Principles of Health Policy Advocacy

- Find Your Message
- Stay on Message
- Take the High Road
- Visibility Wins
Integrative medicine should be considered as a therapeutic option for patients with chronic conditions seen in a general internal medicine practice.
Visibility Wins
Visibility in Waiting Room
The benefits of massage therapy extend to a variety of conditions...
Integrative Medicine Message in Hallway

Health is a state of body. Wellness is a state of being.

J. Stanford
Visibility in Electronic Health Record Referral Process
Visibility in EHR Order Sets for Patient Information
Transforming Clinical Practice Initiative (TCPi)

- The Transforming Clinical Practice Initiative is designed to help clinicians achieve large-scale health transformation. The initiative is designed to support more than 140,000 clinician practices over the next four years in sharing, adapting and further developing their comprehensive quality improvement strategies. The initiative is one part of a strategy advanced by the Affordable Care Act to strengthen the quality of patient care and spend health care dollars more wisely. It aligns with the criteria for innovative models set forth in the Affordable Care Act:
  - Promoting broad payment and practice reform in primary care and specialty care,
  - Promoting care coordination between providers of services and suppliers,
  - Establishing community-based health teams to support chronic care management, and
  - Promoting improved quality and reduced cost by developing a collaborative of institutions that support practice transformation.
As Opioid Epidemic Rages, Complementary Health Approaches to Pain Gain Traction

Jennifer Abbasi

A recent review of clinical evidence published in Mayo Clinic Proceedings. Among the popular complementary therapies that did not show benefit in the provide better care to the millions of people whose chronic pain is mistreated or under-
Comprehensive Primary Care Plus (CPC+)

- A national advanced primary care medical home model that aims to strengthen primary care through a regionally-based multi-payer payment reform and care delivery transformation.
- CPC+ will include two primary care practice tracks with incrementally advanced care delivery requirements and payment options to meet the diverse needs of primary care practices in the United States (U.S.).
- The care delivery redesign ensures practices in each track have the infrastructure to deliver better care to result in a healthier patient population.
- The multi-payer payment redesign will give practices greater financial resources and flexibility to make appropriate investments to improve the quality and efficiency of care, and reduce unnecessary health care utilization.
- CPC+ will provide practices with a robust learning system, as well as actionable patient-level cost and utilization data feedback, to guide their decision making.
- CPC+ is a five-year model that will begin in January 2017.
CPC+

Practices can participate in One of Two Tracks

**Track 1**

- **Up to 2,500 primary care practices.**
- Pathway for practices ready to build the capabilities to deliver comprehensive primary care.

**Track 2**

- **Up to 2,500 primary care practices.**
- Pathway for practices poised to increase the **comprehensiveness** of care through enhanced health IT, improve care of patients with **complex needs**, and inventory resources and supports to meet patients’ **psychosocial needs**.
## CPC+

### Payment Design

<table>
<thead>
<tr>
<th>Track 1</th>
<th>Care Management Fee (PBPM)</th>
<th>Performance-Based Incentive Payment</th>
<th>Underlying Payment Structure</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$15 average</td>
<td>$2.50 opportunity</td>
<td>Standard FFS</td>
</tr>
<tr>
<td>Track 2</td>
<td>$28 average; including $100 to support patients with complex needs</td>
<td>$4.00 opportunity</td>
<td>Reduced FFS with prospective “Comprehensive Primary Care Payment” (CPCP)</td>
</tr>
</tbody>
</table>

Source: CMS
Integrative Medicine for All

The mission of IMA is to facilitate accessibility to Integrative Medicine among low-income and medically underserved people.

What is Integrative Medicine?

Do you qualify for $10 office visits?
Are you interested in finding integrative health practitioners who are willing to provide reduced fee services?

Do you want to be listed as a practitioner on our site?
If you are credentialed in your specialty, we will list you for free.
Visibility Wins
Visibility on the Campus of Presbyterian/St. Luke’s Medical Center
Visibility on the Campus of Presbyterian/St. Luke’s Medical Center
What are strategic implications for a health system/medical center?

– This new model can be used to market medical and wellness services to new and existing patients
– Having Integrated PC practice can add value to the community, demonstrating commitment to promoting wellness in the community the health system serves
– This can influence payer mix (many insured patients are being rewarded for participating in wellness programs; this practice can serve as a buffer between employer and employee)
– Opportunity to generate revenue from retail sales of vitamins, wearable fitness trackers, wellness/exercise equipment)
What are areas of study?

– Does co-locating integrative services in a primary care clinic increase patient utilization of integrative medicine services to help manage chronic medical conditions compared to existing standard outgoing referral process to outside location (does a warm handoff help?)

– Can co-location of integrative medicine services in a PC clinic help to reduce total daily dose of morphine equivalent for patients on narcotics for chronic back pain?

– What price are consumers willing to pay for integrative medicine services (individually or in group setting) offered in a PC clinic?
Role of a Manager

• Insure the survival of the business within its competitive environment
Arizona Center’s Coors-Funded Integrative Clinic shuts its doors

by John Weeks, Publisher/Editor of The Integrator Blog News and Reports

The promises of the Integrative Health Center of the Arizona Center for Integrative Medicine (ACIM) were titillating. The Phoenix-based clinic, funded the Adolph Coors Foundation, stimulated strong hopes from ACIM founder Andrew Weil, MD (below). Here was Weil, quoted almost exactly 4 years ago when the Center opened its doors: “We believe our findings will help change priorities of reimbursement and ultimately affect how health care is delivered on a national level.” On July 29, 2016, the Center and its potential were unceremoniously shut down, apparently as an adverse effect of medical industry consolidation.
Principles of Health Policy Advocacy

• Find Your Message
  – Integrative Medicine For All

• Stay on Message
  – Find Opportunities that leverage the message

• Take the High Road
  – More data on outcomes

• Visibility Wins
  – Create an experience for the patient and providers that highlight wellness
• “You must be the change you wish to see in the world.”
  – Mahatma Gandhi