

AIHM: Holistic Integrative Medicine in North America

PAHO Nicaragua 2017

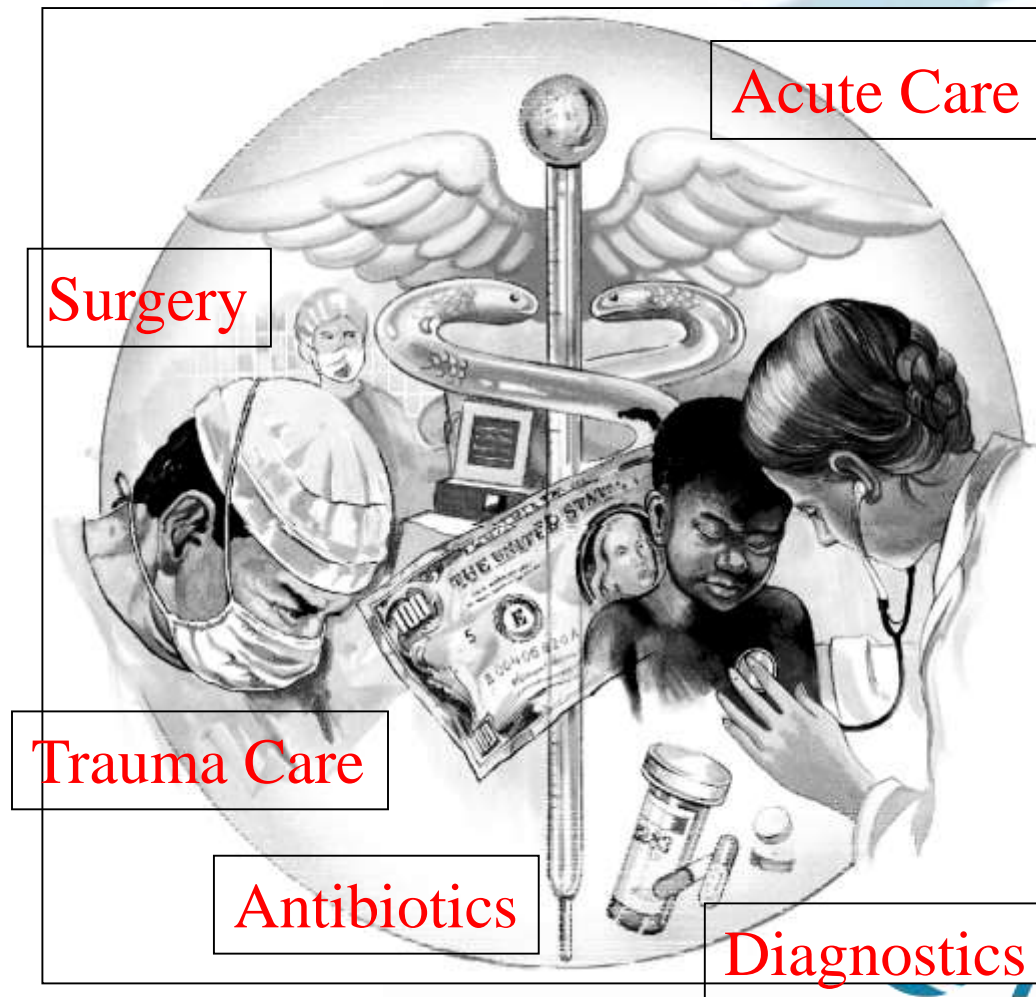
Mimi Guarneri MD FACC

Pres. Academy Integrative Health and Medicine

www.aihm.org



STRENGTH OF CONVENTIONAL WESTERN HEALTHCARE



The Challenge

Conventionally trained MDs receive little to no education in Global Healing Traditions, nutrition, phyto medicine, mind-body and energy therapies

Conventionally trained MDs are taught to treat disease after it occurs

As a result little attention is given to disease prevention and chronic disease is treated with poly pharmacy

Poly-pills for poly-ills?



The background of the slide is a photograph of several large, cylindrical industrial silos or storage tanks. They are made of metal and have various pipes, ladders, and structural elements attached to them. The sky is clear and blue. In the foreground, there's a white electrical control box on the right and some yellow safety railings at the bottom.

