

Integrative Primary Care Clinic

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February 15, 2012

Background

- The Arizona Center for Integrative Medicine, a Center at the University of Arizona, has developed a new model to deliver Integrative Primary Care services to individuals
- Focus groups were held in Phoenix and Tucson to obtain feedback in order to shape the final model
- The new Phoenix Integrative Primary Care clinic opening is scheduled for July 1, 2012
 - A second clinic is planned for Tucson, targeting early 2013 for opening
- The Phoenix Clinic will be the site for a comparative health outcomes study fully funded by the Adolph Coors Foundation.

Goals

- Clinic
 - To establish a viable, sustainable and replicable model for integrative Primary Care that can be utilized by Fellowship graduates across the country
 - Support Integrative Medicine education
- Integrative Medicine PrimAry Care Trial (IMPACT) - a comparative health outcomes study that will:
 - Study the health and cost outcomes of two models of primary care, integrative and conventional
 - stimulate discussion on insurance reimbursement for integrative care
 - open new avenues for policymakers to consider when trying to reduce health care costs

Integrative Medicine: Definition *

- Healing-oriented medicine that takes account of the whole person (body, mind, and spirit), including all aspects of lifestyle
- Emphasizes the therapeutic relationship
- Makes use of all appropriate therapies, both conventional and alternative

* (Arizona Center for Integrative Medicine)

Integrative Medicine: Defining Principles

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

Integrative Medicine: Defining Principles

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

Integrative Primary Care: Definition

- The Arizona Center for Integrative Medicine is sponsoring an effort to design and launch an innovative new Integrative Primary Care Clinic that
 - Embodies all the principles of Integrative Medicine and Primary Care in a fully integrated manner at a single location.
 - Provides evidence-based, patient-centered care, emphasizing prevention and wellness,
 - Provides not only usual services covered by conventional health insurance policies, but also an extensive range of services not typically covered.
 - A key goal of this effort 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.
- Initial focus of the clinic: Adults only initially; later add children

New Integrative Primary Care Model

- Key Features

- Integrative Medicine Philosophy and Principles
- Increased Access
- Leverage Technology
- Group Visits
- Health Coaches
- Health Partnership
- Team Care Model
- Many Additional Resources
- Hybrid Model

Health Partnership

- Integrative Primary Care physicians and care team members support each individual on their journey towards health and wellness
- Each individual's goals, beliefs and values are taken into account
- Each individual is provided with the necessary information to make informed decisions about their care and to facilitate the patient's capacity to heal
- Patient and Integrative Primary Care physician discuss and sign acknowledgement, committing to fully participate in this health partnership

Health Partnership Acknowledgement

- These are some of the components of health that we feel are most important.
 - Movement and/or exercise.
 - A healthy diet
 - Healthy sleep
 - A healthy weight
 - Avoiding harmful habits.
 - Healthy relationships.
 - Managing stress.
 - Maintaining balance.
- Both the patient and the physician would sign the acknowledgement committing to do their best to uphold their part of the health partnership

Team Care Model

- Following the initial visit, each 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
- Complex patients will be presented and discussed at weekly Integrative Case Rounds

Many Additional Resources

- Ability to participate in a set number of 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
- Books and CDs available
- Access to recommended herbal preparations and supplements at a discount, if desired

Hybrid Financial Model

- 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 primary purpose of this new Integrative Primary Care Clinic is to provide the highest level of wellness, preventive and evidence-based primary care services to each and every patient in a truly healing and fully integrative manner
- There is a need to demonstrate benefits of such an approach so that there can be changes in both health care delivery and the way it is financed.
- AzCIM received funding from the Adolph Coors Foundation for a study which will compare “care as usual” to integrative medical care for identified conditions in the Maricopa County employee and adult dependent population
- The results of the study will be used to influence the national discussion on financing of wellness, preventive and integrative health care services.

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
 - 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
- Examples of the type of data to be considered: patient satisfaction, quality of life, health outcomes, cost of care
- 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

Study Logistics

- Additional study design and statistical support is being obtained from the Health Outcomes and Pharmacoeconomics (HOPE) Center.
- IRB approval for Phase I has been obtained.
- A Scientific Advisory Board has been formed.
- 2-years of medical/pharmacy claims data along with biometrics and health risk appraisal data will be utilized as a baseline.
 - Selection of target conditions, interventions and metrics
 - Comparison point to determine impact
- Measurement will be ongoing over the course of 18-24 months

Study Logistics (continued)

- Key measurement domains
 - Patient satisfaction
 - Quality of Life
 - Condition-specific biometric indicators
 - Utilization of services
 - Cost
- Promotion of the Clinic and the Study to employees will begin later this month
- Additional promotion will be done during open enrollment
- There will be a study coordinator in the clinic to facilitate enrollment and data collection
- Publication of several articles in peer reviewed journals is planned

Summary

- The new Integrative Primary Care Clinic is scheduled to be open and available to county employees and their adult dependants July 1, 2012
- The Clinic will offer both enhanced access and a much broader array of services
- Patients will have the option to also participate in this ground-breaking study
- As the first AzCIM Integrative Primary Care Clinic, all aspects of the clinic will be studied
 - Influence discussion on financing of wellness, prevention and integrative health care in this country
 - Creation of an integrative health outcomes network
 - Provide a roadmap for fellows to enable them to launch and operate effective and efficient integrative primary care clinics



Questions and Closing Comments