



Integrative Primary Care: The Benefits, Clinic and Study

Presented to:

Maricopa Board of Supervisors

November 28, 2011



Wellness, Prevention and IM Programs for Employees

- A brief history of efforts to date
- Our vision for the future
- Why Integrative Medicine for Maricopa County employees and covered dependents?
- Why now?



Integrative Medicine

- What is it?
- How does it differ from alternative medicine?
- What difference can it make in peoples' lives?
- What is the importance of the Maricopa County effort in influencing national health care policy and practices?



AzCIM Integrative Primary Care Clinic

- Embodies the principles of Integrative Medicine and Primary Care
 - fully integrated at a single location.
 - evidence-based
 - patient-centered care
 - conventional health services and adds an extensive range of services not typically covered in health plans
 - emphasizes prevention and wellness,



AzCIM Integrative Primary Care Clinic

- The goal is to develop a viable, sustainable clinic model that provides high-value, effective care for patients, and that can be replicated by fellowship graduates in communities across the globe.
- Targeted date for opening: July 1, 2012
- Adults only initially



Integrative Medicine: Defining Principles

- Patient and practitioner are partners in the healing process.
- All factors that influence health, wellness, and disease are taken into consideration, including mind, spirit, and community, as well as the body.
- Appropriate use of both conventional and alternative methods facilitates the body's innate healing response
- Effective interventions that are natural and less invasive should be used whenever possible.



Integrative Medicine: Defining Principles (cont.)

- Integrative medicine neither rejects conventional medicine nor accepts alternative therapies uncritically.
- Good medicine is based in good science. It is inquiry-driven and open to new paradigms.
- Along the concept of treatment, the broader concepts of health promotion and the prevention of illness are paramount.
- Practitioners of integrative medicine should exemplify its principles and commit themselves to self-exploration and self-development



New Integrative Primary Care Model

- Key Features
 - Integrative Medicine Philosophy and Principles
 - Increased Access
 - Leverage Technology
 - Health Partnership
 - Health Coaches
 - Team Care Model
 - Many Additional Resources



- Following the initial visit, a patient's Integrative Primary Care physician will identify key staff to form the patient's Personal Care Team
- Team members will be selected based on the patient's history, needs and personal preferences
- Team members may include:
 - Nurse Practitioner or Physician Assistant
 - Traditional Chinese Medicine practitioner
 - Manual Medicine Practitioner
 - Nutritionist
 - Health Coach to assist with lifestyle change efforts
 - Mind-Body expert
- Patients will work together with their team to achieve their health goals



Many Additional Resources

- Ability to participate in educational groups and/or classes, recommended by their physician or care team members, OR found to be of personal interest to the patient
- Access to clinic's Educational Resource Center in which computer kiosks, print materials, CD's or other educational materials can be utilized
- Access to group classes such as yoga, Tai Chi, meditation, imagery and breath work
- Access to recommended herbal preparations and supplements at a discount, if desired



- Educational groups and classes under consideration include
 - Healthy living
 - Healthy aging
 - Healthy cooking demonstrations
 - How to exercise
 - Living well with chronic diseases or conditions
 - Independent self-healing
 - Interacting with the health care system
 - Weight management
- Others to be added based upon need or demand



Example of a Patient Experience

- 57 year old patient with high blood pressure who has a very busy job
- Initial 90-minute visit with Integrative Primary Care physician
 - Blood pressure not optimally controlled
 - Inactive and has not been successful in sustaining an exercise routine
 - Room for improvement in diet
 - Feels very stressed by life in general
- Treatment options discussed; labs ordered; supplements discussed and obtained; next visit scheduled; informed of the opportunity to communicate with practitioner by phone or email as necessary between visits
- Care Team identified and introduced – based on science and patient interest includes:
 - Nutritionist re: diet and healthy nutrition
 - Traditional Chinese Medicine practitioner re: stress and BP
 - Mind-Body expert on relaxation techniques
 - Health Coach to provide motivational support for lifestyle change
 - Enrolled in Yoga, Meditation, and Healthy Cooking groups