CARDIOLOGY

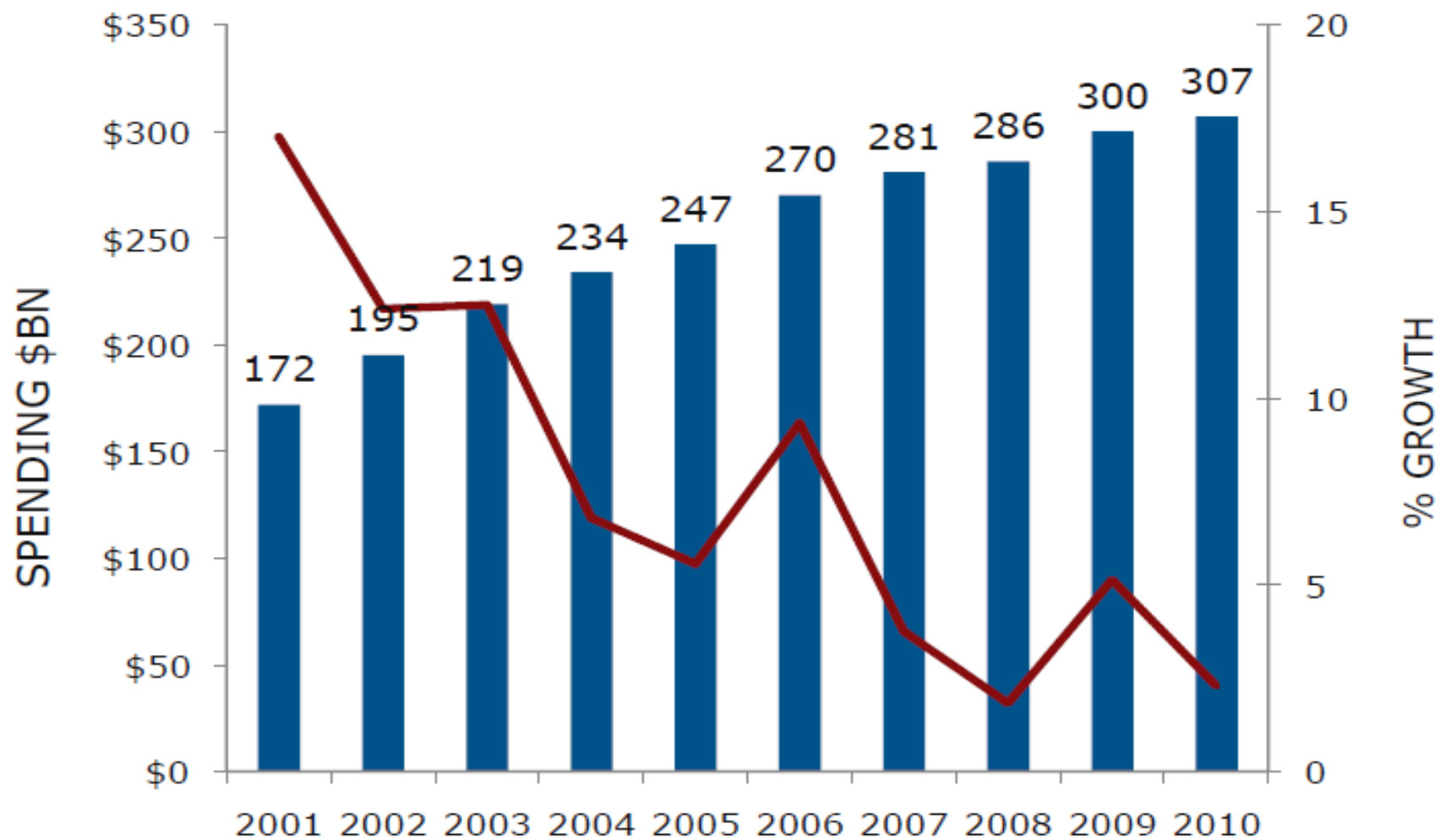
RHEUMATOLOGY

PULMONOLOGY

NEUROLOGY

NEPHROLOGY

Spending Growth 2001-2010

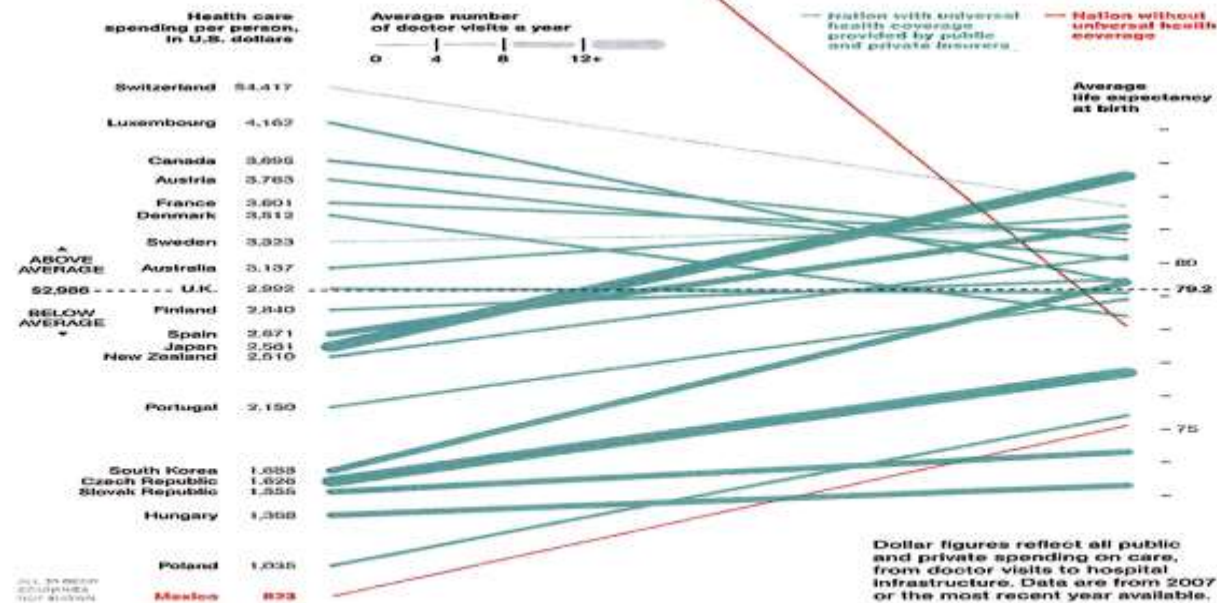


Source: IMS Health, National Sales Perspectives, Dec 2010

United States 57,290

HEALTH

The Cost of Care The United States spends more on medical care per person than any country, yet life expectancy is shorter than in most other developed nations and many developing ones. Lack of health insurance is a factor in life span and contributes to an estimated 45,000 deaths a year. Why the high cost? The U.S. has a fee-for-service system—paying medical providers piecemeal for appointments, surgery, and the like. That can lead to unneeded treatment that doesn't reliably improve a patient's health. Says Gerard Anderson, a professor at Johns Hopkins Bloomberg School of Public Health who studies health insurance worldwide, "More care does not necessarily mean better care." —Michelle Andrews



GRAPHIC: OLIVER UBERTI, NG STAFF. SOURCE: "OECD HEALTH DATA 2009," ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT



Academy of Integrative Health & Medicine

A BROKEN SYSTEM

Overwhelms physicians and increases **burnout**

Incentivizes procedures and pharmaceutical fixes over prevention and wellness

Limits affordable and accessible integrative health

Pushes clinicians into **silos** by disciplines and specialty, preventing inter-professional holistic care

Emphasizes **disease treatment** rather than health promotion

IOM 2013 Report

*“The United States spends much more money on health care than any other country. Yet Americans die sooner and experience more illness than residents in many other countries. While the length of life has improved in the United States, other countries have gained life years even faster, and our relative standing in the world has fallen over the past half Century. **The nation’s current health trajectory is lower in success and higher in cost than it should be.** The cost of inaction is high”.*

