

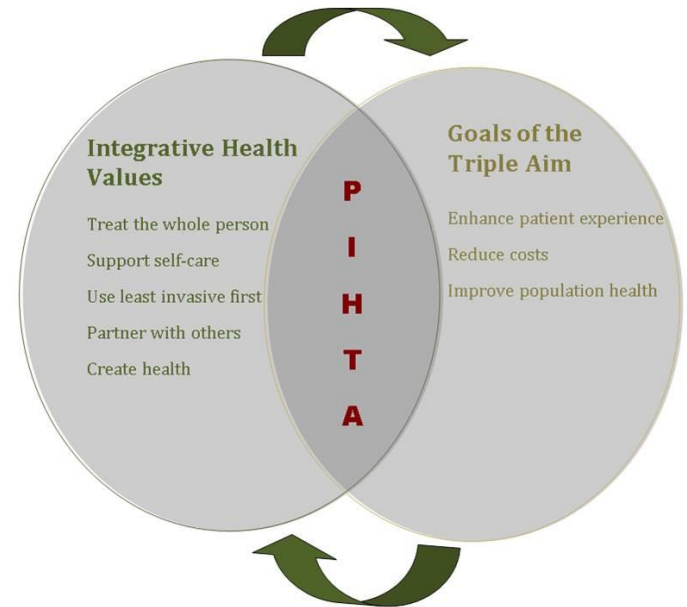
***Project for Integrative Health and the Triple Aim
of the Center for Optimal Integration: Creating Health***

Overview

- Who: The players
- Why #1: Shifting Incentives
- How: Examples (and a project to help create value)
- Why #2: **Health creation**

I have no economic conflicts of interest relative to this presentation.

Project for Integrative Health and the Triple Aim (PIHTA)



Sharing Supportive Evidence - Collaborating on Best Practices

Who?



Workforce #1: Licensed Integrative Health Disciplines

Expansion, Maturation, Recognition

Profession	Accrediting Agency Established	US Dept. of Education Recognition	Recognized Schools or Programs	Nat'l Exam Created	State Regulation	Total Licensed Practitioners
Acupuncture and Oriental medicine	1982	1990	61	1982	44	28,000
Chiropractic	1971	1974	15	1963	50	72,000
Massage therapy	1982	2002	88*	1994	44	280,000
Direct-entry (homebirth) Midwifery	1991	2001	10	1994	26	2000
Naturopathic medicine	1978	1987	7	1986	18	5500

*Of the roughly 1400 schools, the number accredited via the US Dept. of Education-recognized specialized accrediting agency.

Source: ACCAHC's *Clinicians' & Educators' Desk Reference on the Licensed Complementary & Alternative Healthcare Professions (2014)*

Workforce #2: Integrative MDs and Holistic Nurses

- Board Certified, American Board of Integrative and Holistic Medicine (ABIHIM) **2800***
- Board Certified, American Board of Integrative Medicine (ABPS) **[2014 start]**
- Fellows, Arizona Center for Integrative Medicine **1,100***
- Board Certified Holistic Nurses (BC-HN) **900**

***Portions of total, self-identified “integrative medical doctors”
which by estimates may total **10,000-15,000** who
routinely practice “integrative medicine.”**