- Traditional insurance will be accepted for those things covered by the benefit plan
- An additional monthly, quarterly or annual fee would be charged which would cover a bundle of services beyond those typically covered by traditional insurance
- Co-pays for covered clinic-based primary care services will be waived
- Two levels of bundled services from which to choose
 - Each individual chooses bundle based upon their health needs and personal preferences
 - Additional services can be purchased at a discounted rate



Health Outcomes Study: The Need

- There is great interest in more fully understanding the benefits of Integrative Medicine
 - for individuals and families
 - for employers
 - for the U.S. health care system
 - for health insurers
 - for health care policy makers
- To date there have been no well designed studies comparing Integrative Primary Care to “care as usual”
- Maricopa County offers an ideal opportunity to study and better understand the impact of such care



- The County Manager expressed interest in partnering with the Arizona Center for Integrative Medicine in such a study
- Multi-year funding for the entire study has been generously provided by the Adolph Coors Foundation
- Collaboration in study design and outcomes measurement is being provided by the University of Arizona Health Outcomes and PharmacoEconomic (HOPE) Center
- Outcomes for care delivered to volunteer participants at the new Phoenix Integrative Primary Care Clinic will be compared to outcomes for groups receiving care as usual over an 18-month period



Health Outcomes Study: Important Principles

- There is nothing experimental about the treatments being provided. All care is based upon the most recent and best available scientific evidence
- Participation in the study is entirely voluntary. Study participation is not a requirement to receive integrative primary care at the clinic.
- All care provided for any patient is strictly confidential, and fully compliant with all laws and regulations governing personal medical information
- No personal health information will be shared with the employer or any other entity not authorized by the patient to receive information
- There is no cost to individuals to participate in the study
 - Incentives for participation are being considered
- The study is being conducted at no cost to Maricopa County
 - The Adolph Coors Foundation is fully funding the study
 - No county dollars or funds from other sources are being used



- The Arizona Center for Integrative Medicine (the Center) will collaborate in the establishment of a new Integrative Primary Care Clinic (the Clinic) in Maricopa County (the County), targeted to open in by July 1, 2012.
- The Center will collaborate in developing and conducting a study comparing the cost and clinical outcomes of those treated with Integrated Primary Care services compared with those treated with care as usual.
- The County and the Center will cooperate in the identification of the appropriate conditions and populations for the Study using a Limited Data Set, as defined by the Health Insurance Portability and Accountability Act of 1996 (HIPAA), of medical/health data of county employees and adult dependents.
- All data will be handled in a completely confidential manner, fully compliant with all Federal, State, County and University regulations and policies concerning data use (outlined in the *Limited Data Use Addendum*).



IGA: Key Elements (cont.)

- The County will not be responsible for obtaining financing for the Clinic nor for the Study.
- The County will develop and implement health benefit plan designs that will provide access to the Clinic for County benefit-covered employees and adult dependents
- The County will communicate the availability of the Clinic as a health care provider to its benefit-covered employees and adult dependents.
- The County will work collaboratively with the Center in the development and execution of any agreements needed for the completion of the Study.
- The results of the study will be published. If positive, it will be used to demonstrate the value of integrative primary care for patients and employers, as well as to influence health care policy relative to the reimbursement of integrative health care services, wellness and prevention.



- This is a truly an innovative and important opportunity
- Funding is not required by the County for establishment or operations of the Clinic
- Funding is not required for the County for design or operations of the Study, thanks to funding provided by the Adolph Coors Foundation
- It is anticipated that the involved population will experience improvements in health and satisfaction while lowering cost
- The Inter-Governmental Agreement presented today for the Maricopa County Board of Supervisors' consideration outlines the terms of this groundbreaking collaboration.



Questions and Discussion