

Introduction to Integrative Medicine

'combines mainstream medical therapies and CAM
therapies for which there is some high-quality scientific
evidence of safety and effectiveness'

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January 14, 2003



Medicine (CAM) Statistics

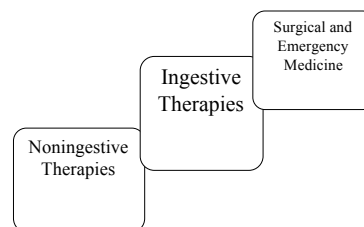
- 30,000 herbs on the market currently
- Estimates of \$30-40 billion dollars spent annually [Eisenberg]
- Estimates of 42% of population use CAM currently [Eisenberg]
- Sales of Metabolite 356 approached \$1 billion in 1999 [Alternative Medicine Alert]



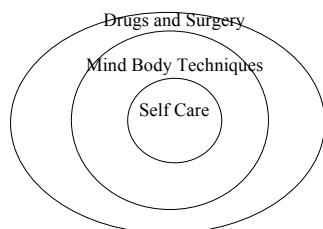
Why?



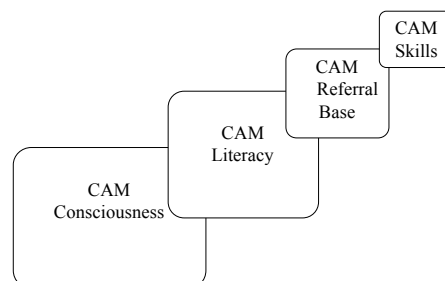
Components of Healthcare



Changing Paradigms



The Continuum



CAM Literacy

- **CAM literacy** is a basic vocabulary and knowledge of how to research given alternative treatments. This also involves minimal philosophical understanding of health systems long practiced throughout the world. An OHSU medical graduate will have the ability to inquire regarding these practices in an informed way that builds trust in the care of patients.



NCCAM Classification of CAM therapies

<http://nccam.nih.gov/health/whatisacam/>

- Alternative Medical Systems
- Mind-body interventions
- Biologically based Therapies
- Manipulative and Body-Based Methods
- Energy Therapies



Alternative Medical Systems

- Alternative medical systems are built upon complete systems of theory and practice. Often, these systems have evolved apart from and earlier than the conventional medical approach used in the United States. Examples of alternative medical systems that have developed in Western cultures include homeopathic medicine and naturopathic medicine. Examples of systems that have developed in non-Western cultures include traditional Chinese medicine and Ayurveda.



Mind-Body Interventions

- Mind-body medicine uses a variety of techniques designed to enhance the mind's capacity to affect bodily function and symptoms. Some techniques that were considered CAM in the past have become mainstream (for example, patient support groups and cognitive-behavioral therapy). Other mind-body techniques are still considered CAM, including meditation, prayer, mental healing, and therapies that use creative outlets such as art, music, or dance.



Biologically Based Therapies

- Biologically based therapies in CAM use substances found in nature, such as herbs, foods, and vitamins. Some examples include dietary supplements, herbal products, and the use of other so-called "natural" but as yet scientifically unproven therapies (for example, using shark cartilage to treat cancer).



Manipulative and Body-based Methods

- Manipulative and body-based methods in CAM are based on manipulation and/or movement of one or more parts of the body. Some examples include chiropractic or osteopathic manipulation, and massage.

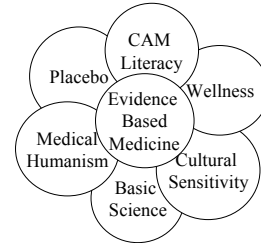


Energy Therapies

- Energy therapies involve the use of energy fields. They are of two types:
 - Biofield therapies are intended to affect energy fields that purportedly surround and penetrate the human body. The existence of such fields has not yet been scientifically proven. Some forms of energy therapy manipulate biofields by applying pressure and/or manipulating the body by placing the hands in, or through, these fields. Examples include qi gong, Reiki, and Therapeutic Touch.
 - Bioelectromagnetic-based therapies involve the unconventional use of electromagnetic fields, such as pulsed fields, magnetic fields, or alternating current or direct current fields.



What Is Integrative Medicine Education?



Evidence Based Medicine

- **Evidence based medicine** as the core of the flower is what we attain to provide for patients. Yet we know that much of what we do is steeped in tradition. Training our students to critically appraise the medical literature and understand the strength of the evidence, and then apply that is essential. The ability to create lifelong learners with those skills will be mandatory in the information explosion.



Cultural Sensitivity

- **Cultural sensitivity** is critical to much of the success of what we try to do with patients. If we do not understand why they would be conflicted with compliance with our instructions, we have failed. As we are an increasing diverse population, this challenge increases, often through language difficulties and financial restraints.



Wellness/Self-care

- **Wellness** refers to the emphasis we place on self-care for the patient in their treatment plan. Areas of nutrition, exercise, relaxation training, and smoking cessation skills are examples of self-care of patients that can be enhanced in the current curriculum.



Placebo

- **The placebo** is a well known, but perhaps an underutilized tool for enhancing healing in patients. Are we active in teaching OHSU learners how to ethically involve the placebo in their approach to patients? How can we take advantage of this powerful mindbody technique?



Basic Science

- **Basic science** is the foundation for all we teach, and the groundwork for clinical decision making when evidence based medicine is lacking or not available. We also need to integrate some of the philosophical differences in basic science understanding between other health systems and conventional medicine. The emerging interest in a bioenergetic model of the body, versus biomechanical is an example.



Medical Humanism

- **Medical humanism** communicates the need for OHSU graduates to maintain the highest levels of professionalism and service. This learned profession is faced with significant challenges, where many regret the decision to be in medicine. At OHSU, we are initiating a medical elective, Healer's Art, in January 2003 to attempt to help students retain their humanity and mission for service.



Conclusion

- Does the individual make a difference in how effective a treatment is?
- Clinical studies understand large groups...how do we correlate these findings to the individual in the exam room?
- Clinical guidelines are for a diagnosis...how do we incorporate individual variability or preference when treating a specific patient?
- How significant is the patient/physician relationship to healing?
- Define healing....