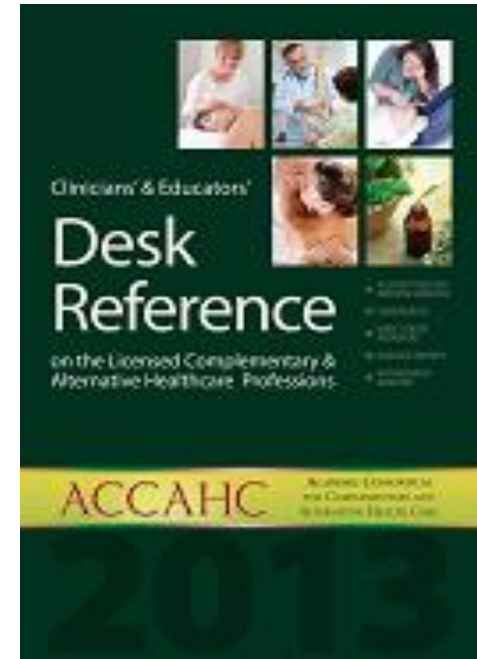
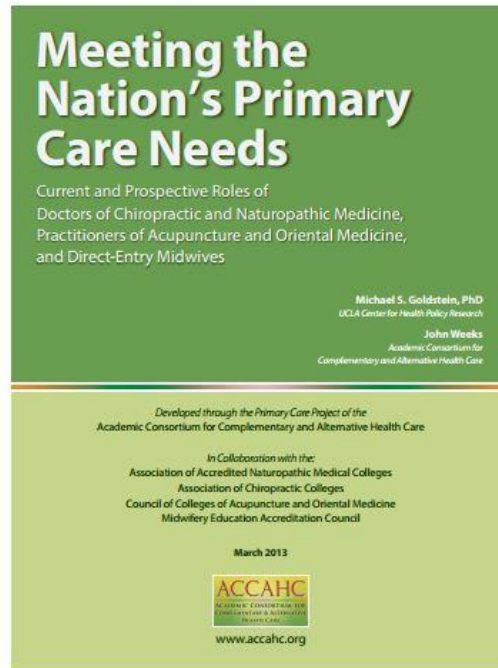
Definition of Integrative Medicine

“Integrative Medicine is the practice of medicine that reaffirms the importance of the relationship between practitioner and patient, focuses on the whole person, is informed by evidence, **and makes use of all appropriate therapeutic approaches, healthcare professionals and disciplines to achieve optimal health and healing.**”

Consortium of Academic Health Centers for Integrative Medicine (55 AMCs)



Two Useful Resources for Exploration



On *Meeting the Nation's Primary Care Needs*

"This is the best compendium of thoughtful analysis and information on these disciplines that exists. I admire the scholarship of this document."

Richard "Buz" Cooper, MD

Why ?

PIHTA
PROJECT FOR
INTEGRATIVE
HEALTH
AND THE
TRIPLE AIM

Shifting Incentives

**“When I first heard of
integrative medicine in
2006, I thought of it as an
expense ...**



Ken Paulus, CEO
Allina Health System

Ken Paulus, CEO, Allina Health System

Weeks J. Health System & Military Leaders Say Cost and Pain are Motivating Inclusion of Integrative Medicine

http://theintegratorblog.com/index.php?option=com_content&task=view&id=795&Itemid=189





Shifting Incentives

“... but as the Affordable Care Act's payment structure kicks in that supports keeping people healthy, integrative medicine will be an asset.”



Ken Paulus, CEO
Allina Health System

Ken Paulus, CEO, Allina Health System (2011)

Weeks J. Health System & Military Leaders Say Cost and Pain are Motivating Inclusion of Integrative Medicine
http://theintegratorblog.com/index.php?option=com_content&task=view&id=795&Itemid=189







... if there is Big Money in integrative health and medicine it is in saving money/lowering costs ...

Cost-Effectiveness of Complementary and Integrative Medicine Found in 28 High Quality Studies

"I'm tired of this talk that there is no evidence for cost-effectiveness of complementary and integrative medicine. **There is evidence. We need to move onto phase two and look at how transferable these findings are. We can take this evidence and run.**"

Patricia Herman, MS, ND, PhD
RAND Corporation



Patricia Herman, MS, ND, PhD

Herman quoted in : J Weeks , "Review Finds Cost Effectiveness of Complementary and Integrative Medicine in More Than Two Dozen High-Quality Studies." The Huffington Post, September 27, 2012.

Herman P, Eisenberg D, et al. Are complementary therapies and integrative care cost-effective? A systematic review of economic evaluations. *BMJ Open* 2012;2:e001046 doi:10.1136/bmjopen-2012-001046



David Eisenberg, MD
Harvard University

Formal Inclusion: Integrative Health and “CAM” in the ACA

Section	Title	Area	Language Used
2706	Non-Discrimination in Health Care	Payment	“...license or certification ...”
3502	Community Health Teams/Patient-Centered Medical Homes	Delivery	“may include 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”

For details see: *Integrator Guide*: Sections on CAM and Integrative Health in the Affordable Care Act
http://theintegratorblog.com/site/index.php?option=com_content&task=view&id=658&Itemid=189

How?

