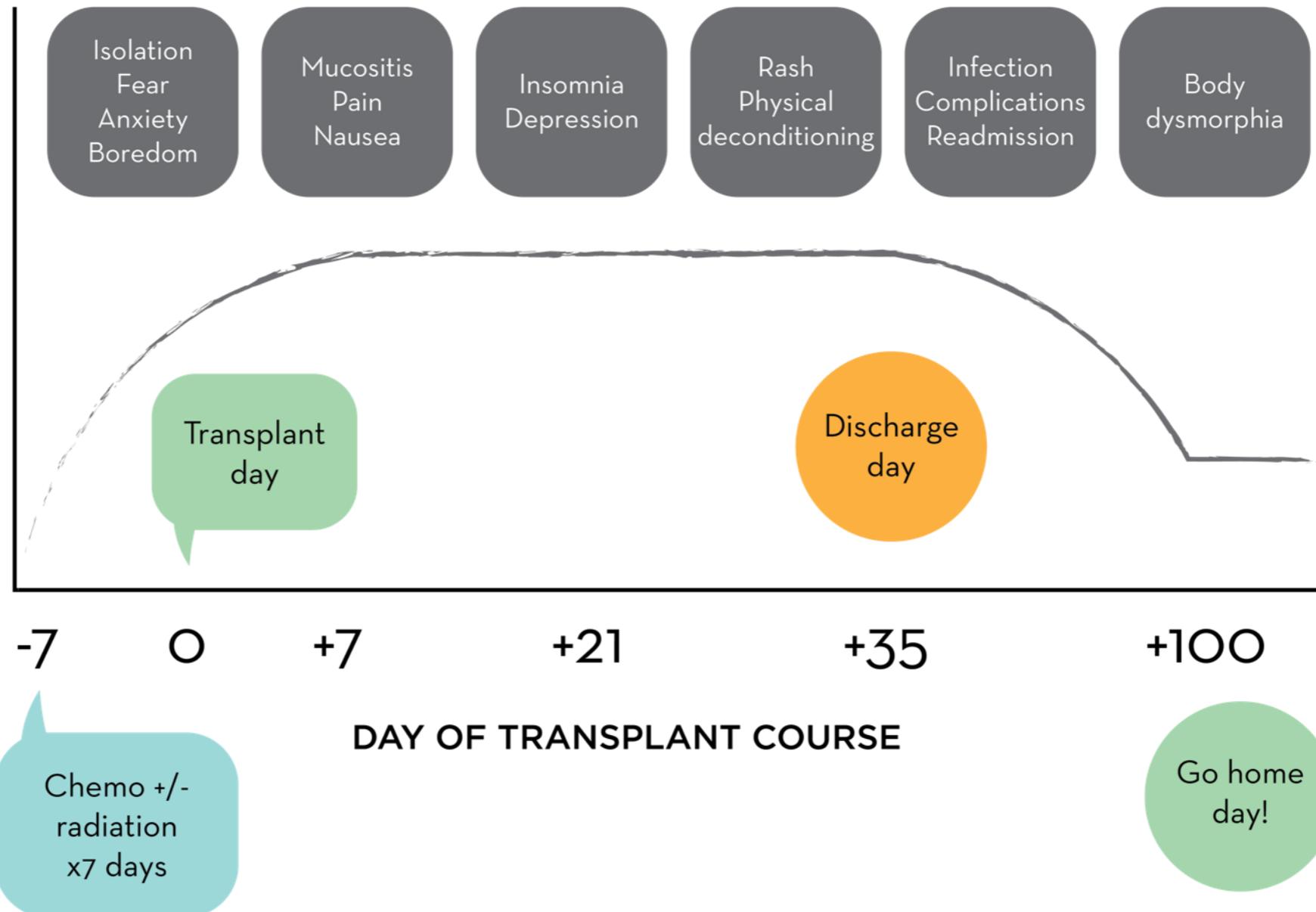


University of Minnesota Pediatric Blood & Marrow Program

- 