

  
**STANFORD**  
HOSPITAL & CLINICS  
Stanford University Medical Center

**Is It Truly Time to Integrate  
Integrative Medicine?**

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Division of Headache and Facial Pain  
Department of Neurology

Last Updated on January 28, 2020

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**Disclosures**

I have no relevant personal  
financial relationships.

  
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Pre-Test Question #1

**Which of the following is a treatment modality of Traditional Chinese Medicine?**

- A. Yoga
- B. Reike
- C. Moxibustion
- D. Minor Surgery
- E. I don't know



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Pre-Test Question #2

**Which form of team-oriented health care practice consists of an interdisciplinary, non-hierarchical blending of both conventional medicine and integrative medicine that provides a seamless continuum of decision-making and patient-centered care and support?**

- A. Parallel practice
- B. Coordinated practice
- C. Multi-disciplinary practice
- D. Integrative practice



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Pre-Test Question #3

**The most common integrative medicine practice that is used by headache patients in the United States is:**

- A. Acupuncture
- B. Meditation
- C. Yoga
- D. Homeopathy
- E. I don't know



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## Roadmap

- ▶ What is integrative medicine?
- ▶ Where are we now on integrating integrative medicine?
- ▶ Challenges with integrative medicine
- ▶ Factors that contribute to the success of an integrative medicine center
- ▶ What is really happening right now with academic hospital-based integrative medicine centers, and what could it mean for the future of integrative ?



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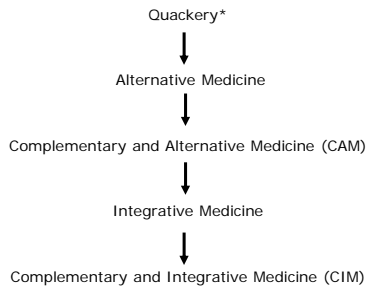
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## The Road to "Integrative Medicine"



\*Gorski D. "Integrative medicine" vs. "alternative medicine". Science-Based Medicine. <https://sciencebasedmedicine.org/integrative-medicine-versus-alternative-medicine/>. May 15, 2016.

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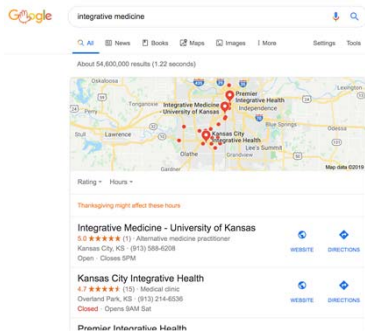
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## What is Integrative Medicine?



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What is Integrative Medicine?



"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."



"Health care practices that traditionally have not been part of conventional medicine."



"Integrative medicine pairs traditional medicine with other treatments to care for your mind, body, and spirit."



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What is Integrative Medicine?



"Integrative medicine is the future of health care in our country. Doctors who specialize in integrative medicine study conventional medicine and realize its benefits. But they go on to study natural modalities of therapy including herbs, diet and acupuncture as a complement and supplement to traditional medicine."



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What is Integrative Medicine?



Alternative Medicine

Background

"Alternative medicine" is a term used for a broad range of treatments and practices that have not gained wide acceptance in the traditional medical community and so are not considered standard medical treatment. Other terms used to describe such procedures include "holistic", "unconventional", and "complementary".

Alternative therapies are based on no common or consistent ideology, therapy of illness, or treatment. They derive from a variety of sources: ethnic and folk traditions, mainstream medical practices, established religions or semi-religious cults, philosophies or metaphysical movements, and health-and-wellness groups.



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## What is Integrative Medicine?

"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."

