

# 7<sup>th</sup> CS4L Workshop Presentation

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## Paradigm Shifts in Different Sectors

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# Paradigm Shifts in the Health Sector

- Definition of health
- Shift of focus of health care from disease management to prevention and health promotion
- Health care delivery
- Responsibility





# Definition of Health

- Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity<sup>1</sup>

Preamble to the Constitution of the World Health Organization as adopted by the International Health Conference, New York, 19-22 June, 1946; signed on 22 July 1946 by the representatives of 61 States (Official Records of the World Health Organization, no. 2, p. 100) and entered into force on 7 April 1948.

- definition has not been amended since 1948





# Contemporary definition: Integrative Health

- Integrative health takes account of the whole person (body, mind, spirit and emotions), including all aspects of lifestyle.
- To best support health utilize conventional, alternative and complementary therapies that have high-quality evidence to support them



# Integrative Medicine Movement

- Driven by physicians dissatisfied with their current practice
- Leaders/IM organizations predominantly in the USA but spreading globally
  - IM interests in Canada, Norway, UK, France, Spain, Germany
  - Spinoffs – Integrative Oncology, etc.



# Consortium of Academic Health Centers for Integrative Medicine

## Alberta

### University of Alberta

Complementary and Alternative Research and Education (CARE)

[www.care.ualberta.ca/](http://www.care.ualberta.ca/)

## University of Calgary

Canadian Institute of Natural & Integrative Medicine

[www.cinim.org](http://www.cinim.org)

## Ontario

### McMaster University

Family Practice Centre of Integrative Health and Healing

[www.fpci hh.com](http://www.fpci hh.com)

## Quebec

### Laval University

Integrated Approach in Prevention

[www.cours.fmed.ulaval.ca/modules/approche-integree/accueil](http://www.cours.fmed.ulaval.ca/modules/approche-integree/accueil)



# Leading USA organizations



Bravewell Collaborative

[www.bravewell.org/bravewell\\_collaborative](http://www.bravewell.org/bravewell_collaborative)

a community of leading philanthropists who work together to transform our health care system and improve the health of the American public through the advancement of integrative medicine.



# The Summit on IM & Health of the Public



In February 2009, the Institute of Medicine, in partnership with The Bravewell Collaborative, convened The Summit on Integrative Medicine and the Health of the Public to examine the scientific basis of integrative medicine and its potential for improving the health of the nation



# Leading IM Physicians in USA

- **Andrew Weil MD** [www.DrWeil.com](http://www.DrWeil.com)
- **Dean Ornish, MD** [www.pmri.org](http://www.pmri.org)
- **Woodson Merrell, MD** [www.woodsonmerrell.com](http://www.woodsonmerrell.com)
- **James Gordon, MD** [www.jamesgordonmd.com](http://www.jamesgordonmd.com)
- **Rachel Naomi Remen, MD** [ww.rachelremen.com](http://ww.rachelremen.com)
- **Larry Dossey, MD** [www.dosseydossey.com](http://www.dosseydossey.com)
- **Mehmet Oz, MD** [www.droz.com](http://www.droz.com)



# The Fraser Institute

- measures and studies the impact of competitive markets and government interventions on individuals and society.
- Canada spends among the highest on health care when compared with other Universal Health Programs but ranks low on KPIs





In 2006 74% of Canadians stated they had used at least one complementary or alternative therapy sometime in their lives. Albertans (84%) were reportedly the most frequent lifetime users.

(Esmail, N., 2007)



- During the latter half of 2005 and the first half of 2006, Canadians spent more than \$5.6 billion out of pocket for complementary or alternative therapy treatments
- (Esmail, 2007).



- 71% of Canadians regularly take natural health products (NHPs) such as vitamins and minerals, herbal products, and homeopathic medicine because they believe that NHPs are better than conventional drugs, for personal health concerns, or to promote personal health (Health Canada, 2005).



- During the latter half of 2005 and the first half of 2006, Canadians spent more than \$2.24 billion out of pocket for health-related books, medical equipment, herbs, vitamins and special diet programs (Fraser Institute, 2007).



- This disease-driven approach to care has resulted in spiralling costs as well as a fragmented health system that is reactive and episodic as well as inefficient and impersonal.”

(IOM Summit Report p. 8 )



# Proliferation of IM Private Clinics in Canada

- Menu of services
- **Initial Fee - For First Year of Services \$3500 + GST**
- Full Comprehensive Medical Assessment
- Fitness Assessment & Ongoing Counseling
- Nutritional/Diet Assessment & Ongoing Counseling
- Psychological Assessment, Evaluation & Ongoing Counseling
- Massage Therapy Treatments (Limited to 12 Treatments Per Year)
- Ongoing education in the form of newsletters, workshops, bootcamps and more



# Annual Renewal Fee \$3000 + GST

- Medical Visits (as needed) – Billed through Alberta Health Care
- Uninsured Services – Forms, Pre-Employment Exams, Third Party Medicals
- Nutrition/Dietary Counseling
- Fitness/Function Maintenance
- Psychology and Counseling Services
- Ongoing Massage Therapy (12 Treatments Per Year)
- Health and Wellness Information Accessibility – via Email, Website, Mail, and Telephone
- One-on-one Personal Care With Limited Wait Times and Same Day Consultations



# Enjoy the Benefits of:

- Your very own team of health specialists
- On time, no rush appointments
- 24/7 physician access
- Comprehensive head-to-toe health assessment
- Your own personalized health & wellness plan
- Regular communication & health education
- Convenient all-in-one location
- Finally, a truly warm & friendly clinic experience



# Medical Tourism growing industry

- 40,000 Canadians received treatment for medical conditions outside of Canada in 2006 (Esmail, 2007).