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

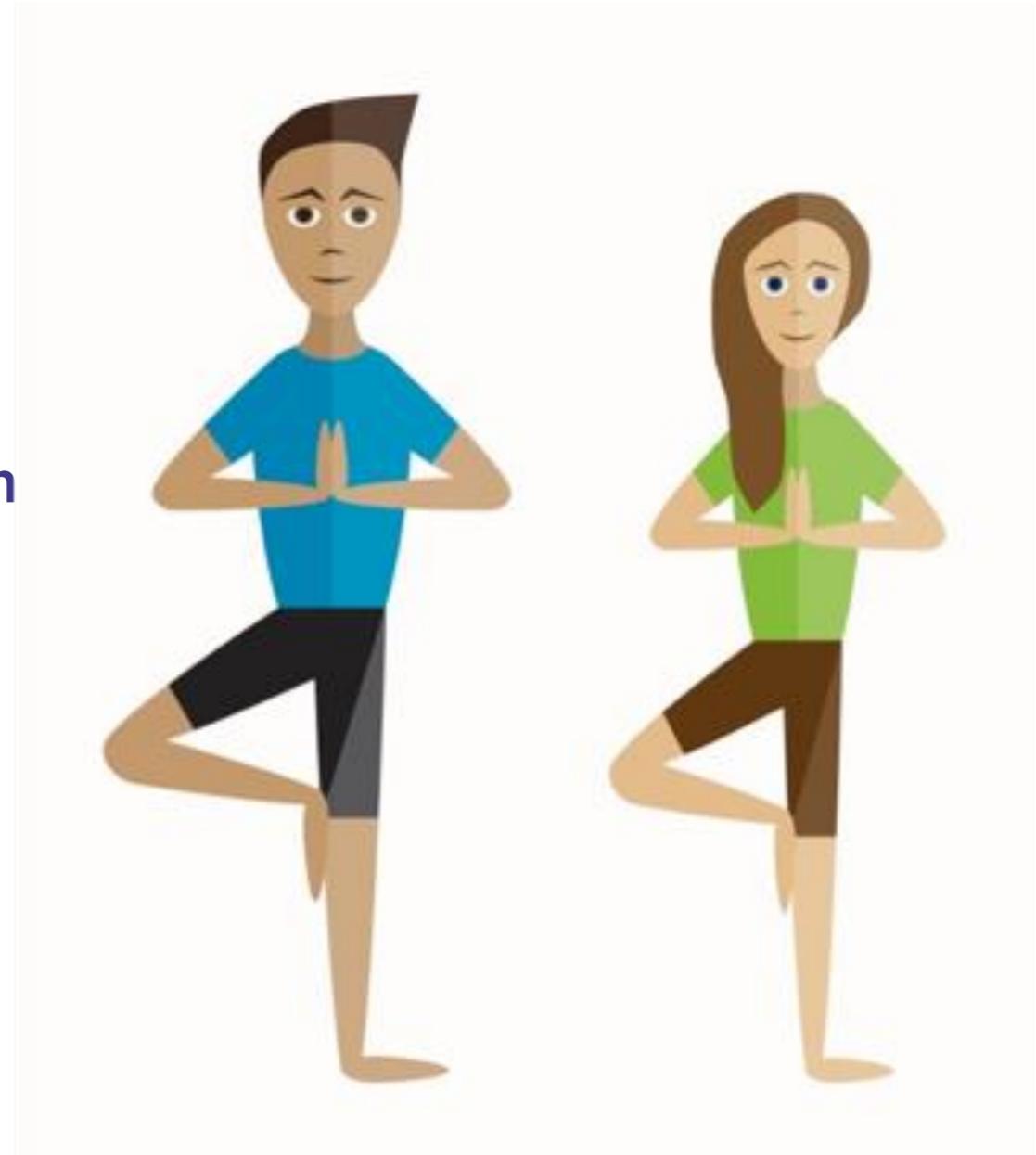
(In order, as reported by parents and patients)

