

# Pathway to Mainstream Comprehensive Health Including Integrative Care: Optimal Business and Clinical Approaches

## Moderators

Lorissa MacAllister, PhD, AIA, NCARB, EDAC

Catherine Baase, MD, FAAFP,

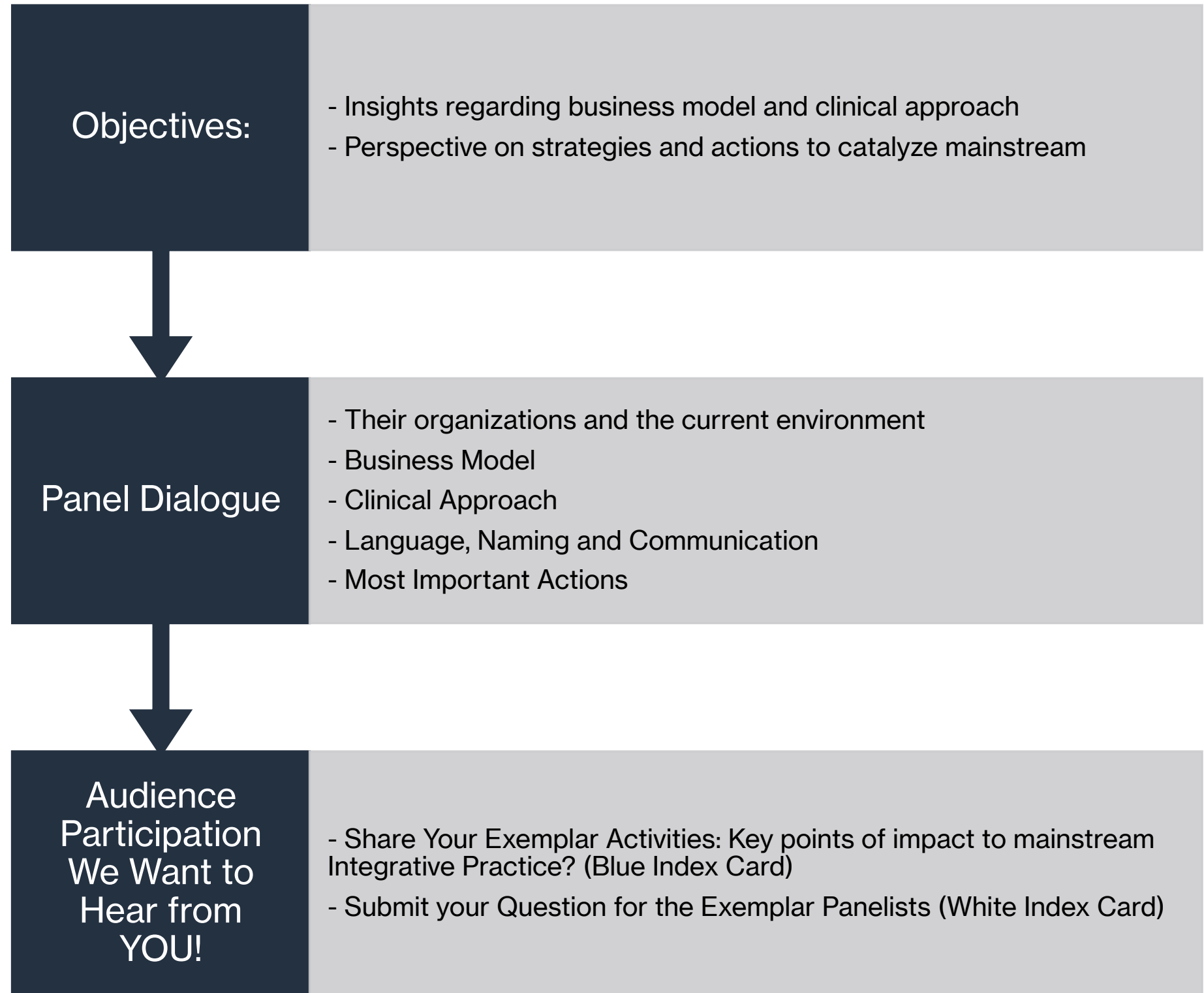
## Exemplar Panelists

Francoise Adan, MD

Shaista Malik, MD, PhD, MPH

Darshan Mehta, MD, MPH

# Session Plan



# Francoise Adan, MD, ABIHM

Director Christopher M. and Sara H. Connor  
Chair in Integrative Health Assistant Professor,  
Psychiatry, CWRU School of Medicine



4/11/2024

Images: +Detail

**Name:** UH Connor Whole Health, University Hospitals Health System, Cleveland, OH

**Affiliation(s):** Case Western Reserve University (CWRU), Northeast Ohio Medical University (NEOMED), and Logan University

**Location(s):** 6 outpatient and 11 inpatient locations throughout Northeast Ohio

**Years in Operation:** 12

**Mission:** To Heal. To Teach. To Discover. To Serve.

**Scope of Services:** Physician Services, Integrative Therapies, Mind-Body Courses, and Corporate Events

**Professional Staff Profile:** 70 caregivers on payroll

**Business Model/Revenue:** Integrated services billed to insurance/self-pay/IOT/philanthropy and other revenues

**Clinical:** Services include acupuncture, chiropractic, expressive therapy (art, dance, music), guided imagery, health coaching, integrative/lifestyle medicine consultations (adult and pediatric), integrative oncology, massage, meditation, mindfulness, workshops/classes, and yoga (including yoga therapy)

**Communication - Branding/name/description:** UH Connor Whole Health is part of University Hospitals (UH), a comprehensive health system with annual revenues in excess of \$5.0 billion, 21 hospitals (including 5 joint ventures), more than 50 health centers and outpatient facilities, and over 200 physician offices located throughout 16 counties. UH's goal is to be the most trusted health care partner in Northeast Ohio and UH Connor Whole Health furthers this objective by working to strengthen relationships between patients and providers to improve outcomes. The Whole Health approach prioritizes compassionate care centered on the patient's entire well-being. The health care provider's goal is to equip and empower each patient to take charge of their physical, mental, and spiritual health in order to live a full and meaningful life. Linking the patient's larger purpose and life goals to their lifestyle allows clinical services, integrative medicine, and well-being programs to be delivered in a way that increases collaboration, motivation, and adherence to self-care and clinical needs.



