THE UW HEALTH
INTEGRATIVE HEALTH
PROGRAM

History, Overview and Future Directions

March 27, 2017
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1. What is Integrative Health?

Integrative health (IH) focuses on health and healing. According to the Academic Consortium for Integrative Medicine and Health, “Integrative medicine and health reaffirms the importance of the relationship between practitioner and patient, focuses on the whole person, is informed by evidence, and makes use of all appropriate therapeutic and lifestyle approaches, healthcare professionals and disciplines to achieve optimal health and healing.”

The UW Health IH program has embraced this philosophy since its founding in 2001. Historically, the program has been called Integrative Medicine (IM), but changed its name to Integrative Health on January 1, 2017, to reflect similar name changes at the national level. For clarity, we will refer to the program as Integrative Health, or IH, throughout this document.

The name change also better communicates the connotations of the word “health,” as opposed to “medicine.” The word medicine is now more likely to be associated with interventions, or disease management, rather than healthy lifestyles and prevention, which are cornerstones of IH.

The IH program is by definition multidisciplinary and comprises clinical, educational, and research components, which are described on pages 7-13. Educational offerings are developed for medical students; nursing, physician assistant and pharmacy students; residents; fellows; faculty; community clinicians and staff; and the public.
2. Program History

Two events predate the formal creation of the IH program:

- In 1993, the Mindfulness-Based Stress Reduction (MBSR) program was founded by UW Health Preventive Cardiology, which was then housed at 3313 University Avenue (the UW Health Research Park clinic opened in September 1995).

- In 2000, the UW Health Sports Medicine program took over management of the MBSR program and began offering massage therapy services to athletes and eventually a broader range of patients.

In 2001, David Rakel, MD, was hired as a faculty member in the UW Department of Family Medicine and Community Health (DFMCH) and became the director of the newly established IM program—which served as the “umbrella” for the IM consult clinic, the MBSR program and massage therapy services.

From 2001 through today, the IM (now IH) program has added additional clinical services at the Research Park clinic, other UW Health outpatient locations, University Hospital, American Family Children’s Hospital and UW Health at The American Center.

In 2002, it also began offering educational opportunities to medical students, residents and fellows through its academic home in the UW DFMCH.

Most recently, the IH program has been collaborating nationally with the Veterans Health Administration (VHA) to teach a “Whole Health” approach to health care to VHA clinicians nationwide. By October 2017, IH faculty and staff will have taught this curriculum over 60 times at 55 sites to over 2,500 VHA clinicians.

For more details, see the key milestones on the next page.
Key Milestones

1993: Mindfulness-based stress reduction program (MSBR) founded by Katherine Bonus, MA
2000: Massage therapy services offered
2001: IH program and consult clinic formally established; David Rakel, MD, hired as director
2002: IH elective available to medical students and residents; acupuncture services offered
2003: Academic Integrative Health (AIH) fellowship established with David Rakel, MD, as fellowship director; Healing Touch services offered
2004: Feldenkrais® Method services offered
2005: First residential retreat for faculty, staff, and the public held at the Christine Center in Willard, Wisconsin; Charlene Luchterhand, MSSW, hired to manage educational and research activities
2006: Adam Rindfleisch, MPhil, MD, becomes AIH fellowship director; he and Luke Fortney, MD, create Aware Medicine curriculum for medical students and family medicine residents
2007: IH clinical services offered at the UW Health Odana Atrium Clinic, the UW Carbone Cancer Center and University Hospital
2009: MBSR founder Katherine Bonus, MA, launches a series of check-in sessions for UW family medicine residents
2011: Bruce Barrett, MD, PhD, establishes complementary and integrative health research fellowship
2012: Osteopathic manipulative treatment services offered at UW Health Research Park Clinic
2013: Odana Atrium IH physicians move to UW Health Arboretum Clinic at 1102 South Park Street; no-fee massage, healing touch and acupuncture services offered in four inpatient units at University Hospital and in one unit at American Family Children’s Hospital; “Whole Health” initiative launches with Marite Hagman, MPH, AEH, hired as manager
2014: “Whole Health” online library for clinicians created (http://projects.hsl.wisc.edu/SERVICE/)
2015: Medical hypnosis services offered at UW Health Arboretum Clinic and UW Health Research Park Clinic; wellness program opens at UW Health at The American Center Wellness, providing a new location for massage therapy and acupuncture services
2016: Adam Rindfleisch, MPhil, MD, named IH medical director; Greta Kuphal, MD, becomes AIH fellowship director; aromatherapy and music therapy services offered at American Family Children’s Hospital; inpatient massage therapy services and the eight-week MBSR class offered at UW Health at The American Center
2017: Program changes name from “Integrative Medicine” to “Integrative Health”
3. Clinical Components

The IH program’s clinics and services are listed below. Patients come to the program from the community or are referred from throughout the UW Health system.

