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**

**Phileantropists/NGOs**

**70+ academic health centers**

**First “Big Tent” inclusive organization**
• $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

<table>
<thead>
<tr>
<th>Profession</th>
<th>Accrediting Agency Established</th>
<th>US Department of Education Recognition</th>
<th>Recognized Schools or Programs</th>
<th>Standardized National Exam Created</th>
<th>State Regulation*</th>
<th>Licensed Practitioners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acupuncture &amp; Oriental Medicine</td>
<td>1982</td>
<td>1990</td>
<td>61</td>
<td>1982</td>
<td>46</td>
<td>27,000</td>
</tr>
<tr>
<td>Chiropractic</td>
<td>1971</td>
<td>1974</td>
<td>15</td>
<td>1963</td>
<td>50</td>
<td>72,000</td>
</tr>
<tr>
<td>Massage Therapy</td>
<td>1982</td>
<td>2002</td>
<td>88*</td>
<td>1994</td>
<td>44</td>
<td>280,000</td>
</tr>
<tr>
<td>Naturopathic Medicine</td>
<td>1978</td>
<td>1987</td>
<td>7</td>
<td>1986</td>
<td>16</td>
<td>5500</td>
</tr>
</tbody>
</table>

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

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”

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

Get Out of Your Silos!
Why Collaborate?

• Mission/Access
• Money
• Power/Influence

The undeniability of numbers:
approx. 400,000 licensed
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”
Collaboratively Establish Shared Values

• Whole person, whole system approach
• Respect global healing traditions
• Patient-centered, team approach
• Health-focused paradigm
• “Evidence-informed” practice
IHPC Partners for Health
### IHPC: Integrative Language in the 2010 Federal Law

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

**Inclusion lobbied by IHPC, chiropractors and Samueli Institute**
Other IHPC Projects

Seek values-based alignment
ACIH Core Organizational Members

Councils of Colleges
- AANMC
- Alliance for Massage Therapy Education
- Association of Chiropractic Colleges
- CCAOM

Accrediting Agencies
- ACAOM
- COMTA.
- CCE (The Council on Chiropractic Education)
- CNME

Certification and Testing
- NABNE
- NBCE
- NCBTMB
- NCCAO

Traditional World Medicine/Emerging Professions
- IAYT
- NAMA
- ACAHA
- CHC
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
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
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”

Academic Collaborative for Integrative Health
Choose Your Campaigns Wisely
*Seek values-based alignment*

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

IHPC Accomplishments:
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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