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## ACCAHC Tuesday Letter: September 20, 2011

Hello ACCAHC Board Members, Working Group Members, Organizational Leaders, Advisers, Key Donors & Friends -- This is the **27th** Tuesday Letter. If you wish to communicate something with the whole group, please let us know. This letter is also attached.

### ACCAHC part of well-received CAM presentation to Board of Governors of the Patient Centered Outcomes Research Institute (PCORI) September 19

On September 19, 2011 the Board of Governors of the powerful new Patient-Centered Outcomes Research Institute (PCORI – [www.pcori.org](http://www.pcori.org)) heard from a CAM panel that included 2 ACCAHC leaders during a “listening session” in Washington State. The panel was organized by **Robert Mootz, DC**, with the Washington State Department of Labor and Industries and included RWG member **Carlo Calabrese, ND, MPH** (representing the Naturopathic Physicians Research Institute), health services researcher **Dan Cherkin, PhD** (Group Health Research Institute), **Michelle Simon, PhD, ND** (Washington State Health Technology Assessment clinical committee member) and **John Weeks, ACCAHC executive director**. Mootz reported back the next morning that:

“ Feedback received so far was that it was useful. The chair especially appreciated our organization and plowing through all the information while only going 12 minutes over. Several observers who were there mentioned to me this morning that they were quite impressed with the degree of CAM accomplishments and how well our presentation truly aligned with what PCORI is supposed to be all about. Patient-centeredness and how the whole context of intervention needs to stay on the radar screen. That 50% of NCAM funding to PNW institutions stuck, as well as the degree of explicit integration (any willing provider, collaborative research, etc).”

The central message, which included highlighting the Pacific Northwest, was presenting the patient-centered nature of the CAM movement. The group urged the PCORI Governors to explore what patients actually buy – the whole, health-focused practices of our disciplines. We urged PCORI to include CAM researchers in their teams, task forces, and staff. The Board is charged with eventually dispensing some \$625-million a year to fund patient-centered outcomes research – by far the most significant investment

of any agency in health services research and outcome. The entire CAM team is impressed with the depth of the Board's effort to truly be patient-centered. Founding RWG co-chair **Christine Goertz, DC, PhD** is one of the Governors. (Copies of the slides are available to those interested.)

- **ACCAHC submitted comments to PCORI on August 31** on the draft of the Definition of Patient Centered Outcomes Research and on its "Tier 1 projects." These are attached. I referenced our participation in this process, and the ACCAHC membership structure, as part of my presentation.

## Other Policy-Related

- **Janet Kahn, PhD selected to a role with National Prevention Council** Janet Kahn, PhD, former RWG member and executive director of the Integrated healthcare Policy Consortium (IHPC- <http://ihpc.info>) was asked serve the Advisory Group on Prevention, Health Promotion, and Integrative and Public Health as an outside expert on their Working Group on the Affordable Care Act. The IHPC birthed ACCAHC.

## The Lia Fund makes \$20,000 grant to support ACCAHC general operations!

It is a great pleasure to announce that The Lia Fund has granted ACCAHC \$20,000 to support our 2011-2012 work! This follows a \$15,000 grant in 2011. Sharon Weill, with the Fund, said that the grant is "very high for this year's giving." The Fund is winding down operations toward a 2013 closure. She added: "We wanted to give you as much as we could because (ACCAHC is) doing great things. We're all behind you!" The Fund was established following the death of Weill's sister, who had been a neighbor of ACCAHC executive director Liza Goldblatt, PhD, MPA/HA. Goldblatt connected us to the Fund. This is ACCAHC's single largest grant, other than those of founding philanthropic partner Lucy Gonda.

## Primary Care Project Update

- **ACCAHC's Meeker, Bettenburg attend invitational meeting for the Institute for Alternative Future's Primary Care 2025 project** Through the ACCAHC Primary Care Project, Bill Meeker, DC, MPH, and Rita Bettenburg, ND, were among the roughly two dozen professionals invited to participate in the face-to-face meeting of the Primary Care 2025 project of the Institute for Alternative Futures (IAF). IAF's project is funded through the Kresge Foundation. Meeker and Bettenburg are co-leaders, respectively, of the chiropractic and naturopathic teams for the ACCAHC project. In a brief message from the airport following the September 19-20 meeting, Meeker wrote: "Amazing and fascinating conversation. Very smart people in the room. More when I have a chance." More to come.
- **Last discipline paper in; October 31 target** The last of the 4 discipline specific papers was submitted in a penultimate form. The next step is the work of Michael Goldstein, PhD and John Weeks in drafting the opening and closing sections. October 31 is the deadline for a quality draft of the whole white paper.