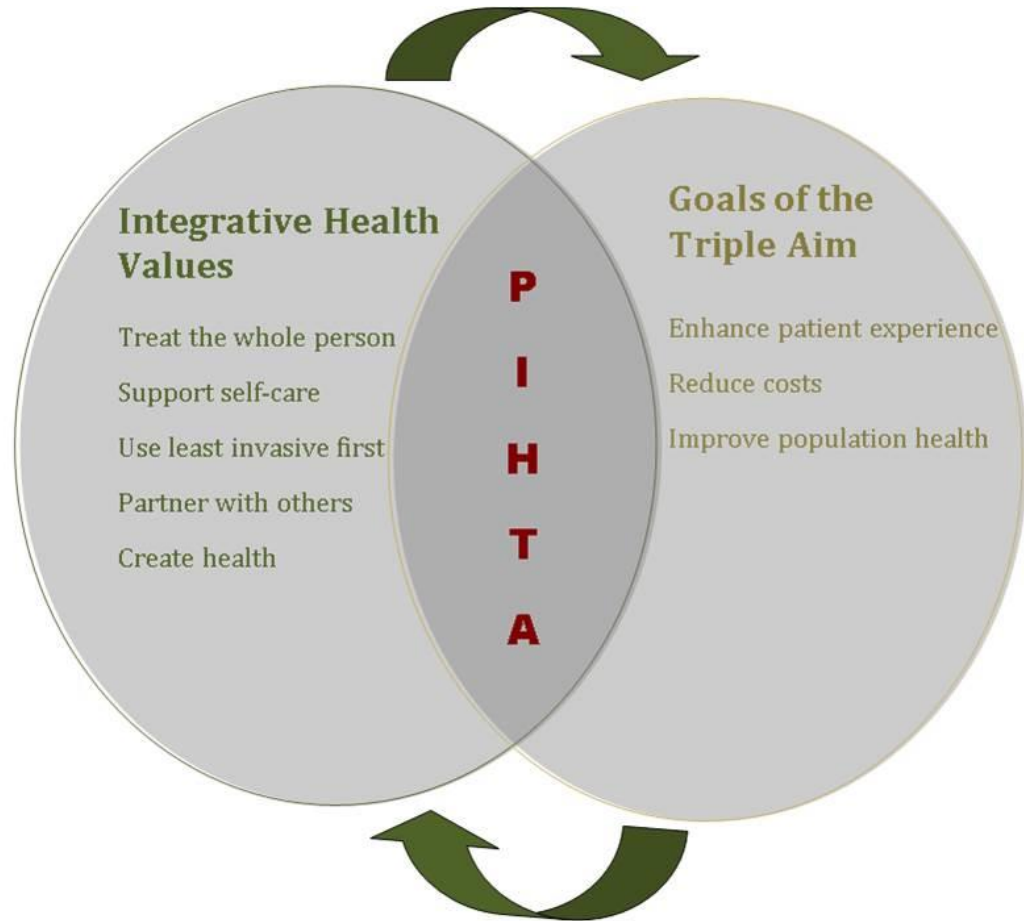
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Collaborate & Engage