Clinics

<table>
<thead>
<tr>
<th>Clinic</th>
<th>Location</th>
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<tbody>
<tr>
<td>Integrative Health Primary Care</td>
<td>UW Health Arboretum Clinic (Greta Kuphal, MD, medical director)</td>
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<tr>
<td>Integrative Health Consults</td>
<td>UW Health Research Park Clinic (Adam Rindfleisch, MPhil, MD, medical director)</td>
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<tr>
<td>Wellness Consults</td>
<td>UW Health at The American Center (Lisa Grant DO, MSW, director of wellness services)</td>
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</tbody>
</table>

Services

UW Health staff member Michael Johnson coordinates clinical holistic services.

Jacqueline Kuta Bangsberg manages the UW Health fitness center and IH services.

<table>
<thead>
<tr>
<th>Service</th>
<th>Location</th>
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<tbody>
<tr>
<td>Acupuncture</td>
<td>University Hospital (inpatient)</td>
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<td></td>
<td>UW Carbone Cancer Center (outpatient)</td>
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<td></td>
<td>UW Health at The American Center</td>
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<td></td>
<td>UW Health Research Park Clinic</td>
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<tr>
<td>Aromatherapy</td>
<td>American Family Children’s Hospital</td>
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<tr>
<td>Feldenkrais® Method</td>
<td>UW Health Research Park Clinic</td>
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<tr>
<td>Exercise Physiology</td>
<td>UW Health Research Park Clinic</td>
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<td>Eastern Practices Classes</td>
<td>UW Health Research Park Clinic</td>
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<td></td>
<td>UW Health at The American Center</td>
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<tr>
<td>Healing Touch</td>
<td>American Family Children’s Hospital (inpatient)</td>
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<tr>
<td></td>
<td>University Hospital (inpatient)</td>
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<tr>
<td></td>
<td>UW Carbone Cancer Center (outpatient)</td>
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<td></td>
<td>UW Health Research Park Clinic</td>
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<tr>
<td>Health Psychology</td>
<td>UW Health Research Park Clinic</td>
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<td></td>
<td>UW Health at The American Center</td>
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<tr>
<td>Massage Therapy and Bodywork</td>
<td>American Family Children’s Hospital (inpatient)</td>
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<tr>
<td></td>
<td>University Hospital (inpatient)</td>
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<tr>
<td></td>
<td>UW Health at The American Center (inpatient and outpatient)</td>
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<td></td>
<td>UW Health Research Park Clinic</td>
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<tr>
<td>Medical Hypnosis</td>
<td>UW Health Arboretum Clinic</td>
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<td></td>
<td>UW Health Research Park Clinic</td>
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<tr>
<td>Mindfulness-Based Stress Reduction (MBSR)</td>
<td>UW Health at The American Center</td>
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<td></td>
<td>UW Health Research Park Clinic</td>
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<tr>
<td></td>
<td>Partnerships with the Center for Healthy Minds at the University of Wisconsin-Madison and Madison Metropolitan School District</td>
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<tr>
<td>Music Therapy</td>
<td>American Family Children’s Hospital</td>
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<tr>
<td>Osteopathic Manipulative Treatment (OMT)</td>
<td>UW Health Arboretum Clinic</td>
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<tr>
<td></td>
<td>UW Health Research Park Clinic</td>
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<tr>
<td>Prolotherapy</td>
<td>UW Health Arboretum Clinic</td>
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<td></td>
<td>UW Health Research Park Clinic</td>
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4. Educational Components

For Health Professions Students

Since 2002, four to six fourth-year medical students each year have enrolled in our four-week IH elective rotation, filling it to capacity. Most are in the UW School of Medicine and Public Health (SMPH); however, one or two students each year visit from other medical schools. The elective is unique in that students learn how to promote self-exploration and self-care in addition to learning about IH.

IH faculty have co-directed the SMPH’s “The Healer’s Art” elective for 13 years; taught in or led group sessions for the SMPH’s Patient, Doctor and Society course and Family Medicine Interest Group for seven years; and taught in the DFMCH’s procedures fair for medical students for over 10 years. IH faculty will also teach in the family medicine portion of the SMPH’s new internship prep course.

IH faculty have also given over 30 course presentations at the UW-Madison School of Nursing, UW-Madison School of Pharmacy, the UW Law School and the UW-Madison Physician Assistant Program.