# Health Coaching emerging

- Hot trend Entrepreneur Magazine 2009
- Programs – Duke University; University of Minnesota; number of online programs
- Coach Approach appears in BC



# What is Coach Approach®?

The YMCA Coach Approach® is a customized system

- of support that shows incredible success in reducing
- exercise drop-out rates. The idea is to build the exercise
- habit first, then focus on physiological changes that will
- last a lifetime.

Coach Approach® pairs a member with a Y Wellness Coach

- who makes an assessment and then helps set shortand
- long-term health and fitness goals that are regularly
- monitored and adjusted. The six-month process includes
- 3 to 6 one-on-one counseling sessions and other methods
- of support.

**Only 15 to 20% of people stick with an exercise program long enough to see any health benefits. The Y is here to support your success.**



Shift of focus of health care from  
disease management to prevention  
and health promotion



# Health care is geared toward ...

- Acute care - intervention of established disease much of which is preventable

Number one killer of Canadians?

Number two killer of Canadians?



# What to do about it?

- Society wide effort to educate our citizens about health and self-care

Weil, A. (2009)

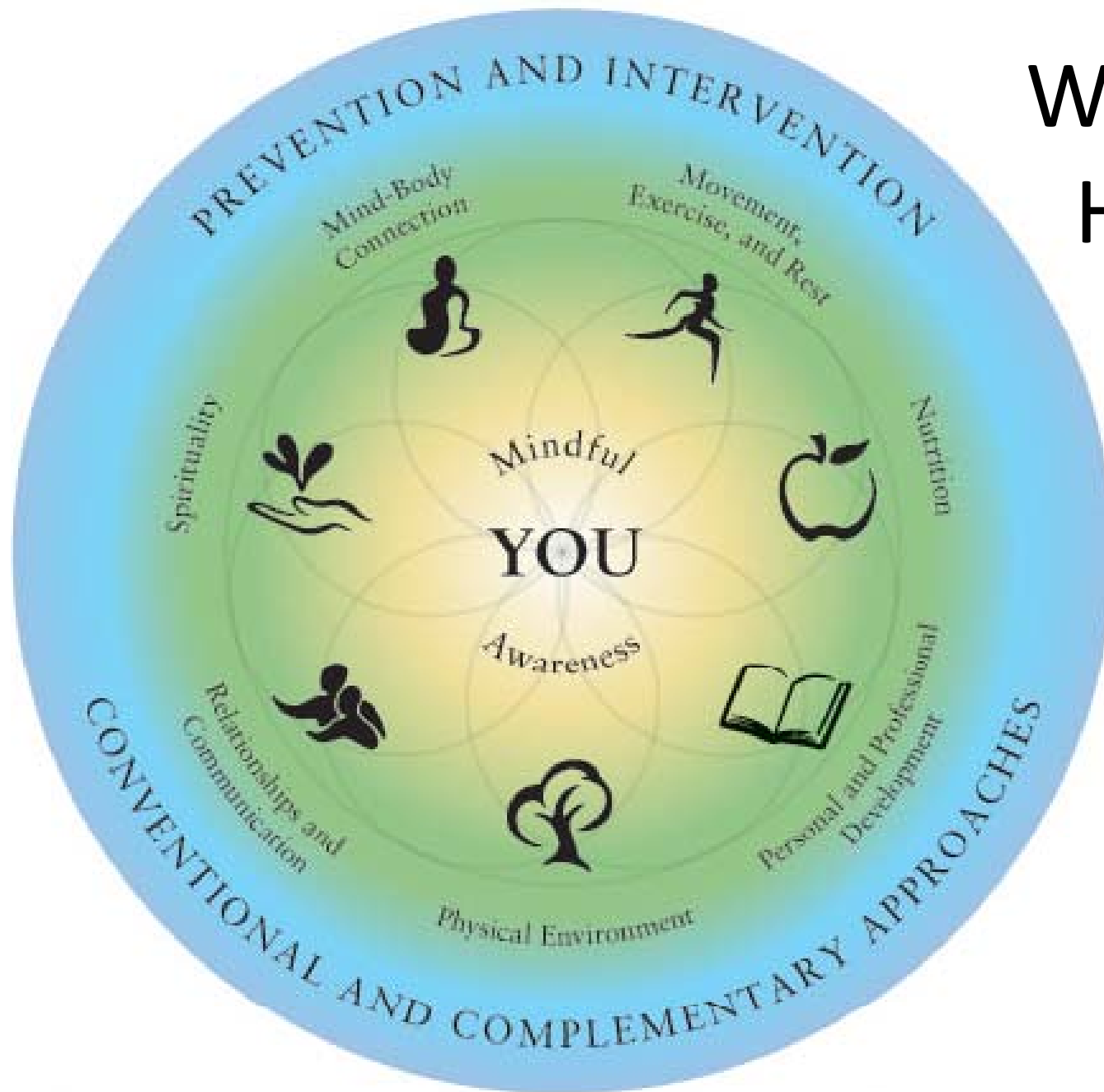


# Responsibility

- Education reform – professional education and personal education (health literacy)
- Policy change
- Changed environment



# Wheel of Health



- Self Care
- Professional Care

Duke University – Integrative Medicine “Wheel of Health”



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