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

Acute Care

Surgery

Trauma Care

Antibiotics

Diagnostics
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?
Spending Growth 2001-2010

Source: IMS Health, National Sales Perspectives, Dec 2010
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
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
"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
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
<table>
<thead>
<tr>
<th>Practitioner</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physician</td>
<td>96%*</td>
</tr>
<tr>
<td>Hypnotherapist</td>
<td>41%</td>
</tr>
<tr>
<td>Massage Therapist</td>
<td>86%</td>
</tr>
<tr>
<td>Holistic Nurse</td>
<td>38%</td>
</tr>
<tr>
<td>Meditation Instructor</td>
<td>83%</td>
</tr>
<tr>
<td>Chiropractor</td>
<td>38%</td>
</tr>
<tr>
<td>Acupuncturist, LAc</td>
<td>79%</td>
</tr>
<tr>
<td>Pain Specialist</td>
<td>34%</td>
</tr>
<tr>
<td>MBSR Instructor</td>
<td>79%</td>
</tr>
<tr>
<td>Psychiatrist</td>
<td>34%</td>
</tr>
<tr>
<td>Dietician/Nutritionist</td>
<td>69%</td>
</tr>
<tr>
<td>Naturopath</td>
<td>28%</td>
</tr>
<tr>
<td>TCM Practitioner</td>
<td>62%</td>
</tr>
<tr>
<td>Physical Therapist</td>
<td>28%</td>
</tr>
<tr>
<td>Yoga Instructor</td>
<td>62%</td>
</tr>
<tr>
<td>Exercise Physiologist</td>
<td>24%</td>
</tr>
<tr>
<td>Psychologist</td>
<td>59%</td>
</tr>
<tr>
<td>Physician Assistant</td>
<td>21%</td>
</tr>
<tr>
<td>Healing Touch/Reiki Practitioner</td>
<td>55%</td>
</tr>
<tr>
<td>Health Coach</td>
<td>21%</td>
</tr>
<tr>
<td>Nurse Practitioner</td>
<td>55%</td>
</tr>
<tr>
<td>Osteopath</td>
<td>21%</td>
</tr>
<tr>
<td>Acupuncturist, MD</td>
<td>48%</td>
</tr>
<tr>
<td>Ayurvedic Practitioner</td>
<td>17%</td>
</tr>
<tr>
<td>Biofeedback Practitioner</td>
<td>45%</td>
</tr>
<tr>
<td>Homeopathy Practitioner</td>
<td>17%</td>
</tr>
</tbody>
</table>
### Most Widely Used Interventions

<table>
<thead>
<tr>
<th>Intervention</th>
<th>No. of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food/Nutrition</td>
<td>441</td>
</tr>
<tr>
<td>Supplements</td>
<td>408</td>
</tr>
<tr>
<td>Yoga</td>
<td>375</td>
</tr>
<tr>
<td>Meditation</td>
<td>347</td>
</tr>
<tr>
<td>TCM/Acupuncture</td>
<td>338</td>
</tr>
<tr>
<td>Massage</td>
<td>331</td>
</tr>
<tr>
<td>Pharmaceuticals</td>
<td>310</td>
</tr>
</tbody>
</table>

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

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
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

2016 AIHM Annual Conference Main Event
35.25 Credits
View in Catalog

Over 85 AMA PRA Category 1 Credits ™ available
AIHM Members save $250 on registration!

2017 AIHM Annual Conference
“People, Planet, Purpose”

Conference & Exhibits: October 22–25
Pre-Conferences: October 20 & 21

Featured Speakers Include:
Mimi Guermer, MD; David Raker, MD; Alan Gaby, MD; Datis Kharrazian, DC; Cassandra Vieten, PhD; Joseph Pizzorno, ND; Brad Jacobs, MD; and more.

For the full interprofessional lineup and to register please visit conference.aihm.org
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

Old Road

- Health care as an institution-led service
- Curative and fixing medical care
- Single indicators and out-of-date measurements
- Isolated and segregated
- Sickness

New Highway

- Health and social care as part of a community
- Early intervention and preventative care
- Meaningful scorecard information and in real time
- Integrated and in partnership
- Health and wellbeing

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
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.
Managua Nicaragua
Thank You-Gracias
MimiGuarnerimd.com
www.AIHM.ORG
2017 AIHM Annual Conference

“People, Planet, Purpose”