Complementary and Alternative Medicine in Health Promotion and Disease Prevention

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"There are huge gaps in health and health-system development within and between countries. Inequalities are growing, and this is the most worrisome trend for European health policy-makers: these differences mean a gap in life expectancy of around 12 years in the Region."

The Regional Director of WHO, Dr. Z. Jakab's opening speech at this event
Expected rise in healthcare costs

Source: Medical Technology Innovation Scoreboard. The race for global leadership (2011)
Among the major influences contributing to the epidemic of chronic disease are genetic vulnerability, the powerlessness and despair of poverty, the debility produced by chronic stress, and the fragmentation of family and community life that leads to isolation and a lessened sense of purpose and meaning.
Chronic Care Model

Preventive cardiology

Key messages

- **Risk factor screening** including the lipid profile may be considered in adult men ≥40 years old and in women ≥50 years of age or postmenopausal.

- The physician in **general practice** is the key person to initiate, coordinate and provide long-term follow-up for CVD prevention.

- The **practising cardiologist** should be the advisor in cases where there is uncertainty over the use of preventive medication or when usual preventive options are difficult to apply.

- Patients with cardiac disease may participate in **self-help programmes** to increase or maintain awareness of the need for risk factor management.

- **Non-governmental organisations** are important partners to health care workers in promoting preventive cardiology.

- The **European Heart Health Charter** marks the start of a new era of political engagement in preventive cardiology.
Integrated patient-centered care

Usual Care
- Fragmented
- Not coordinated

Behavioral health care

Specialist care

Primary care
- Prevention
- Acute Care
- Chronic Care

Other care

Delivery System Transformation and Practice Redesign

PC Team
- PC Physicians
- BH Specialists
- Specialists
- Other licensed health care providers

Coordination
Collaboration
Communication

Care
- Integrated
- Team-based
Core of Team-Based Care

Practice Team
- Physician
- Patient

Family

Caregivers
- Immediate family
- Extended family
- Friends
- Neighbors

Nurse
MD/CAM practitioner
Medical Assistant
Office Staff
Care Coordinator
Nutritionist/Educator
Pharmacist
Behavioral Health
Case Manager
Social Worker
Community resources
Others...

Adapted from:
Defining Primary Care: An Interim Report, Institute of Medicine 2004
# SWOT analysis of patient-centered care

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<th><strong>W</strong>eaknesses</th>
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<tr>
<td>Patient-centered model</td>
<td>Requires considerable change in practice</td>
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<td>Emphasizes use of evidence-based medicine including CAM</td>
<td>Unknown return on investment</td>
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<td>Reason to expect that it will improve quality &amp; bend the curve on costs</td>
<td>May disenfranchise small practices</td>
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<td>Payment models encourage investment to promote quality</td>
<td>Workforce projections for primary care</td>
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<td>Public &amp; private projects and programs</td>
<td>Depends on primary care workforce</td>
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<td>Collaboration with other professions and across specialties</td>
<td>Consumers may not understand/accept the model (or name)</td>
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<td>Health information technology</td>
<td>Unintended consequences</td>
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<td>Modeling of different payment models and organizational structures</td>
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Michael S. Barr, 2009
Of the 60% of patients who use online health information (e-patients):

- 60% say the information affected a decision about how to treat an illness or condition
- 53% say it led them to ask their physician new questions or to get a second opinion
- 49% say it changed the way they think about diet, exercise, or stress management
- 60% say they or someone they know has been helped

Source: Pew Internet & American Life Project
Relative Physical Invasiveness of Selected Therapeutic Techniques

Techniques Favored by Selected Health Care Systems

- Biomedicine/Osteopathy
- Homeopathy
- Ayurveda, Chinese Medicine, Naturopathy
- Dance/Movement Therapy
- Physiotherapy
- Chiropractic† Manipulative Osteopathy
- Massage Therapy
- Faith-Based and Psychotherapeutic Approaches
- Bioenergetic and Shamanic Approaches
- Art Therapy
Whole person approach in CAM

Spiritual  Mental

Physical  Psychosocial

Whole Person Orientation

Coordinated Integrated Care

Personalized care across acute and chronic problems, to include prevention and focus on the physical, social, environmental, emotional, behavioral and cognitive aspects of health care.
The regulatory status of Complementary and Alternative Medicine for medical doctors in Europe 2010
Rationales for CAM Education in Health Professions Training Programs

(1) the prevalence and growth of CAM use
(2) need for enhanced communication between conventional providers and patients using CAM
(3) need to enhance safety of CAM use and interactions with conventional care
(4) CAM education's positive impact on broadening core competencies for conventional health care professionals
(5) positive impact on enhancing cultural competency
(6) need for better communication between conventional and CAM providers
(7) potential for improving health care coordination
(8) potential impact on increasing CAM research quality and capacity
(9) potential for enhancing quality of care through informed CAM use
(10) response to governmental, legislative, and other mandates

Health literacy education: EU Platform for Action on Diet, Physical Activity and Health 2012

• Front of pack (FOP) food labelling systems for better consumers choices
• Drastically reduce SFA (saturated fatty acids) consumption
• JRC's activities on countering childhood obesity via behavioural science & ICT approaches
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• CAM: evidence for food supplements and functional foods with impact on health
Together...with CAM for Health!

HEALTH AND CONSUMERS