

Collaboration for Mission, Power and Influence: *Some Reflections from the 20 Years of Integrative Medicine (and Health) in the USA*

Traditional and Complementary Medicine's Contribution
Toward Universal Health
Pan American Health Organization

Managua, Nicaragua - June 7, 2017



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5 Collaborations Driving Integration

Academic Collaborative for Integrative Health

Multidisciplinary, 17 national organizations plus 60 schools



21 Partners for Health



**Philanthropists/
NGOs**



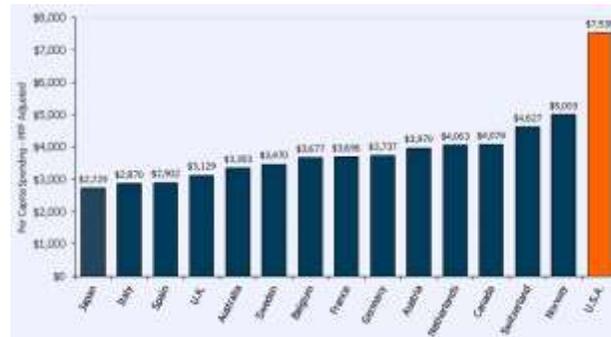
70+ academic health centers



First "Big Tent" inclusive organization

Brief Notes on the US “Medical Industry” & Integration

- **\$3.3-trillion medical industry**, not a “healthcare system”
- Leadership (though changing) still **Euro-centric, white, mono-cultural**
- Provider-oriented integration dialogue centers around inclusion/access re: **state licensed “CAM” practitioners**
- Basically **no inclusion of indigenous practitioners**



Emergence of the So-Called “CAM” Professions

Profession	Accrediting Agency Established	US Department of Education Recognition	Recognized Schools or Programs	Standardized National Exam Created	State Regulation*	Licensed Practitioners
Acupuncture & Oriental Medicine	1982	1990	61	1982	46	27,000
Chiropractic	1971	1974	15	1963	50	72,000
Massage Therapy	1982	2002	88*	1994	44	280,000
Direct-Entry Midwifery	1990s	2001	10	1994	26	2000
Naturopathic Medicine	1978	1987	7	1986	16	5500

*Only schools accredited via the Commission on Massage Therapy Accreditation. There are over 1300 schools.

Source: Clinicians and Educators Desk Reference on the Licensed Complementary and Alternative Healthcare Professions. ACCAHC. Goldblatt, Weeks, Rosenthal *et al.* 2nd Edition, 2013.



Former U.S. Senator Tom
Harkin: Champion for
Integrative Medicine in
Congress

*Paraphrase from 1996 to members of
multiple “CAM” professions:*

**“If you want to have
impact you should
get together and
come in as a group
with your requests”**

The Request:
Get Out of Your Silos!



Why Collaborate?

- Mission/Access
- Money
- Power/Influence



**The undeniability of numbers:
approx. 400,000 licensed**

Academic Collaborative for Integrative Health



Organizing Principles

- Collaborate to set shared values
- Set power-sharing in bylaws
- Apply “plays well with others” rule to including new board members
- “Collaborate internally to foster collaboration externally”

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Collaboratively Establish Shared Values

- Whole person, whole system approach
- Respect global healing traditions
- Patient-centered, team approach
- Health-focused paradigm
- “Evidence-informed” practice

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IHPC Partners for Health



Council for Homeopathic Certification, CHC



American Academy of Medical Acupuncture



Southern California University's Health Sciences



American Holistic Nurses Credentialing Corp.