- 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



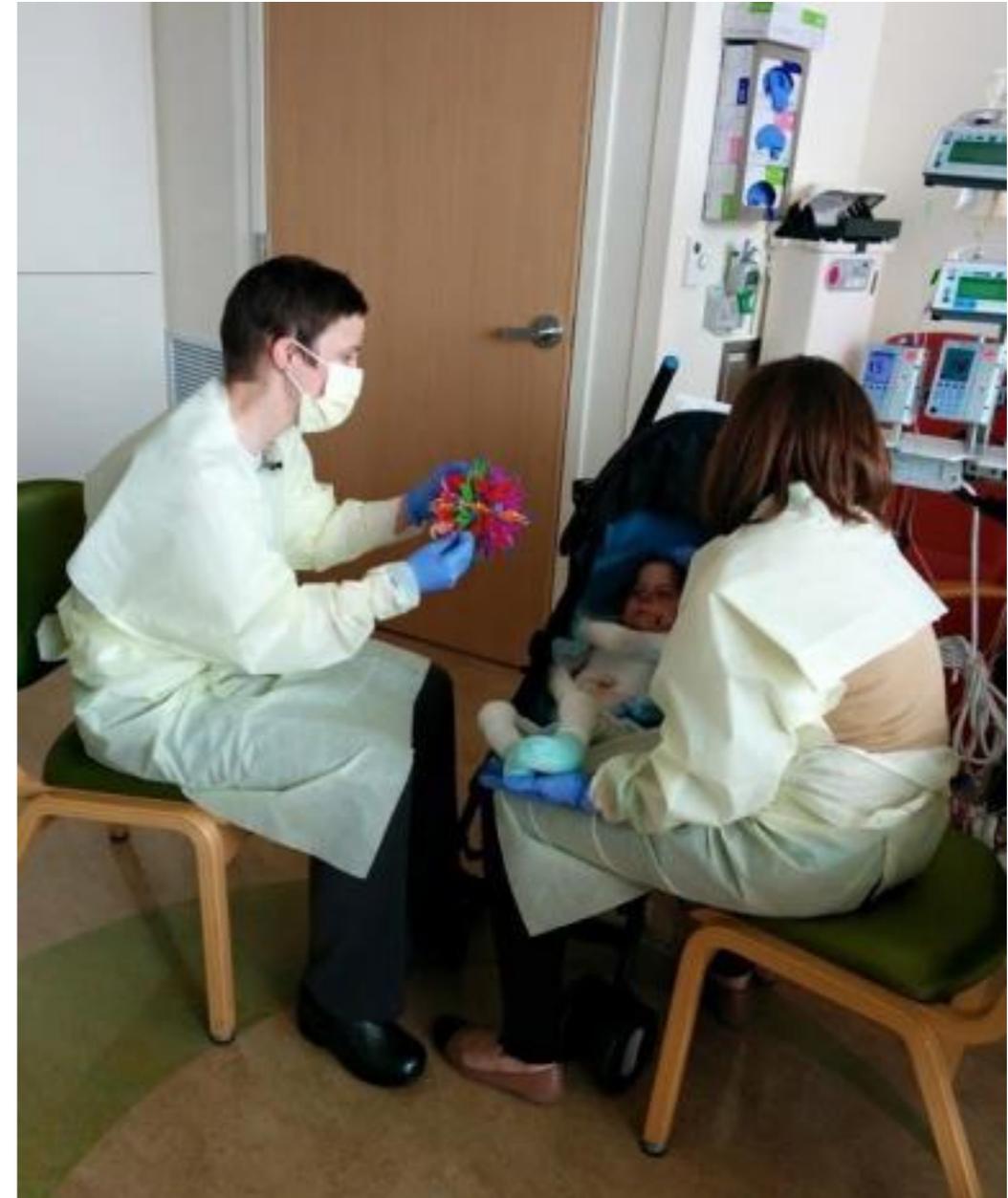
Personnel

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

