Connective Tissue: A Winner’s History for Integrative Health and Medicine

People, Planet, Purpose/AIHM
October 25, 2015

John Weeks
Publisher-Editor
Integrator Blog News & Reports
“History is written by the victors.”

Walter Benjamin
1892-1940
Four Story Lines

- Integrative Health & Medicine
- The Cost & Quality Crisis in the Medical Industry
- Global: Traditional Medicine & Primary Care for All
- Personal
Potential? AIHM & the Associations Leadership Council

Founding Members
Integrative Health & Medicine Origins: “The Sixties”

Rachel Carson: *A Silent Spring*

Adele Davis: *Eat Right for Your Health*

Back to the Land: Re-Connecting to Nature

We Shall Overcome, Some Day

Herbs can be powerful agents

Opening to the East, Globalism
Amniotic Fluid for Culture-Change

Not “what were they smoking” but “what were they drinking”
Meantime: Cost/Quality Crisis & Response in the Medical Industry

- 1965: Johnson’s Great Society established Medicare & Medicaid
- 1971: National Association of Community Health Centers
- 1972: IOM 1st Report Promotes Interprofessionalism (gathers dust)
- 1973: Congress passes HMO Act
- 1977: Bio-Psycho-Social model of primary care

Reform direction:
Shift payment incentives from FFS to health outcomes, care focus from reductive to the team/whole
Integrative Health & Medicine Origins: Creating Organizational Bases - 1978-1979+

AHMA - American Holistic Medical Association
Founded 1978

American Holistic Nurses Association
Founded 1979

Naturopathic Medicine Resurgence:
John Bastyr College of NM (Seattle)
Canadian College of NM (ON)
Pacific College of NM (N. Cal)
Each founded 1978

AAAOM - American Academy of Naturopathic Physicians
Founded 1981

National Wellness Institute
Founded 1977

PLANETREE
Beginning of patient-centered care movement:
Founded 1979

ACAM - American College of Ayurvedic Medicine
Founded 1973

AHPA - American Herbal Products Association
Founded 1982

Natural Products Expo West
Founded 1983
WHO and Primary Care for All

1978

Declaration of Alma Atta
Embraced by WHO

“...urges governments, WHO and UNICEF, and other international organizations, as well as multilateral and bilateral agencies, nongovernmental organizations, funding agencies, all health workers and the whole world community to support national and international commitment to primary health care.”
Integrative Health & Medicine
Era #1: 1978-1995
Advancing in Silos
"Sweat Equity" Work of LAc, DCs, NDs, MTs and CPMs to Create Standing

<table>
<thead>
<tr>
<th>Profession</th>
<th>Accrediting Agency Established</th>
<th>US Department of Education Recognition</th>
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<th>Standardized National Exam Created</th>
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<tbody>
<tr>
<td>Acupuncture &amp; Oriental Medicine</td>
<td>1982</td>
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<td>Chiropractic</td>
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<td>1963</td>
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<tr>
<td>Massage Therapy</td>
<td>1982</td>
<td>2002</td>
<td>88*</td>
<td>1994</td>
<td>44</td>
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<tr>
<td>Naturopathic Medicine</td>
<td>1978</td>
<td>1987</td>
<td>7</td>
<td>1986</td>
<td>16</td>
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*Only schools accredited via the Commission on Massage Therapy Accreditation. There are over 1300 schools.