For Residents

Since 2002, 13 to 15 residents each year have enrolled in our two-week IH elective rotation, filling it to capacity. The majority are UW family medicine residents, although most years, one to two residents from other medical centers or the SMPH departments of pediatrics, physical medicine, preventive medicine or psychiatry also enroll.

Since 2006, UW family medicine residents have had the option of participating in the IH program’s Aware Medicine curriculum. Originally supported by a grant from the George Washington Institute for Spirituality and Health, the curriculum, developed by Adam Rindfleisch, MPhil, MD, and Luke Fortney, MD, has offered over 200 family medicine residents an opportunity to gain the experience and guidance needed to maximize their ability to provide authentic, mindful, informed, and compassionate care—for others and for themselves.
In 2009, the UW Health Mindfulness-Based Stress Reduction (MBSR) program founder Katherine Bonus, MA, launched a series of check-in sessions for UW family medicine residents that focus on self-care and the challenges residents face. Bob Gillespie, PhD, the former UW Health MBSR program manager, led those sessions through academic year 2016-2017. In a continuation of that effort, in 2016, IH fellow Vincent Minichiello, MD, piloted a novel training curriculum that adapts the UW Health MBSR program for UW family medicine residents. The program aims to promote resilience and prevent burnout among first-year residents by teaching techniques such as body scan; sitting or walking meditation; and mindful movement, speaking and listening. Preliminary results showed increases in resilience and decreases in perceived stress in the nine participating residents.

For DFMCH Fellows

The DFMCH’s Academic Integrative Health fellowship, currently directed by Greta Kuphal, MD, is one of approximately 30 IH fellowships in the nation—and the only one that combines academic and clinical IH into one experience. Launched in 2003, it has educated 22 fellows as of February 2017. Each year, over 20 complementary health providers from the UW Health IH program and from the greater Madison community offer live seminars to the fellows. The Osher Lifelong Learning Institute at University of California San Francisco also bought one-year rights to use the fellowship’s first-year curriculum, developed by Adam Rindfleisch, MPhil, MD, during academic year 2015-2016.

The DFMCH’s Complementary and Integrative Health fellowship, directed by Bruce Barrett, MD, PhD, trains fellows to identify complementary and integrative health (CIH) research questions, apply critical abilities to design and conduct CIH research, and successfully apply for independent research support. Launched in 2011, it has educated 10 fellows to date.

For Clinicians and Staff

Outreach education is an important focus for the IH program. Following is a summary of initiatives:

- The IH program has hosted continuing medical education programs for clinicians and staff. Previous events have included:
- “Green Medicine,” with guest faculty Karl-Henrik Robèrt, MD, PhD, and Richard Davidson, PhD (2008)
- The Academic Consortium for Integrative Medicine & Health (2011)
- “Whole ME, Whole WE” event at the DFMCH (2015)

- In 2007, David Rakel, MD, was awarded a UW Health Ambulatory Care Innovation Grant, which provided resources to create online teaching modules for clinicians on a variety of conditions commonly seen in primary care. There are currently 17 teaching modules and 32 Supplement Samplers (clinical summaries on supplements) posted on the DFMCH website for anyone to access. New content continues to be added. These materials can be found at http://www.fammed.wisc.edu/integrative/resources/modules/ and http://www.fammed.wisc.edu/integrative/resources/supplement-samplers/.

- IH grand rounds are held monthly for clinicians and staff at the SMPH and the community on a variety of IH topics.

- IH faculty have lectured extensively to clinical professionals at the SMPH, state, nation and world. They have given over 265 presentations at conferences and continuing medical education events; had 37 invited lectureships and professorships; and served as the medical director for five conferences.

- IH faculty and staff have published widely: they have nearly 60 peer-reviewed publications, 45 book chapters and eight books.

- Current and former IH faculty and fellows have written 27 of 114 chapters of *Integrative Medicine*, a comprehensive textbook for learners and clinicians in the field. The textbook, edited by former UW Health IH Director David Rakel, MD, is currently in its third edition, with a fourth edition to be published in the spring of 2017.

- In 2012, David Rakel, MD, was awarded a grant by the Mental Insight Foundation to create a *Culture of Mindfulness in Medicine*. The purpose of this culture is to help foster wellness for clinicians, patients, and our challenged healthcare system. As a
result of this project, mindfulness content and training has reached nearly 200 medical students each year. It has also reached over 300 family medicine residents, physician assistants, physicians and staff—who continue to serve as catalysts throughout UW Health and other health care organizations. A summary of this project was published in the June 2015 issue of W MJ.

