

# 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



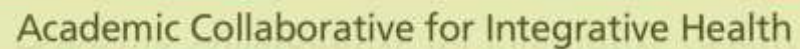
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# 5 Collaborations Driving Integration



Academic Collaborative for Integrative Health

**Multidisciplinary, 17 national  
organizations plus 60 schools**



**21 Partners for  
Health**



**Philanthropists/  
NGOs**



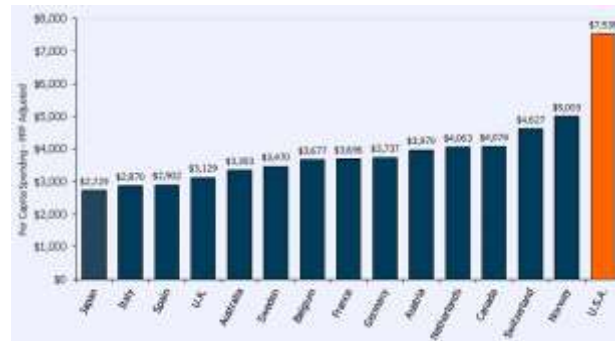
**70+ academic  
health centers**



**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
<b>Acupuncture &amp; Oriental Medicine</b>	<b>1982</b>	<b>1990</b>	61	1982	46	27,000
<b>Chiropractic</b>	<b>1971</b>	<b>1974</b>	<b>15</b>	<b>1963</b>	<b>50</b>	<b>72,000</b>
<b>Massage Therapy</b>	<b>1982</b>	2002	88*	1994	44	280,000
<b>Direct-Entry Midwifery</b>	<b>1990s</b>	2001	10	1994	26	2000
<b>Naturopathic Medicine</b>	<b>1978</b>	<b>1987</b>	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.* 2<sup>nd</sup> 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**

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# 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



National Association of Certified Professional Midwives



National Center for Homeopathy



National Certification Commission for Acupuncture and Oriental Medicine



Academy of Integrative Health & Medicine



Music for Healing and Innovation Program



American Holistic Nurses Association



Naturopathic Medical Student Association



Palmer College of Chiropractic



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, 2014 • Washington, DC

From: **Forward**

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

Report Editors:  
Shelia O'Neil  
Michael Smith, PhD  
March 2015

The 2014 Symposium Report

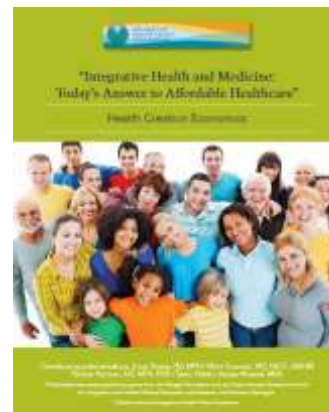
**A CALL TO ACTION**  
on Integrative Health  
and Medicine Policy  
Advancing the Legacy of  
U.S. Senator Tom Harkin  
Georgetown University School  
and Conference Center  
SEPTEMBER 29, 2014

Symposium and Testimonial Dinner  
September 29, 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 2014



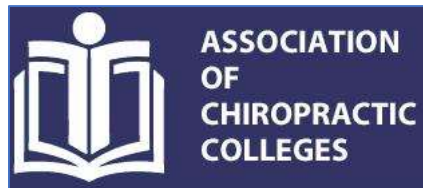
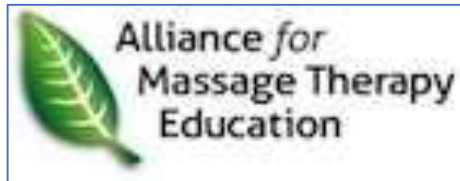
THE INTEGRATED HEALTH CARE POLICY CONSORTIUM  
A STAKEHOLDER CONFERENCE  
ON Integrated Healthcare Reform  
**CONFERENCE REPORT**

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

**H O S T S**  
The Integrated Healthcare Policy Consortium  
The Institute for Integrative Health  
Palmer College of Chiropractic

# ACIH Core Organizational Members

## Councils of Colleges



## Accrediting Agencies



## Certification and Testing

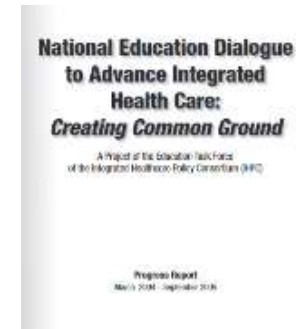


## Traditional World Medicine/ Emerging Professions



## 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*



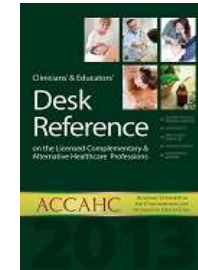
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# Choose Campaigns Wisely

*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***

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# Choose Campaigns Wisely

*Seek values-based alignment*

Political/Policy Application of the Serenity Prayer

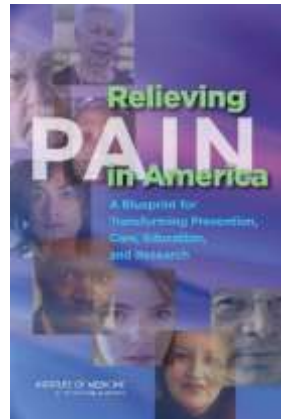
“Grant me the **serenity**  
to accept the things I cannot change,  
**courage** to change the things I can,  
And **wisdom** to know the  
difference.”



# 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](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](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)
  - *3<sup>rd</sup> 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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