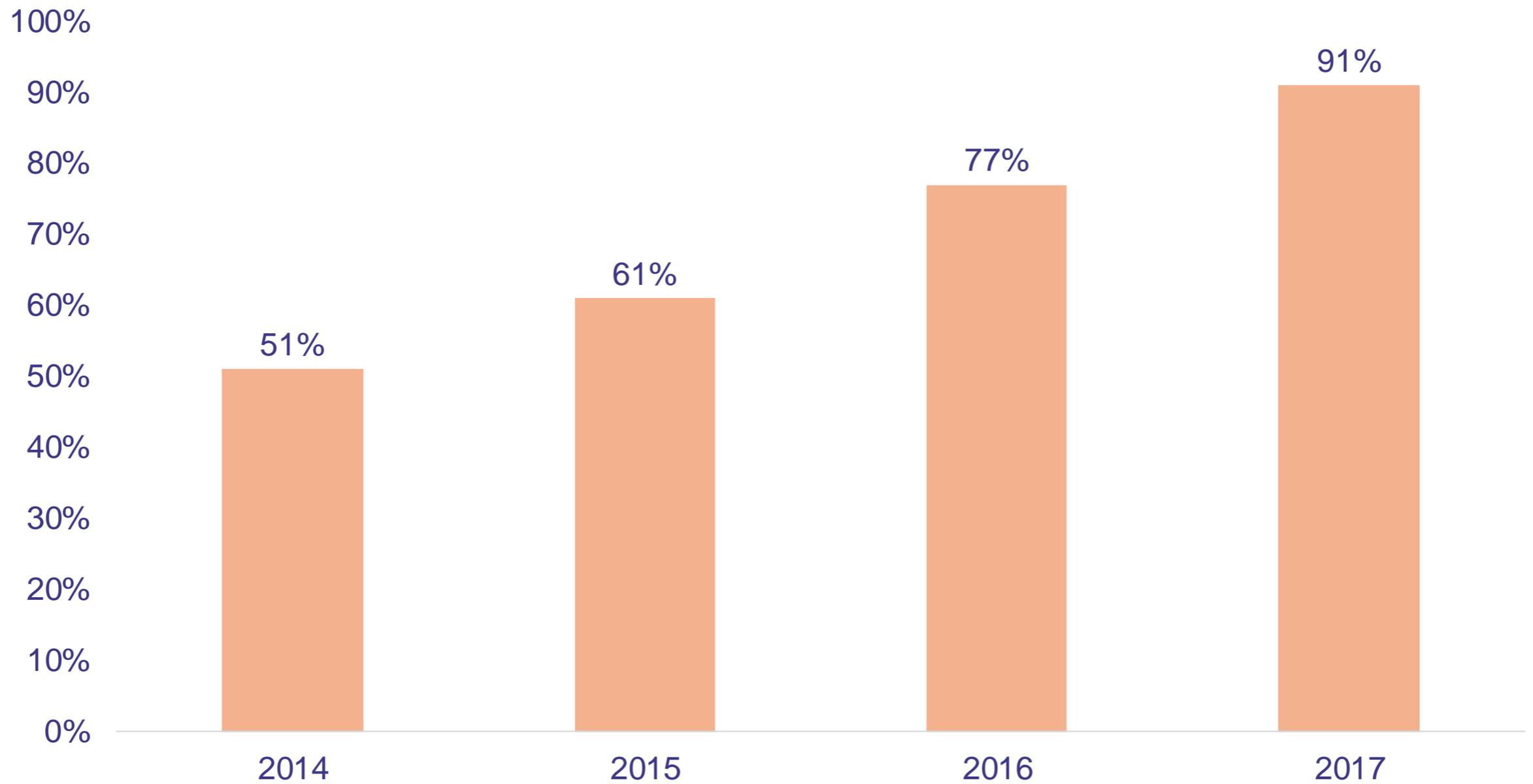


Cross-Trained Staff

- **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.

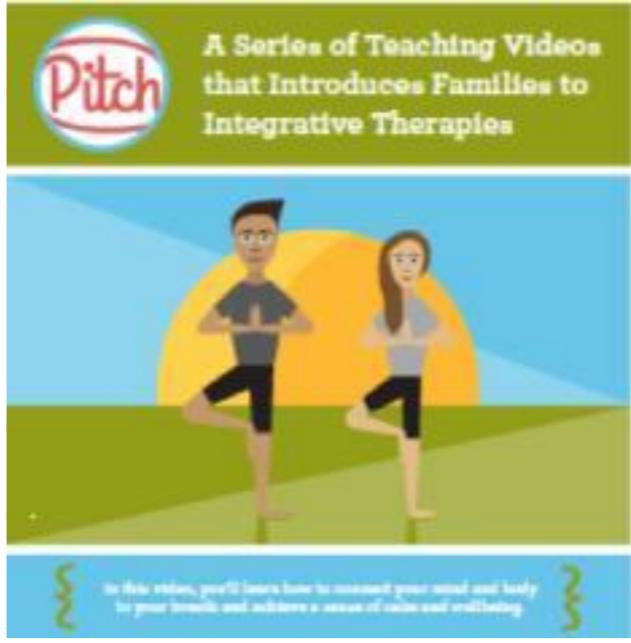
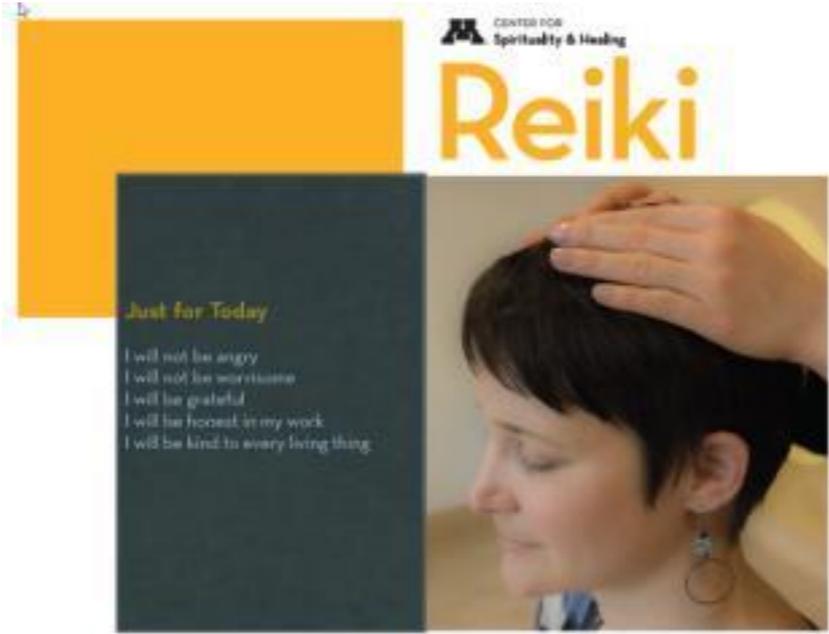