# Shaista Malik, MD, PhD, MPH

Associate Vice Chancellor for Integrative Health, Susan & Henry Samueli College of Health Sciences  
Executive Director of the Susan Samueli Integrative Health Institute



4/11/2024

**Name/Affiliation:** Susan Samueli Integrative Health Institute at the University of California, Irvine

**Location(s): California: UC Irvine Health System: 8 sites (ambulatory and inpatient):** Irvine, Newport Beach, Laguna Hills, Yorba Linda, Costa Mesa, Orange, Anaheim, & Santa Ana

**Years in Operation:** 6

**Scope of Services:** Research, Education, Clinical Care (Inpatient and Outpatient Care), and Community Programs

**Professional Staff Profile:** Unique collaboration of researchers and endowed chairs (MD, PhD), educators (MD, DO, ND, NP, RN), clinicians (MD, ND, DO, NP, PA, RD, RN, HWC, PT, MT, LAc, DOAM, etc.) and administrators who are striving to transform healthcare through an integrative approach that is personalized and considers the whole-person.

**Business Model/Revenue:** \$22M annual budget: 61% Clinical Income, 17% Contracts & Grants, 22% Endowment and Gifts

**Clinical: Integrative Specialties:** Cardiology, Cancer, Dermatology, Gastroenterology, Breast Wellness, Pain Management, Weight Management, GYN and Women's Health. **Integrative Clinical Programs:** Concierge Care and Executive Health Programs. **Integrative Services:** Integrative Primary Care, Acupuncture, Biofeedback/Neurofeedback, Cardiac Rehabilitation, Health and Wellness Coaching, Naturopathic Care, Nutrition, Mindfulness, Massage Therapy, Physical Therapy, and Inpatient Acupuncture and Inpatient Integrative Nursing.

**Communication - Branding/Name/Description:** The Susan Samueli Integrative Health Institute (SSIHI), part of UCI Health and the Susan & Henry College of Health Sciences, is working to transform healthcare through the practice of integrative health by conducting rigorous research, promoting evidence-informed treatment modalities, educating the public and future healthcare professionals, providing individualized, patient-centered care, and providing services to the community that focus on obtaining optimal health.



# Darshan Mehta, MD, MPH

Medical Director and Staff Physician



Images : Up healing



4/11/2024

## Name/Location:

Benson-Henry Institute for Mind Body Medicine at Massachusetts General Hospital

Osher Clinical Center for Integrative Health at Brigham & Women's Hospital

## Years in Operation:

BHI-MGH - 2016

OCHI-BWH - 2017

**Scope of Services:** Physician Services, Nurse Practitioners, Social workers, psychologists, Integrative Therapies, Mind-Body Courses, Acupuncture, Massage Therapist, Craniosacral Therapy, Chiropractic care, health coaching

**Business Model/ revenue:** Integrated services billed to insurance/self-pay/philanthropy and other revenues

**Clinical:** services include acupuncture, craniosacral therapy, chiropractic, health coaching, integrative/lifestyle medicine consultations (adult and pediatric), integrative geriatrics, massage, meditation, resiliency training, and yoga

**Communication:** The Osher Center for Integrative Health is a collaboration between Brigham & Women's Hospital and Harvard Medical School. It is focused on enhancing human health, resilience, and quality of life through translational research, clinical practice, and education in integrative medicine.

The mission of BHI is to integrate mind body medicine into mainstream healthcare at the Massachusetts General Hospital, as well as throughout the country and the world, using rigorous, evidence-based research and clinical application of this work.

# Pathways to Mainstream

## Key elements for progress

- Business Model
- Clinical Approach
- Communication/ Language and Terminology

## Questions for Exemplar Panelists

Submit your Question on (White Index Card)

Francoise Adan, MD;

Shaista Malik, MD, PhD, MPH;

Darshan Mehta, MD, MPH

Share Your Exemplar Activities: Key  
points of impact to mainstream  
Integrative Practice? (Blue Index Card)





THANK  
YOU !!!

# Pathway to Mainstream Comprehensive Health Including Integrative Care: Optimal Business and Clinical Approaches

Moderators

Lorissa MacAllister, PhD, AIA, NCARB, EDAC. [Lorissa@Enviah.com](mailto:Lorissa@Enviah.com)

Catherine Baase, MD, FAAFP,. [cbaase2@gmail.com](mailto:cbaase2@gmail.com)

Exemplar Panelists

Francoise Adan, MD; [Francoise.Adan1@UHhospitals.org](mailto:Francoise.Adan1@UHhospitals.org)

Shaista Malik, MD, PhD, MPH; ['smalik@uci.edu](mailto:'smalik@uci.edu)

Darshan Mehta, MD, MPH; ['darshan\\_mehta@hms.harvard.edu](mailto:'darshan_mehta@hms.harvard.edu)