*Harvey Fineburg
President IOM*

CAM Licensure and Regulation

Licensure is the legal authority granted by the government to practice a profession

Scope of Practice: what providers are legally authorized to do

Licensure and US Dept. Edu. Regulation in CAM

1974 Chiropractic All states 72,000

1987 Naturopathy 17 states 5,500

2002 Massage 280,000

1970 Acupuncture/OM over 46 states 27,000

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Ayurveda

Naturopathy

TCM

Homeopathy

Chiropractic

Holism In America

1978 - The AHMA was founded

United licensed medical doctors who practice holistic medicine

Provided a community for collaborating

2008 - AHMA opened membership to licensed practitioners

Included naturopathic physicians, acupuncturists, chiropractors, massage therapists and others

Promoted integration of conventional with complementary and alternative medicine

Created fellowship among practitioners

The ABIHM is Born

1996 – A group of AHMA members formed the ABIHM

From 2000-2014 provided the only peer-reviewed psychometrically validated board certification exam, exclusive to MD and DO physicians, in comprehensive integrative holistic medicine

Over 7000 program participants

Over 1500 ABIHM diplomates

Provided invaluable mentorship programs

Published evidence-based training materials and offered coursework online

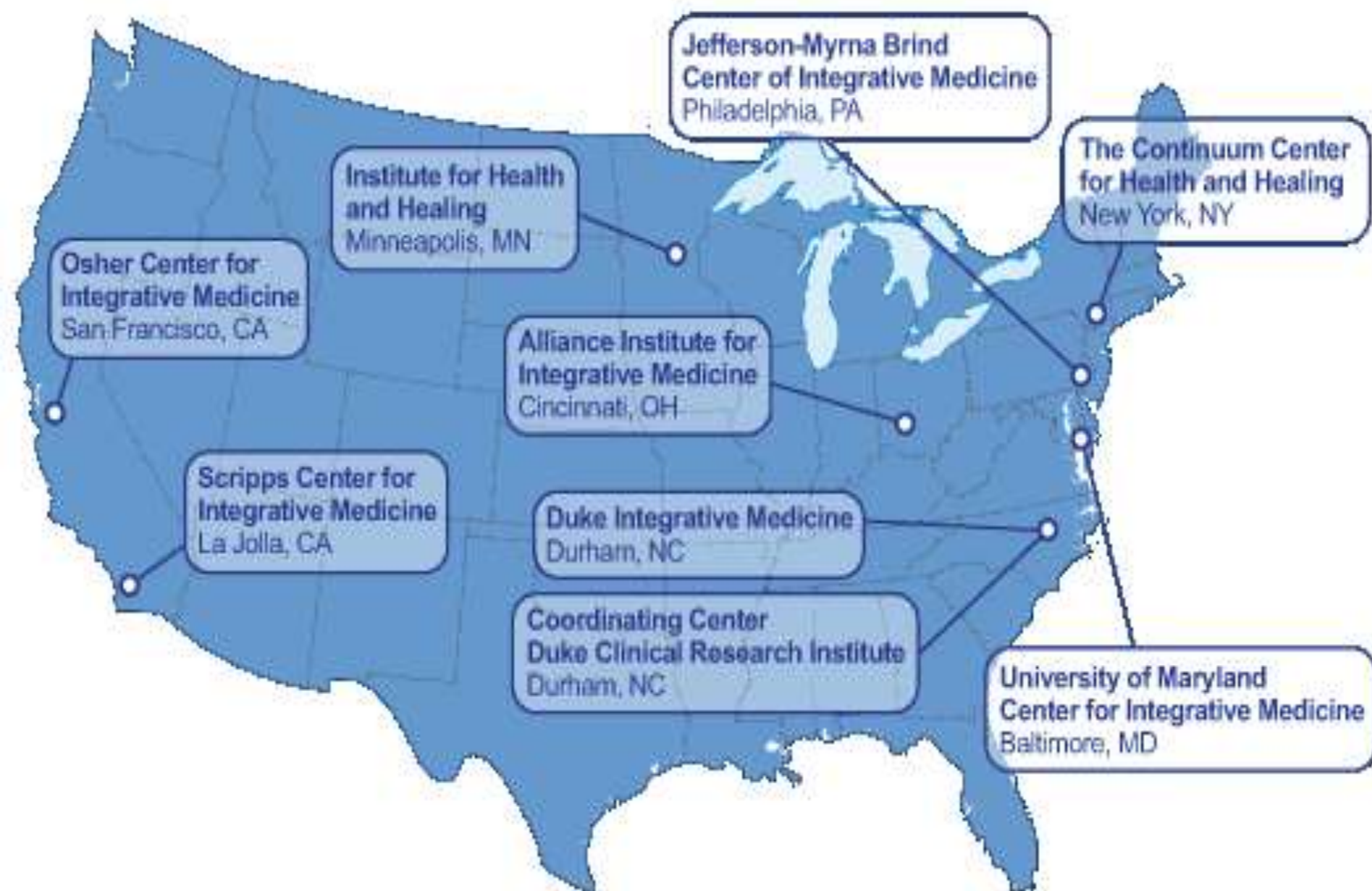
Miraval I in April 2001

Beginning—A Conversation: Physician Leaders and Leading Philanthropists



What is Integrative Medicine?

- A practice that reaffirms the importance of the **relationship** between practitioner and patient
- Focuses on the **whole person body, mind emotions and spirit**
- Informed by **evidence** and makes use of all appropriate therapeutic approaches, healthcare professionals and disciplines to achieve optimal health and healing



INTEGRATIVE MEDICINE IN AMERICA

How Integrative Medicine Is Being Practiced
in Clinical Centers Across the United States



FEBRUARY 2012

Bonnie Horrigan • Sheldon Lewis • Donald Abrams, MD • Constance Pechura, PhD



The Bravewell Collaborative

Percentage of Centers Employing the Following Practitioners Either Full or Part-time:

Physician	96%*	Hypnotherapist	41%
Massage Therapist	86%	Holistic Nurse	38%
Meditation Instructor	83%	Chiropractor	38%
Acupuncturist, LAc	79%	Pain Specialist	34%
MBSR Instructor	79%	Psychiatrist	34%
Dietician/Nutritionist	69%	Naturopath	28%
TCM Practitioner	62%	Physical Therapist	28%
