Is It Truly Time to Integrate Integrative Medicine?

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Disclosures
I have no relevant personal financial relationships.

ARS
To answer the pre-test questions:
Log into www.slido.com
Enter Event Code #S499
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

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

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
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?

The Road to "Integrative Medicine"

Quackery → Alternative Medicine → Complementary and Alternative Medicine (CAM) → Integrative Medicine → Complementary and Integrative Medicine (CIM)

What is Integrative Medicine?
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."

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."

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 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 religious or semi-religious cults, philosophies or metaphysical movements, and health and wellness groups.
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 (ABOM) and the Consortium of Academic Health Centers for Integrative Medicine

Integrative Medicine Examination Description*

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


The Major Medical Systems in Integrative Medicine

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

Treatment Modalities:
- Acupuncture
- Moxibustion
- Tui Na and Gua Sha
- Cupping
- Herbal medicine
- Nutrition therapy
- T'ai Chi

Ayurvedic Medicine

Treatment Modalities:
- Diet
- Yoga
- Herbal medicine
- Massage
- Meditation and prayer

Naturopathy

Treatment Modalities:
- Clinical Nutrition
- Botanical Medicine
- Homoeopathic Medicine
- Hydrotherapy
- Mind-Body Medicine
- Minor Surgery
- Physical Medicine
- Parenteral Therapy
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.*


Challenges

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

Potential Benefits of Integrating Integrative Medicine

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

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.**


Where are we now with integrating integrative medicine?

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

Continuum of team health care practice models


Our Clinic

Lifestyle modifications: Nutraceuticals, PT, Psych, Sleep, CAM, etc

Trials: Rx, Injections, etc

Prevent Rescue

Triptans, NSAIDs, Anti-emetics

< 10 days / month

> 10 days / month

MOH

Lifestyle modifications

25

26

27
7 Integrative Centers

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

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
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.*


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.

Have we crossed the line?

- Medicine with a side of mysticism: Top hospitals promote unproven therapies
Back to our question...

Is it truly time to integrate integrative medicine? What does it really mean to integrate integrative medicine? How can we effectively and responsibly integrate integrative medicine in a way that is meaningful and helpful to our patients?

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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References


Acknowledgements

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Stanford Headache Team
Thank you