Personal Points of Engagement (We Each Have One)

Principles/Values

- Respect both sides of the brain – science & intuitive
- Respect for nature, stewardship-environment
- Respect for global healing traditions/elders
- Respect for the whole system
- **Revolution against** what was current in medicine and *for* an alternative

Young Pup at Engagement
with IHM a.k.a. John Bastyr College of Naturopathic Medicine
1983
“Sweat Equity” Work of Alternative/Holistic MDs/Nurses to Create Standing

- Convening, publishing, creating organizational homes
- Defending right to practice
- Advocating for “health freedom” laws state & federal
- Defending right to supplements

American Preventive Medical Association
Founded 1992

An Exceedingly Polarized Era
Meantime: Cost/Quality Crisis & Response in the Medical Industry

• 1990: Evidence-Based Medicine 1st in JAMA

• 1993: Clinton reform – like 1973, HMO focused

Reform intention
Shift payment incentives (FFS to health outcomes), whole system thinking, production of services to the value of evidence
IHM Origins: Out of the Closet

Unconventional Medicine in the United States

Eisenberg, et al New England Journal of Medicine, January 28, 1993

- **34% of the population** had used some “unconventional” treatment
- **$13.8 billion spent**, mainly out-of-pocket
- **Little communication** with conventional providers

**Impact was transformative:**

Market interest from hospitals, insurers, media, political figures

Individual activists empowered: I am **not alone**

Publication revealed breadth of the popular movement
“CAM” Integration Begins: 1990s

**Action**

- **Payment:** National Managed Health Care Congress and AAHP “CAM Track”
- **Delivery:** Health Forum/AHA “CAM” Pre-Conferences
- **Media:** Widespread, industry and mainstream
- **IHM:** First devoted peer-reviewed journals
- **“Integrative medicine” coined (1995)**
- **MD Education:** CAM programs begin in academic health centers

Federal Initiatives:
*Backed by Individuals and Organized IHM Teams*

- 1992: NIH Office of Alternative Medicine
- 1994: Dietary Supplements Health & Education Act (DSHEA)
- 1998: NCCAM created (now NCCIH)
- 2001: White House Commission on CAM Policy
Integrative Health & Medicine
Era #2: 1995-2010
Advancing in Collaboration

Connective Tissue
The Field Responds: Emerging Collaborations

- 2001: National Policy Dialogue (pre-IHPC)
- **2001**: Integrative Healthcare Policy Consortium - IHPC
- **2001**: Bravewell Collaborative of Philanthropists in IM
- **2001**: Academic Consortium for Integrative Med. & Health - ICIMH
- **2004**: Academic Consortium for Complementary and Alternative Health Care – ACCAHC (IHPC)
- 2005: National Education Dialogue to Advance Integrated Health Care (IHPC)
The Field Responds: Collaborative Action


2006: A New Medicine/PBS (Bravewell)

2007: Integrative Medicine Consortium
Formed of multiple MD groups + NDs

2008: AHMA opens full membership to non-MDs/DOs

2008: ACCAHC becomes independent

2009: IOM *IM in the Health of the Public* (Bravewell)

2010: Impact on the A.C.A.; Stakeholders Meeting (IHPC, plus)

2011: ABHM become ABIHM

2012: International Congress for Educators in CIM (ACIMH, ACCAHC)

2013: AIHM Founded (ABIHM, AHMA+)

2014: First Event Backed by Virtually All Major IHM Players
Policy Day Honoring US Senator Tom Harkin: ACCAHC, ACIMH, AIHM, IHPC, IIH, Life University, Samueli Institute, plus
Meantime: WHO and Traditional Medicine Strategy:
Regulation to Support TM in Primary Care for All

2002-2005 Strategy Focus on products, intellectual property

(By) 2010 Benchmarks in Training Acupuncture, Tuina, Chiropractic, Unani, Ayurveda, Naturopathy, Osteopathy, Nuad Thai, TCM

2014-2023 Strategy “Products, practice and practitioners” as part of primary care for all via registration & regulation

Observer status with WHO since 1997
Alignment: WHO Promoting Nation by Nation Work Parallel That in the USA

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Meantime: Cost/Quality Crisis & Response in the Medical Industry: Medical Errors & the Rise of “Values Based Medicine”

- **1999**: IOM’s *To Err is Human*
  - Est. 100,000 deaths/year due to medical errors

- **2001**: IOM’s *Crossing the Quality Chasm*
Rise of “Values Based Medicine”