Yoga Instructor	62%	Exercise Physiologist	24%
Psychologist	59%	Physician Assistant	21%
Healing Touch/Reiki Practitioner	55%	Health Coach	21%
Nurse Practitioner	55%	Osteopath	21%
Acupuncturist, MD	48%	Ayurvedic Practitioner	17%
Biofeedback Practitioner	45%	Homeopathy Practitioner	17%

Most Widely Used Interventions

Intervention	No. of Responses
Food/Nutrition	441
Supplements	408
Yoga	375
Meditation	347
TCM/Acupuncture	338
Massage	331
Pharmaceuticals	310

If all 29 centers had reported using an intervention for each of the 20 conditions, **580** would be the maximum number of responses

SOURCE: *Integrative Medicine in America: How Integrative Medicine Is Being Practiced in Clinical Centers Across the United States*, The Bravewell Collaborative, 2012, page 40.

Neela & Associates Analysis

The seven most important success factors are:

- 1) Strong medical leadership
- 2) Truly integrated, patient-centered care
- 3) Marketplace distinctiveness
- 4) Credibility with conventional physicians
- 5) Programs with medical center departments that build referrals
- 6) Cross subsidies designed into the Center business plan
- 7) Minimal fixed costs

Affordable Care Act

In the US there is no Universal Coverage

2013 Health ins. must cover more preventive services

2014 Insurance companies can no longer discriminate for pre-existing conditions

2020 Section 2706 requires that insurance companies “should not discriminate” against any health provider with a stable recognized license and must reimburse the licensed provider in the insurance plan

Nov 2014 Integrative Medicine Specialty



AIHM: Our History

American Holistic Medical Association (AHMA)
formed in 1978

American Board of Integrative Holistic Medicine
(ABIHM) formed in 1996 by AHMA leaders

Board Review Course delivered to over 7,000
physicians since 1996

**In 2014, AHMA and ABIHM merged to
become the Academy of Integrative Health
and Medicine (AIHM)**



AIHM - A New Paradigm

Global & **interdisciplinary** in scope

Unites like-minded practitioners dedicated to whole-person care

Educates and **certifies** professionals in integrative health and medicine

Works to establish a new paradigm of health care for **humanity** and the **planet**



Academy Mission

The Academy of Integrative Health & Medicine is dedicated to engaging a **global community of health professionals** and **health seekers** to **promote the creation of health** and the delivery of evidence-informed comprehensive, affordable, sustainable person-centered care.