- Data
- Best practices
- Webinars
- News pushes
- Face-to-face



Sharing Supportive Evidence - Collaborating on Best Practices

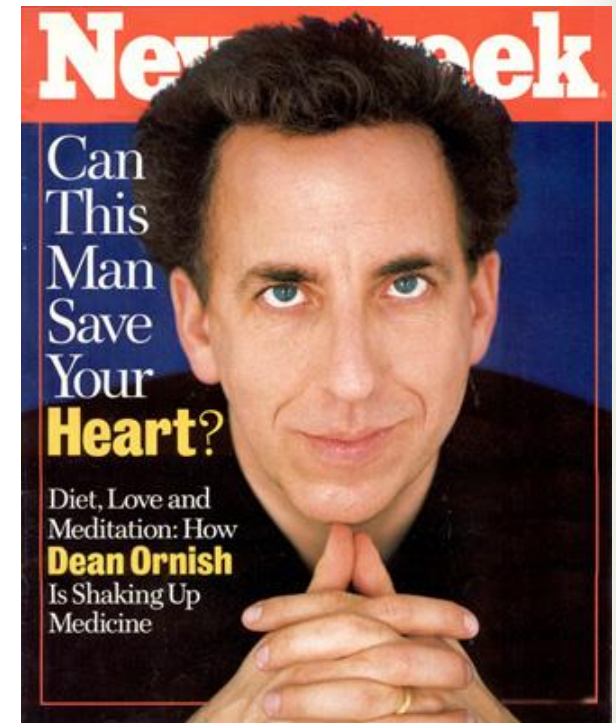


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Some Populations and Cost Outcomes

Hospitals & Health Systems

- **The Ornish Lifestyle Program**
 - Group-based/support
 - Meditation
 - (Very) low-fat diet
 - Exercise
- **Outcomes**
 - 1993: First publication of reversal CAD
 - **1999: Highmark BCBS estimates \$16,000 cost savings per participant+**
 - **2010: After a 17 year campaign for recognition, Medicare covers**
 - More recent studies: lifestyle changes can positively alter gene expressions



+ Two-Year Results of Highmark Blue Cross Blue Shield's Dr. Dean Ornish Program For Reversing Heart Disease Demonstrates Outstanding Lifestyle Improvements

Some Populations and Cost Outcomes

Hospitals & Health Systems

- **Allina estimates \$2000 savings per in-patient via integrative care program (acupuncture, massage, aromatherapy, plus)**

- Lori Knutson, RN, BC-HN, Director of Integrative Health, Allina Health System, interview in *Natural Medicine Journal*

Gazella K Helping Build an Integrative Model for Our Nation. *Natural Medicine Journal*, Vol.2, No. 2, February 2010



- **Duke integrative wellness program (Prospective Health) estimates \$2200 savings per client**

Snyderman R, Dinan M. Improving Health by Taking It Personally. Commentary. *JAMA*. 2010;303(4):363-364. doi:10.1001/jama.2010.34.



Populations and Cost Outcomes

Employers

- **Acupuncture trial with Ford Motor Company employees lowers medication use 58%**

Kenneth R. Pelletier, PhD, MD (hc) et al, [An Integrative Medicine Intervention in a Ford Motor Company Assembly Plant](#).



- **Whole practice integrative medicine treatment via naturopathic doctors lowers CV risk in Canada Post employees, saves estimated \$1138 per employee/year**

Herman, P *et al*. A naturopathic approach to the prevention of cardiovascular disease: cost-effectiveness analysis of a pragmatic multi-worksite randomized clinical trial. *J Occup Environ Med* 2014 Feb; 56(2):171-6



Some Populations & Cost Outcomes

Insurers & 3rd Party Payers

- Access chiropractor first saves in treatment of lower back pain (LBP)

- **20%-40% lower cost** if see DC first for LBP

Liliedahl RL et al. Cost of Care for Common Back Pain Conditions Initiated With Chiropractic Doctor vs. Medical Doctor/Doctor of Osteopathy as First Physician: Experience of One Tennessee-Based General Health Insurer. *J Manipulative Physio Ther* 2010 Nov-Dec;33(9):640-3.



- Cost of insureds using CAM disciplines significantly less than those not using CAM
 - **\$1420 less annual expense** in those with large dz. burden, “which more than offset \$158+ in those with lower burden” (back pain, fibromyalgia)

Lind BK et al. Comparison of Health Care Expenditures Among Insured Users and Nonusers of Complementary and Alternative Medicine in Washington State: A Cost Minimization Analysis. *The Journal of Alternative and Complementary Medicine*.