The Values
Patient-Centered, Outcomes, Silos to Teams, Individuals-Community, Sick-Care to Health, Cost-reduction

• 2008: “Triple Aim”

• 2010: ACA & “Accountable Care”

Reform intention
Shift “perverse incentives” (FFS to health outcomes), whole system thinking, individual to team, top-down to mutual respect, production of services to outcomes
# Alignment? Integrative Language in the ACA

<table>
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<th>Section</th>
<th>Title</th>
<th>Area</th>
<th>Language Used</th>
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</thead>
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<tr>
<td>2706</td>
<td>Non-Discrimination Payment</td>
<td></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 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*
Alignment: Triple Aim Values & Integrative Health and Medicine Values

Academic Integrative Medicine Center Leaders

90% Aligned (43% “strongly”)
Source: Project for Integrative Health and the Triple Aim 2014

Leaders of Licensed IHM Professions
(DC, AOM, ND, Massage, Direct-Entry Midwifery)

91% Aligned (47% “perfectly”)
Source: Academic Consortium for Complementary and Alternative Health Care Biennial Meeting Survey 2013
Alignment: Some Points of IHM’s Transformative Impact

- **Policy: Integrating** the Affordable Care Act
- **Delivery: Elevating** non-pharmacologic approaches in the Joint Commission’s Pain Guidelines
- **Academics: Injecting** health and well-being into major IOM educator forum
- **Delivery: Enhancing** military medicine
- **Academics: Creating** integrative programs in scores of medical schools and delivery organizations
- **Paradigm: Connecting** the mind and the body
- **Paradigm: Articulating** a health focus
- **Delivery: Increasing** access to integrative services to millions
Alignment: Increasing Radicalism
Language/Focus in Academic Medicine

“I’ve spent 40 years tinkering with health professions education and the tinkering has done nothing. We need a transformation. And transformational change requires death and rebirth.”

Malcolm Cox, MD
Co-Chair, IOM Global Forum on Innovation in Health Professional Education
Retired Director, VHA Academic Programs
Alignment: Increasing Radicalism of Language/Focus in Academic Medicine

“We are preparing people literally for a system that does not exist. We can’t just reform and tinker around the edges. We need to break some boxes. We need to break the box of the curriculum.”

Susan Scrimshaw, PhD
Co-Chair, IOM Global Forum on Innovation in Health Professional Education,
President, Sage College
Alignment: Health Professionals in the 21\textsuperscript{st} Century Need to Be “Change Agents”

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<th>Objectives</th>
<th>Outcome</th>
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<tbody>
<tr>
<td>Flexner/1910</td>
<td>Information, skills</td>
<td>Experts</td>
</tr>
<tr>
<td>Informative</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Post WWII-1950</td>
<td>Socialization, values</td>
<td>Professionals</td>
</tr>
<tr>
<td>Formative</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Today/2010</td>
<td>Leadership attributes</td>
<td>Change agents</td>
</tr>
<tr>
<td>Transformative</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The Source: *Health Professionals for a New Century: Transforming education to strengthen health systems in an interdependent world.* The Lancet (2010)
Alignment: Increasing Radicalism in Language/Focus in Medical Delivery

“... the new way, the way to health, may be vastly further from the current design of care than we may at first wish it to be, or believe it to be ...

“The pursuit of health, the creation of health, may require something even bolder [than the Triple Aim]. The redesign we need may be even more radical than we have imagined.”

Donald Berwick, MD
Former CMS Administrator, Founder, Institute for Health Improvement
"We have been honed to focus on sick care ... It is a tough transition, but we have to learn how to move from sick care to health care. I'm not sure that any of us fully understands or knows the recipe."

Jonathan Perlin, MD, PhD
Chair-Elect, AHA
CEO, HCA
A Gathering Force: AIHM Associations Leadership Council
What Role for You?

Shall We Make a Little History?

“History is written by the victors.”
Thank You!

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