



## INTEGRATIVE ORTHOPAEDIC MEDICINE – Optimizing Patients Health & Wellness

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### DID YOU KNOW:

Americans reportedly are spending \$34 billion annually on alternative medicine protocols and products<sup>1</sup>. 38% of Adults & 12% of children are using some form of complimentary medicine<sup>2</sup>.

Integrative medicine is an approach to care that puts the patient at the center and addresses the full range of physical, emotional, mental, social, spiritual, and environmental influences that affect a person's health. Employing a personalized strategy that considers the patient's unique conditions, needs and circumstances, it uses the most appropriate interventions from an array of scientific disciplines to heal illness and disease and help people regain and maintain optimum health<sup>1</sup>.

### INTEGRATIVE MEDICINE PIONEERS:

Oncology and cardiology providers have been successfully using integrative medicine interventions such as meditation, nutrition and yoga as part of their practices for years. Utilizing evidenced based holistic interventions along with the traditional modern medicine approaches has enabled patients to experience a higher level of care and at times resulting in reversal of heart disease, reduction in infections, reduced utilization of pain medications, expedited bone healing and overall improvement in their quality of life. The most frequent interventions across all clinical conditions are nutrition, supplements, yoga, meditation, acupuncture, massage and pharmaceuticals<sup>3</sup>. It's time for orthopaedic providers to consider adopting evidence based interventions into their practices to enable their patients to experience a higher quality of life.

### THE KEY FACTORS DRIVING INTEGRATIVE MEDICINE:

- ✓ Patient Centered Care
- ✓ Increased demand for a holistic approach to health & wellness
- ✓ Baby Boomers higher expectations in care delivery
- ✓ Measuring the Patient Experience – HCAPS
- ✓ Consumers desire for optimal health and wellbeing
- ✓ Health Care Reform
- ✓ Transitioning to a Value Based Model
- ✓ Population Health Initiatives
- ✓ ACO
- ✓ Bundled Payments

### THE RESULTS

- ✓ A High Performing Orthopaedic Center of Excellence
- ✓ Exceptional Patient Experiences
- ✓ Improved Community Wellness
- ✓ Decrease Per Capital Costs
- ✓ Increased Patient Retention
- ✓ Increased Market Share

At Marcia Friesen & Associates, we can help your organization identify and successfully implement the best modalities specific for your market and customize an approach through our proprietary Integrative Advantage™ Program. Please contact Marcia Friesen at 312.285.1574 to set-up a 30-minute complimentary webinar or conference call to discuss how we can help you achieve success.

1. National Health Statistics Report 12: Complementary and Alternative Medicine Use Among Adults and Children: United States, 2007. 24 pp. (PHS) 2009-1250. December 10, 2008. <http://www.cdc.gov/nchs/data/nhsr/nhsr012.pdf>
2. National Health Statistics Report 12: Complementary and Alternative Medicine Use Among Adults and Children: United States, 2007. 24 pp. (PHS) 2009-1250. December 10, 2008. <http://www.cdc.gov/nchs/data/nhsr/nhsr012.pdf>
3. Horrigan, Bonnie et al. "INTEGRATIVE MEDICINE IN AMERICA: How Integrative Medicine Is Being Practiced in Clinical Centers Across the United States." The Bravewell Collaboration. © February 2012. Web. <http://www.bravewell.org/content/Downloads/IMinAm.pdf> Accessed 4 October 2015.