

# Integrative Health: Implications for Patients and Purchasers

*A Local Conversation about Healthcare Reform*

**Tuesday, Sept. 22, 2009 – 1 p.m. to 5 p.m.**

*Hosted by:*  **NORTHWESTERN HEALTH SCIENCES UNIVERSITY**  
2501 West 84th Street, Bloomington, Minnesota 55431

*Co-sponsored by:*

		
UNIVERSITY OF MINNESOTA	UNIVERSITY OF MINNESOTA	LifeScience Alley <sub>™</sub>
Center for Spirituality & Healing	School of Nursing	<small>Coming together to collaborate, innovate, succeed.</small>
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## ■ Program Description

The American healthcare system is widely viewed as inefficient and – as currently structured – relatively incapable of delivering optimal outcomes. High infant mortality, an unchecked increase in the prevalence of obesity, diabetes mellitus, asthma and coronary heart disease are but a few examples of the poor health status of millions of Americans. And then there is the high cost and the rapidly rising number of Americans – especially children – who are either underinsured or uninsured and unable to pay for even the most basic primary care services. The consequences: hospital emergency departments have now become primary care clinics and trauma centers, and the elderly sick must choose between heat, rent, food or the medication that is required to keep their chronic conditions manageable. We spend more money on healthcare than any other industrialized nation, yet our healthcare outcomes are near the bottom and over 47 million Americans do not have insurance, thus limiting their access to care.

Against the backdrop of the national debate, Minnesota's healthcare reform initiative – set in motion by legislation passed in 2008 – is well underway and includes several innovative elements such as Healthcare Home, Baskets of Care and the Statewide Health Improvement Program. Each offers solutions aimed at improving quality and outcomes while lowering costs. Both nationally and locally, there is wider appreciation for the importance of health promotion and disease prevention combined with the need for fundamental changes in the way care is delivered and providers are reimbursed.

At a recent Institutes of Medicine Summit held in February, 2009 in Washington, DC, more than 600 healthcare professionals discussed the very real prospect that a focus on integrative health would also lead to higher quality care, improved outcomes and lower costs. Integrative health focuses on the whole person; is informed by evidence; and makes use of all appropriate therapeutic approaches, healthcare professionals and disciplines to achieve optimal health and healing.

With the need for change more pressing than ever, patient engagement and leveraging the value of all health professionals are two healthcare reform solutions that will be the topic of this Local Conversation.

## ■ Program Schedule

- 12:30 p.m.**                      **Registration**
- 1 p.m. - 1:15 p.m.**            **Welcome Remarks**  
Mark Zeigler, DC, Northwestern Health Sciences University President;  
Larry Kuusisto, PhD, Vice President of Education, LifeScience Alley/Executive Director of Alley Institute
- 1:15 p.m. - 1:45 p.m.**        **Remaking America's Healthcare System (via videoconference)**  
Members of Minnesota's Congressional Delegation (Invited)
- 1:45 p.m. - 2:15 p.m.**        **New Perspectives Regarding Health and Healthcare:  
Reflections from the IOM Summit on Integrative Medicine**  
Mary Jo Kreitzer, PhD, RN, Director, Center for Spirituality and Healing, and Professor,  
School of Nursing, University of Minnesota;  
Charles Sawyer, DC, Senior Vice President, Northwestern Health Sciences University
- 2:15 p.m.**                        **Program Break**
- 2:30 p.m. - 3:30 p.m.**        **Minnesota's Healthcare Reform Initiatives**  
Representative Jim Abeler, (R) District 48B;  
Dannette Coleman, Vice President, Public Policy and Government Relations, Medica  
Senator John Marty (DFL) District 54;  
Representative Paul Thissen, (DFL) District 63A
- 3:30 p.m. - 4:30 p.m.**        **Healthcare Reform: Perspectives of Purchasers, Patients & Providers**  
William F. Austin, founder and CEO, Starkey Laboratories, Inc.;  
David Moen, MD, Fairview Health System;  
Patrick Geraghty, President and CEO, Blue Cross and Blue Shield of Minnesota;  
Carolyn Pare, CEO, Buyer's Health Care Action Group
- 4:30 p.m. - 5 p.m.**            **Where do we go from here?**  
Frank Cerra, MD, Senior Vice President for Health Sciences, Dean, Medical School,  
University of Minnesota
- 5 p.m. - 6 p.m.**                **Networking Reception (for all program attendees)**

For more information, contact Charles Sawyer, DC, Senior Vice President,  
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