• In 2013, the Veterans Health Administration (VHA)—through a subcontract with the Pacific Institute for Research and Evaluation (PIRE)—selected the IH program to develop the initial curriculum for “Whole Health,” a model of care that teaches VHA clinicians and staff to encourage their patients to reflect on what matters most to them and how it relates to their health.

By October 2017, IH faculty and staff will have taught the curriculum over 60 times at 55 sites to over 2,500 VHA clinicians. In addition, to help VHA clinicians better understand and implement the “Whole Health” model, the IH program also developed a supplemental, peer-reviewed online curriculum that includes 35 evidence-based educational modules and over 200 point-of-care clinical tools. This can be accessed at http://projects.hsl.wisc.edu/SERVICE/curriculum/index.html.

For the Public

A goal of IH is to empower patients to take charge of their own health. As part of this mission, since 2007, the IH program has developed 65 patient handouts that provide an IH perspective on a wide variety of health issues. We continue to add to these materials, which can be accessed at http://www.fammed.wisc.edu/integrative/resources/modules/.

As part of the VHA project, faculty and staff are in the process of writing 56 handouts for Veterans on a variety of health topics to promote each person’s “Whole Health.” These can be accessed at http://projects.hsl.wisc.edu/SERVICE/veteran-materials/index.html.
5. Research Components

IH research investigates and implements complementary therapies and new models of care that can help people achieve optimal health and healing. Representative projects include:

<table>
<thead>
<tr>
<th>Project</th>
<th>Funding Agency</th>
<th>Status</th>
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<tbody>
<tr>
<td>“A Comparative Effectiveness Randomized Controlled Trial of Mindfulness Meditation versus Cognitive Behavioral Therapy for Opioid-Treated Chronic Low Back Pain” (PI: Aleksandra Zgierska, MD, PhD)</td>
<td>PCORI</td>
<td>Ongoing</td>
</tr>
<tr>
<td>“Meditation and Exercise for the Prevention of Acute Respiratory Infection” (PI: Bruce Barrett, MD, PhD)</td>
<td>NIH/NCCIH</td>
<td>Ongoing</td>
</tr>
<tr>
<td>“Whole Health Patient Content and Advanced Education for Clinicians” (PI: Adam Rindfleisch, MD)</td>
<td>PIRE</td>
<td>Ongoing</td>
</tr>
<tr>
<td>“Nasal Irrigation for Chronic Rhinosinusitis and Fatigue in Patients with Gulf War Syndrome” (PI: David Rabago, MD)</td>
<td>U.S. Department of Defense</td>
<td>Completed</td>
</tr>
<tr>
<td>“Mindfulness Meditation for Alcohol Relapse Prevention” (PI: Aleksandra Zgierska, MD, PhD)</td>
<td>NIH/NIAAA</td>
<td>Completed</td>
</tr>
<tr>
<td>“The Efficacy of Prolotherapy in Osteoarthritic Knee Pain” (PI: David Rabago, MD)</td>
<td>NIH/NCCIH</td>
<td>Completed</td>
</tr>
<tr>
<td>“Primary Care for Primary Care Physicians” (PI: David Rakel, MD)</td>
<td>Mental Insight Foundation; Mai Family Foundation</td>
<td>Completed</td>
</tr>
<tr>
<td>“Placebo: Physician or Pill? RCT In a Common Cold Model” (PI: Bruce Barrett, MD, PhD)</td>
<td>NIH/NCCAM</td>
<td>Completed</td>
</tr>
</tbody>
</table>

In addition, since 2002, the IH program has had a partnership with the Center for Healthy Minds at the University of Wisconsin–Madison. Through that partnership, UW Health MBSR instructors provide mindfulness interventions for the Center’s research programs.
6. Program Strengths

The UW Health IH program is a regional, national and international leader.

We offer patients a robust mix of primary care, inpatient, consultative and complementary services. Our MBSR program is well respected and well attended by members of the community, and the DFMCH’s Madison residency program is using it as the basis for a pilot program to help support the well-being of its residents. We have also developed a strong, close-knit community through our staff retreats, monthly grand rounds and other group experiences.

Our Academic Integrative Health fellowship is the only one in the world to combine academic and clinical IH into one experience. Its graduates are sought after by many health care organizations, including UW Health.

Many people visit the IH pages on the DFMCH website for clinician modules, patient handouts, supplement samplers and educational videos. In 2016, those pages received a total of over 107,000 pageviews—nearly 14 percent of total traffic to the DFMCH website during that time period.

Our collaboration with PIRE and the VHA to develop and teach the “Whole Health” curriculum has enabled us to reach over 2,500 VHA clinicians to date.