**BC, BS/Regence,
Group Health+**

(Prevention & Health Promotion) Cost Case

“Unanticipated Benefits” of CAM Practitioners

“Positive outcome themes included **increased options and hope**, increased ability to relax, positive changes in emotional states, increased body awareness, **changes in thinking that increased the ability to cope with back pain**, increased sense of well-being, **improvement in physical conditions unrelated to back pain, increased energy, increased patient activation**, and dramatic improvements in health or well-being ... ”

Cherkin-Sherman
Group Health Research Institute

[Unanticipated benefits of CAM therapies for back pain: an exploration of patient experiences](#)



Dan Cherkin, PhD



Karen Sherman, PhD

Some Populations and Cost Outcomes

Returning Care to Communities

**Direct-Entry (Certified Professional)
Midwives and Homebirth: Estimated \$2.7
million in Medicaid cost avoidance per
biennium via midwifery care in Washington
State (2008)**



Jeffrey Thompson, MD, MPH, CMO
Washington State Medicaid Program

"Midwives have a central focus in our strategic plan. With low-risk mothers choosing home birth, we know that the C-Section rate is 8 percent, while it's around 20 percent in an obstetrics facility. We are hoping Washington State can double out-of-facility births in the next two or three years."



Midwifery Licensure and Discipline Program in Washington State: Economic Costs and Benefits
January 2008. Commissioned by the legislature and directed by the Washington State Department of Health.

High Marks for Patient Experience in Integrative Primary Care **Naturopathic Doctor Led Teaching Clinic**

“From the perspective of **‘patient experience,’** the **Bastyr Natural Health Center** ranks among the top of all primary care facilities in the northwest. The clinics were rated on four categories: timeliness, care and appointments; provider communication; courteousness of office staff; and the patient's ‘overall rating of the provider.’”

Washington Health Alliance (2014)

[Your Voice Matters: Patient Experience with Primary Care Providers in the Puget Sound Region, 2014 Community Checkup Overview](#)



BASTYR CENTER
FOR NATURAL HEALTH
the teaching clinic of Bastyr University

Naturopathic physicians (NDs) are formally “Primary Care” in 50% of 18 states with licensing – with DEA#s etc. in a subset.

*Project for Integrative Health and the Triple Aim (PIHTA)***Milgate: Some High Value Areas for Engagement**

- **Integrative pain treatment**
 - See Ford, BCBS Tenn., WA data plus VA integrative pain leads to 50% reduction in high use opioids
 - U.S. Veteran's Health Administration. VA Initiative Shows Early Promise in Reducing Use of Opioids for Chronic Pain, media release, February 25, 2015
- **Chronic disease**
 - See Ornish, Herman, Seely, above
- **Patient self-efficacy**
 - See Cherkin, above, also Bradley *et al.* Adjunctive naturopathic care for type 2 diabetes: patient-reported and clinical outcomes after one year. *BMC Complementary and Alternative Medicine* 2012 12:44 doi:10.1186/1472-6882-12-44



Karen Milgate, MPP
Former Deputy Director, CMS;
Advisory Team, PIHTA

www.optimalintegration.org



A Perspective from the Military

Use of “CAM” in the US Military

- 121 facilities (21 outside the US)
- 275 programs
- 213,515 visits (calendar year 2012)
- Number of facilities with various types:
 - chiropractic (59)
 - acupuncture (83)
 - massage (9)
 - yoga (11)
 - clinical nutritional therapy (68)
 - naturopathic medicine (1)
 - breath therapies
 - biofeedback (13)
 - meditation (14).
- Most visits for chiropractic and acupuncture



Lt. Gen. (Ret) Eric Schoomaker
Former Army Surgeon General:
Championed the exploration



January 8, 2014 Report to US Sen. Carl Levin

Why ?



Mayo: From “Producing Health Care” to “Creating Health”

"We are realizing fairly quickly that we need to change the focus of the health care industry to **creating health, not just producing health care.**"



Douglas Wood, MD
Director, Strategy and Policy
Mayo Clinic Center for
Innovation

American Hospital Association's *Hospitals and Health Networks*, April 2013
http://www.hhnmag.com/display/HHN-news-article.dhtml?dcrPath=/templatedata/HF_Common/NewsArticle/data/HHN/Magazine/2013/Apr/0413HHN_FEA_PatientexperienceGate



Perlin/AHA: *"We Don't Fully Understand the Recipe"*

"From Sick Care to Health Care"

"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."