--American Board of Integrative Medicine (ABOIM) and the Consortium of Academic Health Centers for Integrative Medicine



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## Integrative Medicine Examination Description\*

Domain	Approximate % of Questions on Exam
Nutrition	15%
Dietary Supplements, Botanicals and other Natural Products	15%
Mind-Body Medicine and Spirituality	14%
CAM Therapies (manipulative and body-based medicine, energy medicine)	10%
Whole Medical Systems (TCM, Ayurveda, Naturopathy)	8%
Lifestyle, Prevention, Health Promotion	13%
Integrative Approaches (including conventional medicine)	15%
Foundations of Integrative Medicine	5%
Professional Practice of Integrative Medicine	5%

\*American Board of Physician Specialties. <https://www.abpsus.org/integrative-medicine-description>

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## The Major Medical Systems in Integrative Medicine

- ▶ Traditional Chinese Medicine (TCM)
- ▶ Ayurvedic Medicine
- ▶ Naturopathy



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## Traditional Chinese Medicine



### Treatment Modalities:

- ▶ Acupuncture
- ▶ Moxibustion
- ▶ Tui Na and Gua Sha
- ▶ Cupping
- ▶ Herbal medicine
- ▶ Nutrition therapy
- ▶ Tai chi



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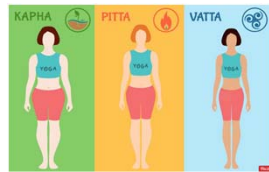
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## Ayurvedic Medicine

### Treatment Modalities:

- ▶ Diet
- ▶ Yoga
- ▶ Herbal medicine
- ▶ Massage
- ▶ Meditation and prayer



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## Naturopathy

### Treatment Modalities:

- ▶ Clinical Nutrition
- ▶ Botanical Medicine
- ▶ Homeopathic Medicine
- ▶ Hydrotherapy
- ▶ Mind-Body Medicine
- ▶ Minor Surgery
- ▶ Physical Medicine
- ▶ Parenteral Therapy



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**A central issue with how Integrative medicine is studied:**

- ▶ There is generally a focus on an overall change in lifestyle (nutrition, movement, stress management).
- ▶ However, research tends to focus on the effects of individual interventions; therefore, it is difficult to measure the approach as a whole.\*

\*Millstine D, Chen C, Bauer, B. Complementary and integrative medicine in the management of headache. *British Medical Journal*. 2017;357:j1805.



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**Challenges**

- ▶ The allopathic community's over-simplification of the major medical systems in integrative medicine.
- ▶ The need for further education of allopathic providers on treatment modalities in integrative medicine.
- ▶ Patient access



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**Potential Benefits of Integrating Integrative Medicine**

- ▶ Filling therapeutic gaps in existing health\* care practices
- ▶ Treating the whole person\*
- ▶ Increasing healthcare choices\*

\*Singer J, Adams J. Integrating complementary and alternative medicine into mainstream healthcare services: the perspectives of health service managers. *BioMed Central Complementary & Alternative Medicine*. 2014;14:167.



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## The Utilization of Integrative Medicine for Headache

- ▶ In a survey in European tertiary headache clinics, 81.7% of respondents used CAM.\*
- ▶ A systematic review of CAM in headache and migraine reported an overall use of 28-82%; the wide range was attributed to different populations, headache types, and selected modalities included in individual surveys.\*\*
- ▶ The most commonly used treatments overall: acupuncture, massage, chiropractic care, homeopathy.\*\*
- ▶ Most common practices used by US: meditation, breathing exercises, and yoga.\*\*

\*Gaul C, Eismann R, Schmidt T, et al. Use of complementary and alternative medicine in patients suffering from primary headache disorders. *Cephalalgia* 2009;29:1069-78  
\*\*Adams J, Barbary G, Lui CW. Complementary and alternative medicine use for headache and migraine: a critical review of the literature. *Headache* 2013;53:459-73doi

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Where are we now with integrating integrative medicine?

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## Integrative Health Care is...

One form of team-oriented health care practice\*

- ▶ Consists of an interdisciplinary, **non-hierarchical** blending of both conventional medicine and CAM health care that provides a seamless continuum of decision-making and patient-centered care and support.
- ▶ Based on a specific set of core values that include the goals of treating the whole person, assisting the innate healing properties of each person, and promoting health, wellness, and the prevention of disease

\*Boon H, et al. *BMC Health Serv Res.* 2004; 4:15.

