

If you do NOT wish to receive the Tuesday letter, please let me know. Thanks.

ACCAHC Tuesday Letter: August 10, 2010

Below and attached. Typically sent 2nd & 4th Tuesdays of each month to ACCAHC leaders and project participants

Hello ACCAHC Board Members, WG Members, Organizational Leaders, Advisers, Key Donors:

This is the 9th Tuesday Letter sent with brief updates, events and hopefully useful information to you. We are sending bcc to limit your email. **If you wish to communicate something with the whole group, please let us know.** This letter is also attached.

New Co-Chairs for 2 ACCAHC Working Groups: Jason Wright (CWG) & Greg Cramer (RWG) ACCAHC begins the new school year with two significant leadership changes:

- **Jason Wright, LAc, Clinical Care Working Group**, Jason Wright, MS, LAc, NCCAOM is the dean of the [Finger Lakes School of Acupuncture and Oriental Medicine](#) associated with New York Chiropractic College. Jason has been an active member of the CWG, including participation on the team that developed the ACCAHC Competencies document. He will take over for Kathy Taromina, LAc, who will remain on the CWG. Thank you Kathy – and thank you Jason. Marcia Prenguber, ND is the other CWG co-chair.
- **Greg Cramer, DC, PhD, Research Working Group** is the dean of [research at the National University of Health Sciences](#) where he also is the principal investigator on one of the NIH NCCAM “R-25” education grants. Through these grants, institutions increase the focus on evidence-based healthcare and evidence-informed practices in their teaching. Cramer steps up at a time when Roni Evans, DC, PhD is stepping down to finish a sabbatical. Good luck Roni, and welcome Greg. Greg met with J. Weeks in Seattle for the better part of an afternoon on August 10 to discuss plans. Heather Zwickey, PhD, is co-chair.

ACCAHC Representatives to National PAINs Conference: Steve Given, John Weeks – interested? (Opportunities in regional meetings in Seattle, Boston, Chicago, Tampa, San Diego) Steve Given, DAOM, LAc, the director of the DAOM program at Bastyr University and a leader of the Council of Colleges of Acupuncture and Oriental Medicine will join executive director John Weeks as ACCAHC’s representatives to the national PAINs project. The 1st of 5 regional meetings will be held in Seattle on August 19, 2010. The PAINs project is:

“... a national initiative of the [Center for Practical Bioethics](#) to access the capacity and readiness of individual leaders and organizations to collaborate for the purpose developing a national strategic plan to improve the treatment of chronic pain.” (The initiative is funded through Purdue Pharma.)

ACCAHC learned of the initiative via Rick Marinelli, ND, LAc, a past president of the inter-disciplinary American Academy of Pain Management. At the time, no individuals from the ACCAHC disciplines were slated to be participants. **The program directors have asked ACCAHC for other nominees for meetings**

planned for Boston, Chicago, San Diego, and Tampa, leading to a national meeting and report mid-2011. Please contact John Weeks if you are interested. Let's make sure these fields are well represented.

Via ACCAHC, U Bridgeport's Jennifer Johnson, ND invited to Health Coach

Summit: Jennifer Johnson, ND, a member of the faculty at University of Bridgeport's program in naturopathic medicine will also represent ACCAHC disciplines at the invitational Health Coach summit September 26-27, 2010. The group will develop standards for clinical health coaching. Johnson was nominated via Guru Sandesh Khalsa, ND, the program's dean and an ACCAHC Board member. Johnson will join Cheryl Hawk, DC, PhD and potentially executive director John Weeks, who was also invited. We plan to utilize the group of interested professionals as a response and input team as this multi-stage process going forward. **Let us know if you are interested or if you know someone in your field or institution who is significantly involved in the wellness/coaching arena.**

Comment from Allina's Lori Knutson, RN Re: Federal Panels, Coaching Lori Knutson, RN, BSN, HN-BC, an ACCAHC adviser who is director of the nation's most significant inpatient integrative care program at Allina Hospitals and Health Care sent this note following the July 27 Tuesday Letter's news of ACCAHC nominees to federal posts, and the health coaching initiative:

A comment: There is a challenge, from my clinical perspective, that these [FEDERAL] panels will be very heavy on the academic represented side and minimally represented by the non-academic clinical environments of private and public hospital's/health care systems. The potential disconnect between policy, academia, and the lived clinical environment is concerning to say the least. Equal representation in areas of expertise is the desired outcome for true transformation.

