

# Integrative Health & Cancer. . .

## Googling for a Cure

- n **16,700,000** for alternative medicine and cancer
- n **944,000** for complementary medicine and cancer
- n **738,000** for **integrative medicine and cancer**
- n NCI Website: No citation on homepage
- n ACS: No citation on homepage
- n NCCAM Website: No mention of *integrative* on the site
- n 1.5 new diagnoses/yr Nearly 70% report seeking some form of CAM

# Putting the Patient in the Center of Patient-Centered Care

- n Evidence based medicine and integrative medicine are priorities for people with cancer
- n Ten years of IOM reports tell us that we have no system of cancer care, that it is uncoordinated, and does not meet the integrative needs of people with cancer
- n We are all **integrated** beings of body, mind and spirit. Patient-centered care attentively elicits patient preferences and appropriately responds to the integration of those three domains
- n A cancer diagnosis represents a crisis that challenges that integration--**self advocacy** is needed
- n **Curing** is not always possible; **healing** is always possible

# A Plan to Implement Integrative Medicine into Cancer Care

- n Effectiveness of integrative medicine will ultimately be judged in large part by the development and use of **whole patient** Patient Reported Outcomes (PROs)
- n Customized care plans for each patient are desirable tools; successful treatment planning is an interactive process that respects personal preferences and beliefs
- n Plans will only be useful if they are a vehicle for facilitating meaningful communication and a true partnership between patients & their professional care team
- n We must have a public policy agenda that aligns reimbursement with our patient-centered values

***It is more important to know what sort of person has a disease than to know what sort of disease a person has***

*-Hippocrates 460-377 B.C.*