- **Horace Elliott shares white paper on chiropractors and medical homes** The Foundation for Chiropractic Progress has published *The Role of Chiropractic Care in the Patient-Centered Medical Home*. <http://www.f4cp.com/files/cp-medicalhome.pdf>

## ACCAHC Media

- **Whitney Lowe's *Massage Today* article on "Embracing the Future of Integrative Care" features ACCAHC** The September 2011 issue of *Massage Today* includes a well-received article by massage educator Whitney Lowe (EWG). The publishers asked for a version for their chiropractic publication and Lowe and Mike Wiles, DC, MEd, EWG co-chair, are working on the follow-up. <http://www.massagetoday.com/mpacms/mt/article.php?id=14475>

**Note:** Many of you write articles in your professional journals and magazines from time to time. Consider one on some aspect of ACCAHC's work.

- **International news: ACCAHC mentioned on British Columbia radio** On September 20, the announcer on News1130, a major news radio show in Vancouver BC, introduced listeners to the existence of something called the "Academic Consortium for Complementary and Alternative Health Care." The name was mentioned as a lead into an interview with ACCAHC executive director John Weeks. The interview was related to trends in integrative medicine, a subject on which he will speak as introduction to a [colloquium on integrative medicine models](#). The colloquium takes place the afternoon of September prior to the awarding of the \$250,000 2011 Dr. Rogers Prize.

## ACCAHC Interprofessional Education/Care Notes

- **The IPE "Elevator Speech" - CWG exploring development of a short web-video on IPE for ACCAHC disciplines** The ACCAHC Education Working Group recently discussed the low profile "IPE" has with most ACCAHC school educators. *Why should they care?* The group identified as a useful project the creation of a short "elevator speech" video on the value of IPE/C for the CAM disciplines. A task force will begin working next month on what it imagines will be a 1-3 minute video to post on the ACCAHC site.
- **Attending the CAB III in Tucson?** Some 500+ leading IPE/C educators are! ACCAHC community members who we know are planning to attend are Liza Goldblatt (ACTCM), Vince DeBono (NUHS), Mike Wiles (Northwestern), Jan Schwartz (Education and Training Solutions), Tim Callahan (Bastyr), John Weeks (ACCAHC), and Beth Rosenthal (ACCAHC). Please let us know if you plan to attend. ACCAHC is a sponsor. <http://www.cabarizona2011.org/>
- **Additional IPE conference option** CWG co-chair Jason Wright, LAc sends notice of an IPE meeting in Portland, Oregon October 13-14 that specifically targets training the trainers: "Preparing Providers for Health Care Reform: 10 Tips for Teaching Transdisciplinary Team Care." <http://www.absame.net/dcms/civicrm/event/info?reset=1&id=3>

## ACCAHC contacts IOM on “Global Forum on Innovation in Health Professions Education”

The Institute of Medicine will be making an ongoing commitment to fostering interprofessional education starting in 2012 as part of a **Global Forum on Innovation in Health Professions Education**.

On September 12, the ACCAHC Executive Committee passed a resolution to support exploring the potential of ACCAHC participation in what is expected to be a multi-year forum. The American Association of Medical Colleges and related organizations for nursing, public health, dentistry, pharmacy and osteopathy are each sponsoring members into the forum. IOM staff responded to the ACCAHC query with a comment that the fields would “add a wonderful dimension to our discussions.” Following suggestions of Liza Goldblatt and Bill Meeker, ACCAHC subsequently clarified that any council of school members (ACC, CCAOM, AANMC) might seek to be involved. The sponsorship fee - \$15,000 a year for 3 years plus support of the representative – is steep for ACCAHC and most college councils. ACCAHC is exploring the possibilities of a funder supporting participation.