Regarding the Health Coaching summit, we currently have 5 health coaches on staff and have taken the U of M CSH Health Coach students for semester clinical experiences. We have created a **healthcare motivational coaching curriculum** which focuses on the activation of an individual to sustain lifestyle changes which is not typically part of a health coach curriculum. I am also aware that 3rd party payers are training their own coaches with the focus on helping their members achieve the outcomes determined by the insurance company as pertinent.

I share this to demonstrate a little of the variety in the yet to be determined field of health coaching. **What needs to be part of the curriculum development is a focus on what the gap is in individuals knowledge, skills and level of confidence to activate sustainable healthy lifestyles.** Much of what I am seeing right now in health coaching approaches are based on the particular institutions goals are (often based on health care cost/utilization) instead of what will transform the consciousness that needs to occur for a healthy nation. **[bold added]**

Knutson made it clear that "this is not about being confrontational or adversarial. My intent is to express the less active voice of the clinical environment where the vulnerability and potential for individual health transformation can take place. I wish to advocate for more active input from the purely clinical provider perspective (and perhaps the clinical administrative perspective). Often clinicians with no academic or political association do not advocate for advancing their world; partly because they are just so busy doing the work."

CEDR CAMPAIGN: August 10 Update & News

This regular update features ACCAHC work to promote inter-professional education and to nudge you each to help get the [ACCAHC Clinicians and Educators Desk Reference \(CEDR\)](#) into required course materials at your programs and institutions. Success in placing this book advances

ACCAHC's inter-professional education mission and ACCAHC's revenue base since ACCAHC nets \$10-\$13 per copy sold. Contact Beth Rosenthal, campaign manager, with ideas or questions: brosenthal@accahc.org.

- **Northwestern University selects CEDR for Faculty Development Retreat** Northwestern University of Health Sciences has decided to purchase 104 copies of the ACCAHC CEDR for a September 2010 "Faculty Development" retreat. Renee deVries, DC informed us of the decision.
- **University of Medicine and Dentistry Institute for Integrative Medicine** The CEDR will be a required text in CAM Seminar, required for Masters of Science in Health Sciences in Integrative Health and Wellness students. Karen Malone, MA and Adam Perlman, MD, MPH were the leads in this decision.
- **CEDR teams estimate over \$6500 in sales for 2011** Preliminary estimates from Beth Rosenthal, project manager, are that the current schools in which the CEDR is required will generate roughly \$6500 in 2011 revenues. **If 50% of the ACCAHC schools required the CEDR, ACCAHC would generate over \$50,000 annually to support its mission.**
- **Plans in development for CEDR as part of ACCAHC individual college membership drive** The ACCAHC executive committee agreed in its executive committee meeting August 9 to recommend to the Board at its August 17 meeting a fall individual college membership campaign in which the CEDR will feature prominently. In effect, each school will have the chance to directly advance inter-professional education (IPE) in its students in the act of becoming a member. More soon!

CAHCIM News

- **Berman *NEJM* acupuncture paper** CAHCIM circulated a copy of founding co-chair Brian Berman's acupuncture review recently published in *NEJM* with their August 6 letter. The article is entitled "Acupuncture for Chronic Low Back Pain." Those interested in a copy, contact John Weeks (jweeks@accahc.org).
- **Integrative Nursing conference for Spring 2011** CAHCIM member Rob Saper, MD is involved in planning an integrative nursing conference in May 2011. For more information, contact John Weeks (jweeks@accahc.org).

EVENTS & CONFERENCES

- **Symposium on Yoga Research, (www.sytar.org) October 1-3, 2010.** Presented by ACCAHC member the International Association of Yoga Therapists (IAYT) and hosted by the Himalayan Institute, Honesdale PA. This historic meeting is the first widely publicized and comprehensive academic meeting in the West on Yoga therapy research. IAYT is a member of the Traditional World Medicines Group within ACCAHC. John Kepner, IAYT executive director is the co-organizer, along with Sat Bir Khalsa, PhD of Harvard Medical School at Brigham and Woman's Hospital in Boston.

- **ACCAHC Conference for Educators June 26-28, 2011** Many of you are now or will soon be planning your budgets for 2011. Get the ACCAHC Conference for Educators in your planners and in your budgets!
- **North American Research Conference on Complementary and Integrative Medicine: [May 15-18, 2012](#)**

Here's hoping you find this efficient and useful. Let me know if you have information to report or ideas for how the Tuesday Letter might better serve you.

John

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