Jonathan Perlin, MD, PhD
Chair-Elect, AHA
CMO, HCA

"I'm not sure that any of us ... fully understands or knows the recipe."



Berwick: “Radical Shift” Toward “Creating Health”

“It is fortunately commonplace now to say that we would be better off to re-direct some of our health care enterprise **from fighting illness ... to *health creation*.**”

"The pursuit of health, the *creation of health*, may require ... **a redesign that may be even more radical than we have imagined.**"

Plenary Panel, Institute for Health Improvement, December 2013

<http://www.youtube.com/watch?v=r5Tbikk44jY>

Also: “Hooking Up: Don Berwick, Integrative Medicine and His Call for a Radical Shift to 'Health Creation'”

http://www.huffingtonpost.com/john-weeks/don-berwick-integrative-m_b_4781105.html



Don Berwick, MD

Former CMS Administrator

Past CEO, Institute for Health
Improvement



Alignment via Health Creation

Design Principles for Healthcare Renewal (2001)

As developed by a multidisciplinary integrative health and medicine group

#9 (in part):

**"The renewed healthcare system is
a partnership between an
expanded commitment to the
public health and a thriving
industry of health creation."**



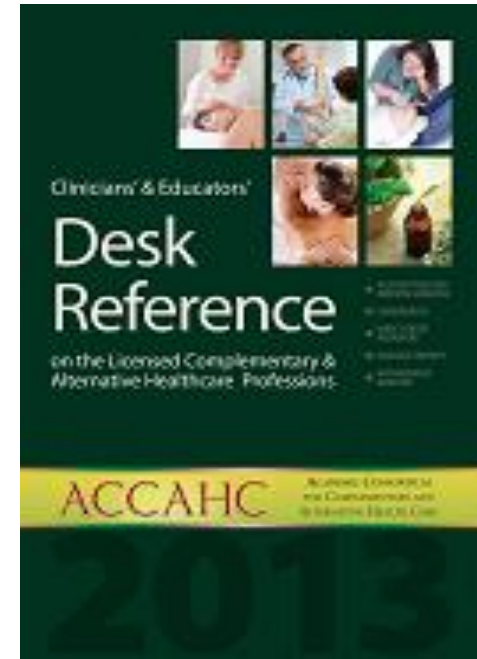
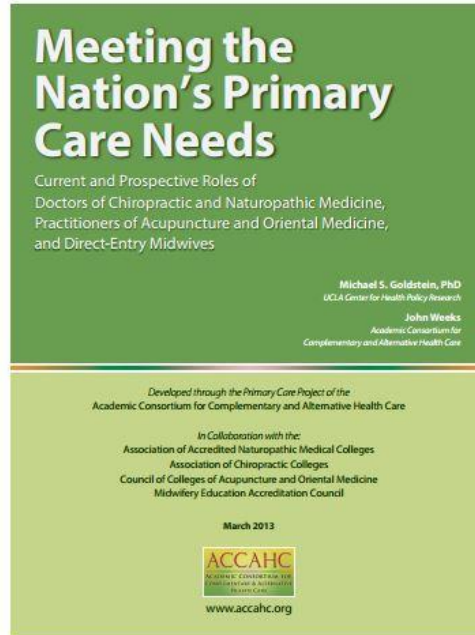
Clement Bezold, PhD

Moderated work of
multidisciplinary integrative
group, begun in Rayburn
House Office Building

http://theintegratorblog.com/index.php?option=com_content&task=view&id=798&Itemid=93



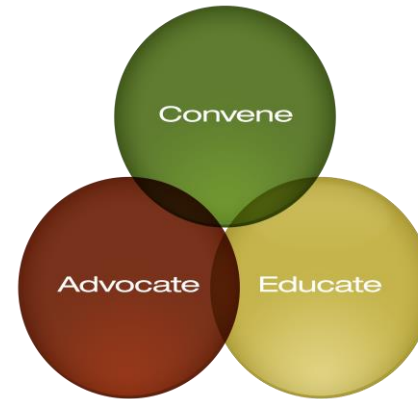
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Richard "Buz" Cooper, MD, Healthcare Workforce Expert



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Thank-you!