Parents Report the Desire to...

- **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



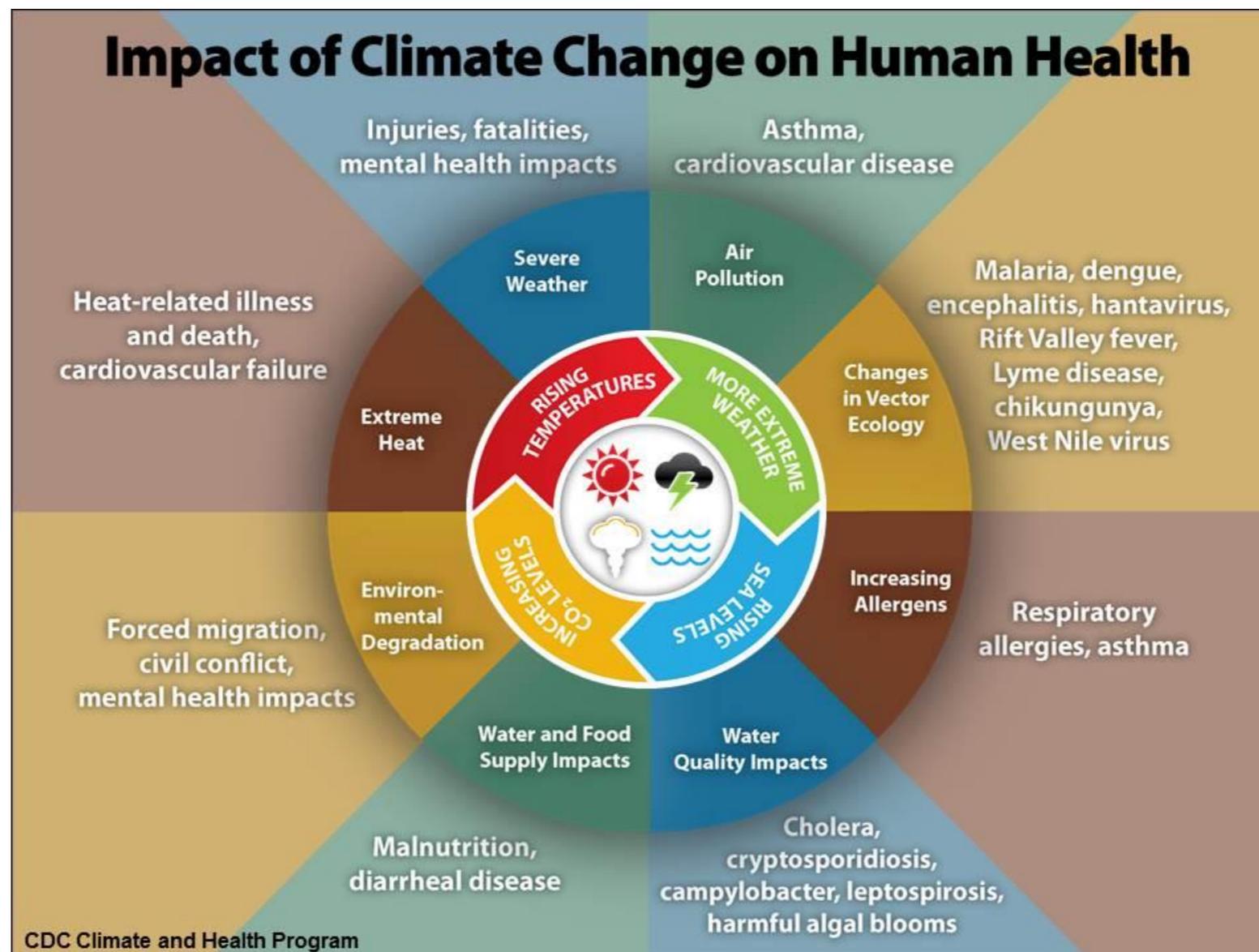
WELLBEING



WELLBEING