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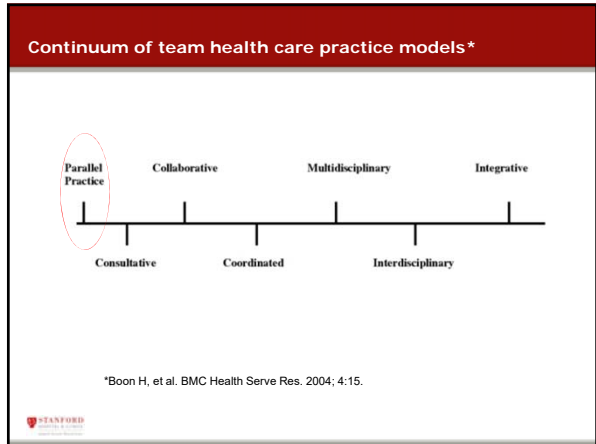
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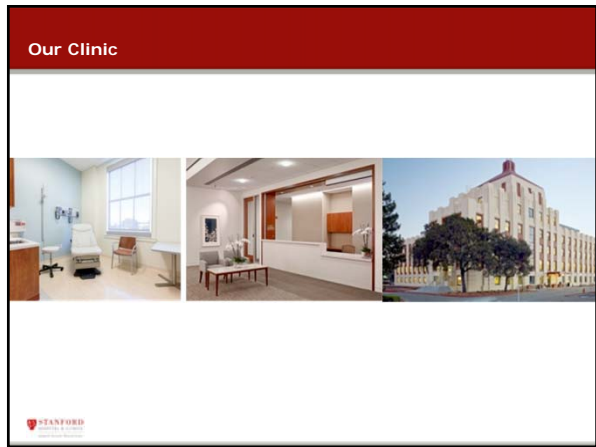
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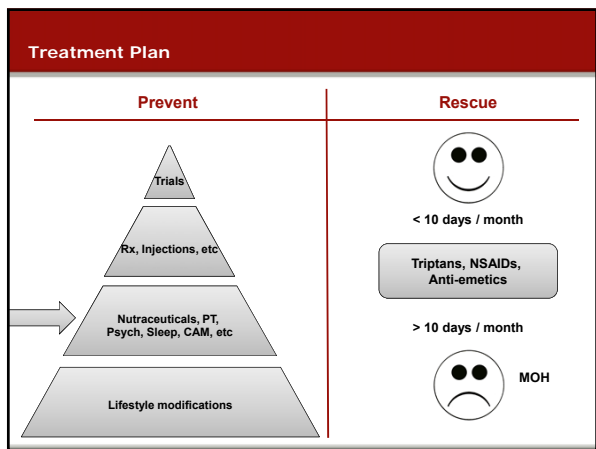
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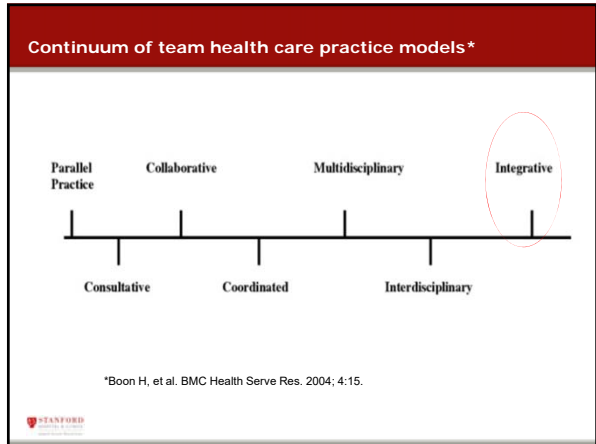
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**INTEGRATIVE  
MEDICINE  
BEST PRACTICES**