WE TOO HAVE A DREAM



Where health care is about health and available to all



Where prevention is our foundation and mechanical fixes are embraced when we need them



Where all healthcare providers work collaboratively to heal body, mind and spirit



Where sustainability is integrated into our culture, practice and training

Areas of Focus

Community of 25,000 healthcare providers,
health seekers and aligned organizations

Education

Research Future PBRN

Advocacy

Leadership

How do we shift from a biomedical model to a community based model that is more responsive to the needs of the people ??

Our Path: Inter-professional education and collaborative care delivery teams

EDUCATION

Develop and conduct national and international educational programs

Offer courses that focus on topics that are often lacking in the present-day medical education

Serve the continuing education needs of those who seek interdisciplinary CME/CE credits

AIHM Education Leader Tabatha Parker, ND



1. On-line Learning
2. Annual Conference
3. Fellowship

We are now inspired to
translate this material
into Spanish

Fellowship Eligible Disciplines

Medical and osteopathic physicians

Dentists

Naturopathic physicians

Chiropractic physicians

Nurse practitioners

Physician assistants

Certified nurse midwives

Licensed acupuncturists

Nutritionists and registered dietitians

Pharmacists

AIHM E-Learning



Integrative
Board Review

31.50

[View in Catalog](#)



2016

**2016 AIHM Annual
Conference Main Event**

35.25 Credits

[View in Catalog](#)



2016

Our Human
Microbes

Credits

[View in Catalog](#)



Earn CME/CE Entirely Online



Audio for Learning On-the-Go



Video and Presentation Slides



All Course Materials Included

Over 85 *AMA PRA Category 1 Credits™* available





Featured Speakers Include:

Mimi Guarneri, MD; David Rakel, MD; Alan Gaby, MD; Datis Kharrazian, DC;
Cassandra Vieten, PhD; Joseph Pizzorno, ND; Brad Jacobs, MD; and more.

AIHM Members save \$250 on registration!



2017 AIHM Annual Conference

“People, Planet, Purpose”



ADVOCACY

Champion **global health creation** in national and international public policy

Develop global roadmaps/shared strategic visions

Advocate for full **patient choice** in selecting the qualified health practitioners and disciplines of their choice

Support initiatives such as **Section 2706** of the Affordable Care Act

LEADERSHIP

Train the current and next generation of healthcare leaders to advance the fields of integrative health and medicine