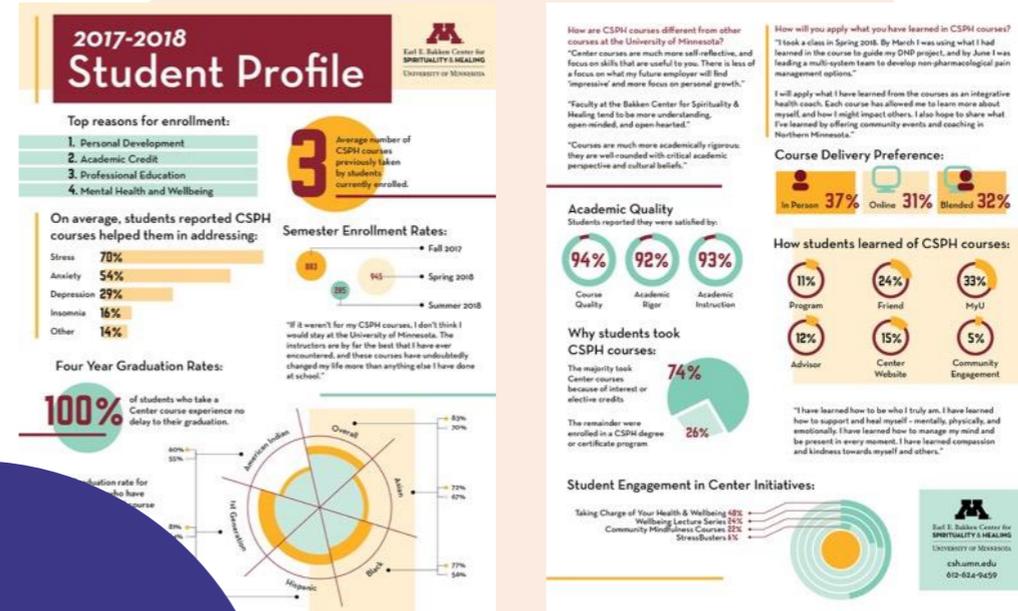
Human and Planetary Health



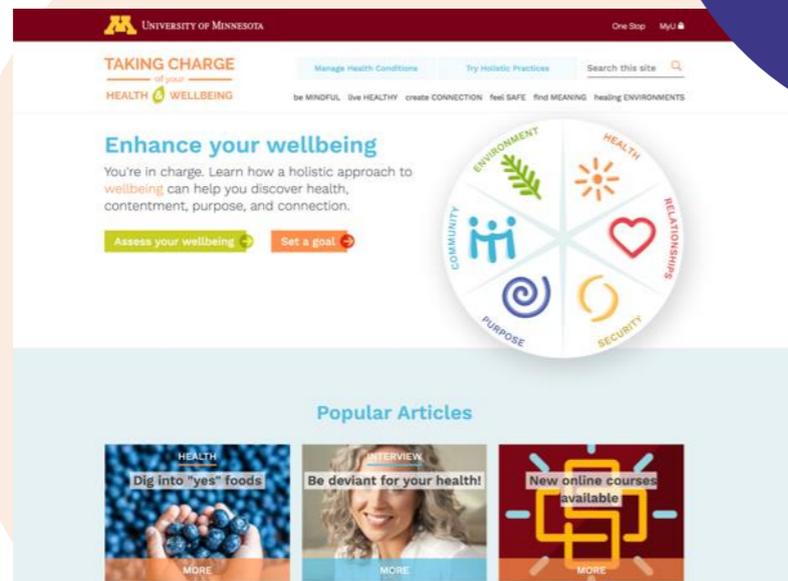
Academic Courses and Degrees

- 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