All of the services and programs above, plus our research group and wellness programming at UW Health at The American Center, combine to make us one of the largest IH programs in the world.
7. Future Directions

Many of the IH program’s current activities have great potential for growth. For example:

- IH physicians are introducing the “Whole Health” model to primary care patients at the UW Health Arboretum clinic. As part of this model, patients complete a personal health inventory, which helps them identify the aspects of their health that are most important to them. Patients then work with their health care team to determine how self-care and professional care can best support them. If this model continues to be successful at the Arboretum clinic, it may be rolled out to other UW Health primary care clinics.

- The program is participating in wellness programming at UW Health at The American Center. Current offerings include wellness consults with a physician, health coaching, nutrition education and complementary services such as acupuncture and massage therapy and bodywork.

- In May 2017, UW Health IH will collaborate with UW Health Wellness to offer a two-day “Whole Health” course for UW Health clinicians and leaders. The course is an opportunity to introduce the “Whole Health” model more broadly to institutional leaders and explore which parts of it might benefit UW Health.

- UW Health IH’s collaboration with the VHA will also expand in the coming years. In October 2016, the VHA announced that in FY18, it would commit over $100M to create “Whole Health” demonstration sites in each of its 18 regions across the nation. UW Health IH will play a critical role in educating clinicians and leadership from the sites; over 3,000 VA clinicians will participate in the courses in the first year, and likely double that in FY19.

- The program will continue to fine-tune its consultation process with an ongoing focus on self-care, complementary health, and maximizing use of local resources.

IH is gaining momentum worldwide. It will play an important role in pain management as a result of the recently passed Comprehensive Addiction and Recovery Act. Increasing numbers of insurers are also covering IH services. UW Health IH can further lead the nation in clinical care, education and research.
As the IH program continues to grow, it is important to look to future endeavors. For example:

- The program intends to support and expand clinical offerings at UW Health and The American Center, University Hospital and American Family Children’s Hospital. It also aims to expand IH consult services to other departments.

- By fall 2017, the program will hire at least two new faculty members to provide IH clinical services.

- Program faculty are expanding IH training to other departments, such as internal medicine and pediatrics.

- As part of the VHA/PIRE Whole Health Contract, which will continue through 2020, IH faculty and staff will:
  - Collaborate with the VHA’s National Director of Nutrition and Food Services to develop two courses for VHA clinicians and staff in 2017: “Eating for Whole Health” and “Whole Health in Your Life”;
  - Host a program in June 2017 to train VHA faculty to teach Whole Health courses;
  - Maintain and expand the Whole Health online library (http://projects.hsl.wisc.edu/SERVICE/), and integrate it into a Whole Health “hub” that will feature a virtual medical center accessible to Veterans and clinicians; and
  - Offer the previously piloted “Whole Health for Pain and Suffering” course for VHA clinicians and staff at two additional VHA sites in 2017, with the goal of expanding the course to multiple VHA venues nationally in FY18.

- Program faculty and staff will continue to update the IH materials on the DFMCH website.
As one of the largest and best-known IH programs in the world, UW Health IH offers unique resources and perspectives for clinical care, education, research, and community service. We are revolutionizing health care nationwide, and it is vital we share our innovative work in a way that supports UW Health being a regional, national and international healthcare presence. In the coming years, we look forward to partnering with UW Health to expand this outstanding program to offer even more benefits for our patients, our learners and ourselves.

In order to continue this work, and to have IH contribute even more to UW Health’s regional and national reputation as an innovative and cutting-edge health care presence, we respectfully request the following:

- Support in encouraging Unity and other insurers to more extensively cover the services we offer at Research Park, University Hospital, and UW Health at The American Center;
- Ongoing UW Health media support of the work we are doing locally and nationally, including a concerted effort to draw more attention to the IH program’s offerings regionally;
- Additional staffing support and space at the UW Research Park IH Consult Clinic. Currently, our patient numbers are limited by having only one 0.5 FTE Medical Assistant;
- Opportunities to elaborate on and implement a UW-specific version of Whole Health education and clinical practice on a wide scale throughout UW Health primary care;
- Expansion of our services at the UW Carbone Cancer Center;
- Expansion of the variety and availability of complementary services available in UW Health hospitals;
- Greater opportunity to engage in philanthropic initiatives specifically designed to grow the IH program;
- Funding and administrative support to bring additional mindfulness offerings to groups throughout the UW system, not only for students and residents, but also for faculty and staff; and
- Support in building IH more fully into departments beyond the DFMCH, such as Internal Medicine and Pediatrics.