Advocate for underserved communities

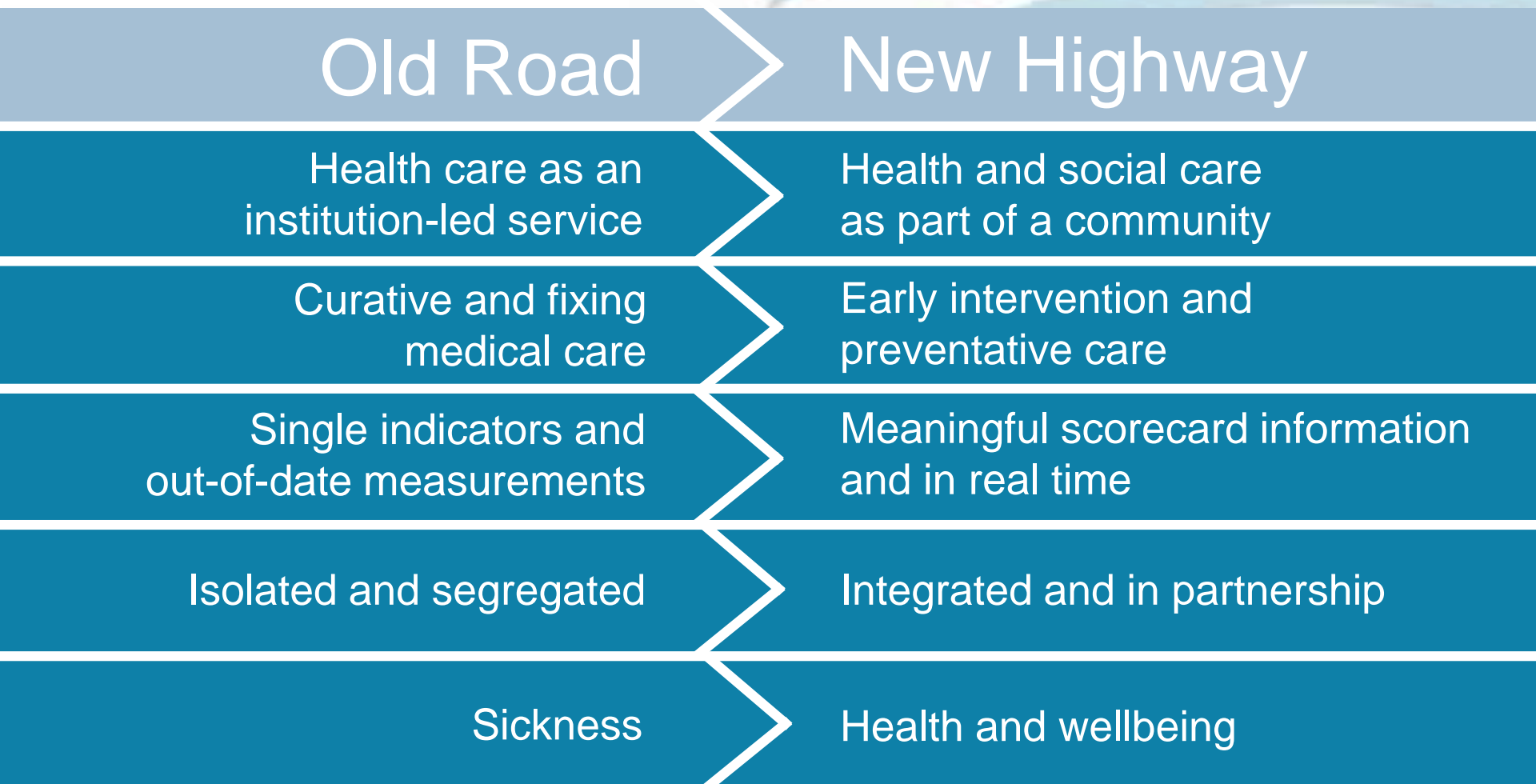
Practice planetary stewardship

Cultivate leaders to become agents of change in this ever-changing healthcare landscape

We Are at a Tipping Point.



WELLNESS ROUTE MAP



Source: Adapted from England's National Health Service (NHS) Route Map for Sustainable Health³

WHO Traditional Medicine Strategy

To promote the proper use of traditional medicine by developing and providing international standards, technical guidelines and methodologies.

Education and training of T and CM practitioner's

Research and development

To act as a clearing-house to facilitate information exchange in the field of traditional medicine.



Dedicated To Our Global Community: Stuttgart Integrative Health & Medicine Declaration



Gesundheit ermöglichen.
Gemeinsam.

Kongress vom
9. bis 11. Juni 2016



International Congress
for Integrative Health & Medicine
From Disease Treatment to Health Creation

Stuttgart Integrative Health & Medicine Declaration

A Call for Action: Based on our commitment to reach the Sustainable Development Goals 2030 and a shared vision to improve human health and wellbeing for all, we aim to build a concerted, global movement to advance the integrative health & medicine approach, based on mutual respect, exchange, collaboration and cooperation.

CONNECT with the ACADEMY



www.aihm.org



Facebook.com/The.AIHM



[@AIHMGlobal](https://twitter.com/AIHMGlobal)



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2017 AIHM Annual Conference

“People, Planet, Purpose”