### ACCAHC Community Notes

- **COMTA has two openings for Commissioners** Kate Zulaski, executive director of the Commission on Massage Therapy Accreditation writes of the openings that [they are looking for](#) “practitioners of either massage or aesthetics. If you would pass on the position announcement attached to people you think might be good candidates, or those who you think would know good candidates, I’d really appreciate it. There is also more information available on our website. Candidates do not need to be familiar with COMTA or with accreditation, but teaching experience would be helpful.”  
<http://www.comta.org/about-comta/commissioners-elections-appointments/>
- **Article on expanding healing options in primary care** Greg Cramer, DC, PhD shares a useful article from a Group Health Research Institute team, based on focus groups of clinicians and patients, entitled “Patient and Clinician Openness to Including a Broader Range of Healing Options in Primary Care.” *Annals of Family Medicine*, Vol. 9, No. 5. Sept-Oct 2011.
- **Kathy Taromina, LAc (CWG) on her group’s new integrative oncology book** Individuals associated with the Columbia University Hospital integrative oncology group have published [Integrative Strategies for Cancer Patients: A Practical Resource for Managing the Side Effects of Cancer Therapy](#).
- **Palmer College has openings for 2 research faculty positions** Christine Goertz, DC, PhD writes that the school has two full time research faculty positions at the Palmer College of Chiropractic Davenport campus. For information contact Goertz or [jweeks@accahc.org](mailto:jweeks@accahc.org)
- **Biennial Meeting sponsor Seroyal announces webinar on trans-dermal product** On October 26, Seroyal presents a [webinar to showcase](#) research on a bodywork product.

- **Council of Advisers member Lori Knutson on study team for influential survey of health workers and CAM use** The finding that 75% of health workers use CAM and 41% use CAM practitioners – both higher than levels for all workers – was widely picked up in the media. [Personal Use of Complementary and Alternative Medicine \(CAM\) by U.S. Healthcare Workers.](#)
- **CORRECTION: It's Gerard Clum, DC** The last Tuesday Letter [article](#) acknowledging the decision of Life University to become an ACCAHC Sustaining Donor incorrectly listed Life University leader Gerard Clum, DC as Gerald Clum, DC. Apologies.

## News from the Consortium of Academic Health Centers for Integrative Medicine (CAHCIM)

These news items are typically from the CAHCIM newsletter. ACCAHC and CAHCIM routinely share newsletters.

- **CAHCIM adds new members institutions** Cleveland Clinic and MD Anderson Cancer Center have been approved as Academic Health Center members, and Aurora Health Care joined CAHCIM as the first Affiliate Institutional member. Tanya Edwards will serve on the CAHCIM Steering Committee for Cleveland Clinic and Lorenzo Cohen for MD Anderson. For Aurora Health Care, Kristen Reynolds and Rebecca Schultz are the representatives.
- **U Arizona and ABIHM back move toward Board Certification in Integrative Medicine** According to a note from Vic Sierpina and David Rakel, each leaders of both CAHCIM and the American Board of Integrative and Holistic Medicine (ABIHM): “The ABIHM had previously approached the [Arizona Center for Integrative Medicine](#) (U of A) to explore the possibility of board certification. Although the U of A was not ready to move forward at that time, they have now taken a leadership role in the formation of a new board to explore this opportunity, and they recently announced that they have contracted with the American Board of Physician Specialties (ABPS) to develop a new board and certification process for those with formal IM training.”

A separate note from the Arizona Center notes that a part of the reason is that “it is now popular in the marketplace to say you practice IM - yet anyone can say so, whether they studied for an hour, a weekend, or ten years.” ABIHM has certified 1500; the Center has graduated 800 fellows. The process of establishing the Board is expected to take 18-months-2 years.

## EVENTS & CONFERENCES

- **Research Symposium October 26 in Los Angeles** The Consortium of Academic Health Centers for Integrative Medicine (CAHCIM) sends an invitation to the inaugural *One-Day Research Symposium in Integrative Medicine and Health*. The symposium will be held in Los Angeles, California on Wednesday, October 26, 2011. The goal is “to facilitate a gathering where researchers from a variety of disciplines, at all levels of training, will be able to share their work and connect.” NCCAM’s Josephine Briggs, MD, keynotes.

(<http://www.imconsortium.org/researchday/index.htm>) If you have any questions please contact CAHCIM at [cahcim@umn.edu](mailto:cahcim@umn.edu). "

- **[Collaborating Across the Borders III, November 19-21, 2011](#)**. The Center for Interprofessional Education and the American Interprofessional Health Collaborative are pleased to announce Collaborating Across Borders III. This major conference on interprofessional education will take place on November 19-21, 2011 in Tucson, AZ. Check with [jweeks@accahc.org](mailto:jweeks@accahc.org) for information on ACCAHC's planned role at this meeting. <http://www.cabarizona2011.org/>
- **International Research Congress on Integrative Medicine and Health (formerly NARCCIM – sponsored by CAHCIM): [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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