A Bravewell Collaborative Best Practices Report © 2007

\*[http://bravewell.org/content/IntroSummary\\_Best%20Practices\\_1.pdf](http://bravewell.org/content/IntroSummary_Best%20Practices_1.pdf)

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## 7 Integrative Centers

Center	Location
Scripps Center for Integrative Medicine Scripps Health	La Jolla, CA
Osher Center for Integrative Medicine UCSF	San Francisco, CA
Simms-Mann Health and Wellness Center at Venice Family Clinic	Los Angeles, CA
Center for Integrative Medicine University of Maryland	Baltimore, MD
Penny George Institute for Health and Healing, Abbott Northwestern Hospital	Minneapolis, MN
The Continuum Center for Health and Healing Beth Israel Hospital	New York City, NY
Duke Center for Integrative Medicine Duke University	Durham, NC



[\\*http://bravewell.org/content/IntroSummary\\_Best%20Practices\\_1.pdf](http://bravewell.org/content/IntroSummary_Best%20Practices_1.pdf)

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## Factors that contribute to a successful integrative medicine center

- ▶ Strong physician leadership
- ▶ Truly integrated, patient-centered care
- ▶ Marketplace distinctiveness
- ▶ Credibility with traditional physicians
- ▶ Programs with traditional departments
- ▶ Minimal fixed costs
- ▶ Cross subsidies designed into the center



[\\*http://bravewell.org/content/IntroSummary\\_Best%20Practices\\_1.pdf](http://bravewell.org/content/IntroSummary_Best%20Practices_1.pdf)

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## The Subtext...

- ▶ Integrative medicine centers offer services with low profit margins and often struggle to stay solvent.
- ▶ Often need to rely on philanthropy and cross subsidies from traditional departments



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### Integrative Medicine Boom?

- ▶ The Academic Consortium for Integrative Medicine and Health started with 8 members 20 years ago.
- ▶ It now counts nearly 70 academic centers and health systems as members.\*

\*Academic Consortium for Integrative Medicine and Health.  
<https://imconsortium.org/members/member-listing/>



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### A Symbiotic relationship?

- ▶ Swell in public demand for integrative medicine is leading some major hospital systems to establish clinics offering holistic options to attract new, prospective patients into their referral stream.
- ▶ Integrative medicine programs are sometimes referred to as "crown jewels" of a business strategy that is driven by consumer trends.



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### Have we crossed the line?

statnews.com/2017/03/07/alternative-medicine-hospitals-promote/

#### Medicine with a side of mysticism: Top hospitals promote unproven therapies

By CASEY ROSS @caseyross, MAX BLAU, and KATE SHERIDAN @katesheridan / MARCH 7, 2017  
Illustration by MOLLY FERGUSON FOR STAT



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Back to our question...

How can we best effectively measure the  
integrate integrative medicine in a way that is  
integrate integrative medicine?  
meaningful and helpful to our patients?

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Next Steps

- ▶ Improve communication between allopathic and integrative medicine physicians.
- ▶ Incorporate integrative medicine education into medical education.
- ▶ Acknowledge that evidence-based medicine is an allopathic medicine construct.
- ▶ Be transparent with patients about therapies that are not evidence-based.
- ▶ Continue to find ways to more effectively test these therapies so that they one day become evidence-based therapies.

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Post-Test Question #1

**Which of the following is a treatment modality of Traditional Chinese Medicine?**

- A. Yoga
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- D. Minor Surgery



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Post-Test Question #2

**Which form of team-oriented health care practice consists of an interdisciplinary, non-hierarchical blending of both conventional medicine and integrative medicine that provides a seamless continuum of decision-making and patient-centered care and support?**

- A. Parallel practice
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Post-Test Question #3

**The most common integrative medicine practice that is used by headache patients in the United States is:**

- A. Acupuncture
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## Acknowledgements

- ▶ Dr. Robert Cowan
- ▶ Stanford Headache Team



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Thank you



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