Board for Certification of Nutrition Specialists



Midwives Alliance of North America



Bastyr University, Center for Health Policy and Leadership



International Chiropractors Association



Life University



Academy of Integrative Health & Medicine



Music for Healing and Transition Program



American Holistic Nurses Association



Naturopathic Medical Student Association



Palmer College of Chiropractic



National Certification Commission for Acupuncture and Oriental Medicine



Academy of Integrative Pain Management



The American Association of Naturopathic Physicians



Alliance for Massage Therapy Education

IHPC: Integrative Language in the 2010 Federal Law

Section	Title	Area	Language Used
2706	Non-Discrimination	Payment	“...license or certification ...”
3502	Community Health Teams/Patient-Centered Medical Homes	Delivery	“doctors of chiropractic, licensed CAM practitioners ...”
4001	National Prevention, Health Promotion and Public Health Council	Health promotion	“integrative health care” “integrative health care strategy” “integrative health” “integrative health practitioners” “integrative health practices”
5101	National Health Care Work Force Commission	Workforce	“doctors of chiropractic” “licensed CAM providers, integrative health practitioners”
6301	PCORI-CER	Research	“experts in integrative health and primary prevention strategies” “State-licensed integrative health care practitioner”

Inclusion lobbied by IHPC, chiropractors and Samueli Institute



Other IHPC Projects

Seek values-based alignment

**NATIONAL POLICY DIALOGUE
TO ADVANCE INTEGRATED HEALTH CARE:
FINDING COMMON GROUND**
October 23 - November 3, 2011 • Washington, DC

Tom Rancor

Published by
Integrated Health Care Consortium's
Steering Committee for the National Policy Dialogue

Report Editors
Shirley Ogden
Michael Walsh, PhD
March 2012

The 2014 Symposium Report

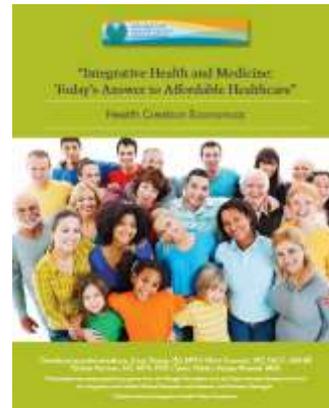


Symposium and Testimonial Dinner
September 26, 2014
Georgetown University

**National Education Dialogue
to Advance Integrated
Health Care:
Creating Common Ground**

A Project of the Education Task Force
of the Integrated Healthcare Policy Consortium (IHPC)

Progress Report
March 2014 - September 2016



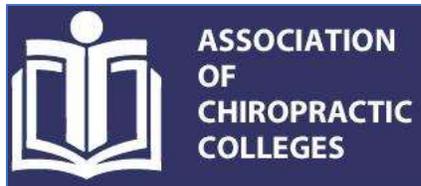
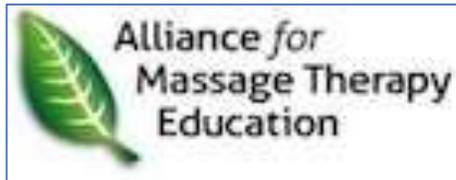
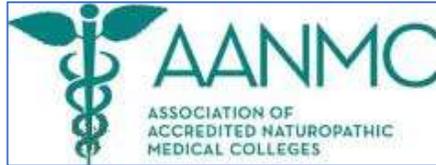
FOR ATTENDING CHIEF AND A BEYOND
A STAKEHOLDER CONFERENCE
ON Integrated Healthcare Reform
CONFERENCE REPORT

Georgetown University, Conference Center
Washington, D.C.
September 27-29, 2010

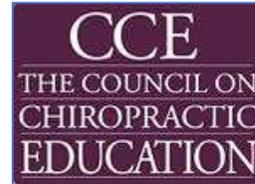
HOSTS
The Integrated Healthcare Policy Consortium
The Institute for Integrative Health
Petrus College of Chiropractic

ACIH Core Organizational Members

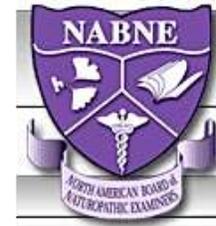
Councils of Colleges



Accrediting Agencies



Certification and Testing

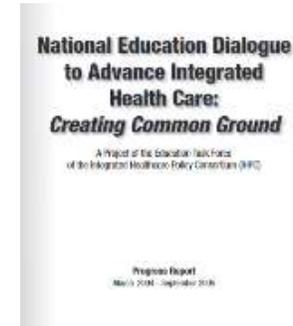


Traditional World Medicine/ Emerging Professions



Origins: Collaboration with “Integrative MDs” in the “Other Consortium”

- *National Education Dialogue to Advance Integrated Health Care*
- *Help them be interprofessional*
 - *“integrative professionals and professions” in definition*
- *International Congress for Educators in Integrative Medicine (2012)*
- *Multiple other projects*



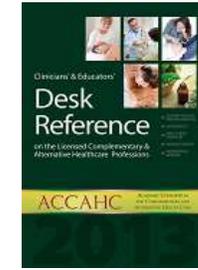
Academic Collaborative for Integrative Health



Choose Campaigns Wisely

Seek values-based alignment

- Interprofessional/team care (IPE)
 - *IOM/NAM Global Forum on Innovation in Health Professional Education*
 - *National Center for Interprofessional Practice and Education*
- Meeting primary care needs



Apply the Serenity Prayer

Academic Collaborative for Integrative Health

Choose Campaigns Wisely

Seek values-based alignment

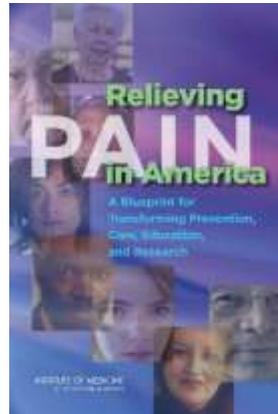
Political/Policy Application of the Serenity Prayer

“Grant me the **serenity**
to accept the things I cannot change,
courage to change the things I can,
And **wisdom** to know the
difference.”

Choose Your Campaigns Wisely

Seek values-based alignment

- Pain treatment/opioids issue



ACIH nominee on 2011
Institute of Medicine
Committee



ACIH White Paper via
PAINS: "Never Only
Opioids"

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Choose Your Campaigns Wisely

Seek values-based alignment

- Health, wellness, resiliency
- “Value-based medicine”



ACIH section in 2013
IOM Report



ACIH project positions
IHM for new era

**National Academy of Medicine:
April 26-27, 2018**

**“A Systems Approach to Alleviating
Work-induced Stress and Improving
Health, Well-being, and Resilience of
Health Professionals Within and
Beyond Education”**



A Prime Mover: Academic Collaborative for Integrative Health

Wait there's more!

ACIH Accomplishments:

https://static1.squarespace.com/static/55861f1ae4b01ea9a58583a7/t/591b321af5e231436d2b5e7b/1494954535488/ACIH+Chronicle+of+Accomplishments_050817.pdf

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IHPC Accomplishments:

http://www.ihpc.org/wp-content/uploads/IHPC-Overview-Booklet_2016.pdf



The Berlin Agreement

*Self-Responsibility and Social Action in Practicing and Fostering
Integrative Medicine and Health Globally*

Areas of Agreement

- Model health
- Engage patients
- Promote interprofessionalism and team care
- Recognize the importance of traditional medicine in health care
- Commit to evidence-informed dialogue and practice
- Foster whole systems research
- Bridge clinical care with prevention, community and public health
- Stimulate collaboration
- **Engage as change agents**

Developed via Organizing
Committee, World
Congress on Integrative
Medicine and Health

May 2017

Representatives from 13
countries, 5 continents

Followed the 2016 Stuttgart Declaration on Integrative Health and Medicine



Challenges in Collaboration

- Time (burnout of volunteers)
 - *3rd tier interest: job, profession, collaboration*
- Unequal resources of involved collaborators
- Varying professional levels of participants
- Money: philanthropic partners)
 - *Finding a sustainable business model*

Pleasures in Collaboration

- New ideas & perspectives
- Living one's values
- Getting to more tables
- Expansion of possibilities

It's the Road to Value!

Thank You!



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