



ARIZONA CENTER FOR
Integrative Medicine

2012 **ANNUAL REPORT**

GROWTH AND IMPACT





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GROWTH AND IMPACT

In recent strategic planning at the Arizona Center for Integrative Medicine (Center), we placed great emphasis on the potential impact of our programs, and 2012 exemplifies our success. Through our innovative approach, we continue to be the benchmark for integrative medicine (IM) programs across the nation.

At the forefront was the opening of the University of Arizona Integrative Health Center in Phoenix. The first of its kind in the US, this prototype clinic has moved the Center beyond the academic setting and has initiated our delivery of patient-centered primary care in the community.

Research growth at the Center was significant this year. A major study funded by the Adolph Coors Foundation began and will assess clinical effectiveness and cost of IM. Our new Director of Research Esther Sternberg, MD, world renowned for her discoveries in the science of mind-body interactions, established a multi-disciplinary research program that will expand health outcomes research. In addition, multiple projects that assess our educational programs continued to grow. This commitment to research and the ongoing evaluation of all programs has positioned the Center to lead world IM efforts, and ultimately transform medicine.

These major advancements in clinical care and research were made possible because of our ongoing commitment to provide the nation's premier IM curricula. This year our Fellowship in Integrative Medicine accepted its 1000th fellow, the Integrative Medicine in Residency (IMR) program expanded to 32 primary care residencies nationwide, and we launched a Pediatric IMR pilot in Tucson that will expand to five sites in 2013. Additionally, we initiated new opportunities for medical students to study IM, developed specialty courses in breast cancer and environmental medicine, and continued our annual Nutrition & Health Conference. Through our combined programs, the Center's reach to patients and their families around the world is growing exponentially.

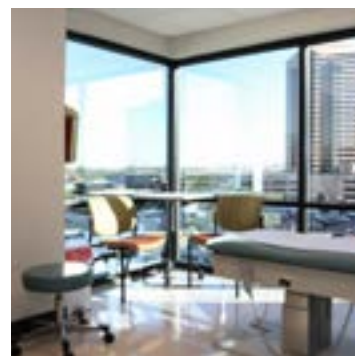
Public outreach through lectures, workshops, and special events is expanding at the Center. This year we sponsored the Tucson opening of ESCAPE FIRE, a film that examines the US health care system and ways to save it. We believe these public educational opportunities will encourage individuals to take a greater role in their healing, health, and wellness processes.

These activities exemplify our growth in 2012, with more detail in the full report. The Center is at a tipping point where, after years of planning and implementation, our actions are significantly advancing IM. With all the growth and progress we've made, we've stayed true to our founding principles to transform health care.

We are so grateful to our partners and supporters, and look forward to working together in the coming year.

Best in health,

Andy & Victoria



THE CENTER



Photo by Genevieve H. Gutiérrez Gil

The Fellowship class of 2012 Winter celebrates collective achievements at their graduation ceremony.

DID YOU KNOW?

Dr. Weil popularized the term “integrative medicine” in the late 1980s, because the more commonly used “alternative medicine” didn’t quite fit the system he had developed. Dr. Weil says, “I wanted a neutral term that accurately described my work and that would be acceptable in academic discourse. Today, “integrative medicine” is widely used and increasingly more mainstream.

OUR MISSION



Alumnus and faculty David Kiefer, MD, leads elective rotation participants on an exploration of medicinal and culinary herbs.

Photo by Genevieve H. Gutiérrez Gil

The Arizona Center for Integrative Medicine leads the transformation of health care by creating, educating and actively supporting a community that embodies the philosophy and practice of healing-oriented medicine, addressing mind, body and spirit.

INTEGRATIVE MEDICINE

The Center defines integrative medicine (IM) as healing-oriented medicine that takes account of the whole person, including all aspects of lifestyle. It emphasizes the therapeutic relationship between practitioner and patient, is informed by evidence, and makes use of all appropriate therapies.

CENTER LEADERSHIP



ANDREW WEIL, MD

Founder and Director, Clinical Professor of Medicine and Public Health, Jones-Lovell Endowed Chair in Integrative Rheumatology



VICTORIA MAIZES, MD

Executive Director, Professor of Clinical Medicine, Family and Community Medicine and Public Health



TIERAONA LOW DOG, MD

Director of the Fellowship, Clinical Associate Professor of Medicine



HILARY McCLAFFERTY, MD, FAAP

Director of Pediatric Integrative Medicine in Residency, Assistant Director of the Fellowship, Assistant Professor of Clinical Medicine and Pediatrics



ESTHER M. STERNBERG, MD

Director of Research, Professor of Medicine



RANDY HORWITZ, MD, PHD

Medical Director, Director of Integrative Medicine Distinction Track, Associate Professor of Clinical Medicine



PATRICIA LEBENSOHN, MD

Director of Integrative Medicine in Residency, Professor of Clinical Family and Community Medicine



KIERAN RICHARDSON, MS

Director of Operations



KENNETH R. PELLETIER, PHD, MD (HC)

Director of Corporate Health Improvement Program, Clinical Professor of Medicine, Family Medicine and Public Health



MOLLY K. BURKE, MFA

Director of Online Education



ROBERT L. CROCKER, MD

Director of Strategic Clinical Planning and Implementation, Clinical Assistant Professor of Medicine

UNIVERSITY OF ARIZONA INTEGRATIVE HEALTH CENTER



Years in the making, the Center's clinical services reached a milestone in October 2012 with the opening of the University of Arizona Integrative Health Center (UAIHC) in Phoenix. The first of its kind in the nation, UAIHC was conceived, developed, and implemented by a synergistic Center team whose goal was to establish the nationwide model for IM primary care clinics. A steering committee, under the leadership of Director of Strategic Clinical Planning and Implementation Dr. Robert "Rocky" Crocker, designed the concept to embody delivery of IM practices in concert with a business plan that incorporates insurance reimbursement combined with patient membership for additional integrative services.

The concept became a reality through Director of Operations Kieran Richardson's yearlong efforts of facilitating the relationships with District Medical Group (DMG) and the UA College of Medicine-Phoenix to build and manage the clinic's structure and operations. Leading the way to implement the health care components was Dr. Heidi Rula, UAIHC Director and Fellowship alumna dedicated to delivery of IM practice for patient-centered care.

It's a dream come true—the culmination of every idea we've had—reaching this point where integrative medicine clinical practice becomes a reality.

DR. ANDREW WEIL

In this unique environment, patient-members are encouraged to form a partnership with their primary care physician and their personal integrative wellness team. In addition, member treatment benefits include: acupuncture, chiropractic care, mind-body therapies, nutritional evaluations, health coaching, and wellness groups in yoga and Tai Chi. They are also invited to attend periodic lectures on special interest topics.

A three-year study funded by the Adolph Coors Foundation has begun and will track multiple outcomes to assess UAIHC impact on integrative patient care and economic feasibility (See Adolph Coors Foundation Grant and Study, page 14, for details).



Photos by Ben Arnold Photography

UAIHC STEERING COMMITTEE

Christy Allen, L.Ac., Dipl.O.M. (NCCAOM)
Ann Marie Chiasson, MD
Robert L. Crocker, MD
Vinjar Magne Fonnebo, MD, MS
Randy Horwitz, MD, PhD

Victoria Maizes, MD
Kieran Richardson, MS
Gulshan Sethi, MD
Andrew Weil, MD

“Dr. Rula is the kind of doctor that I always want to have. She is caring and a great listener. Her expertise is perfectly aligned with my interests.”

JIM COCKRUM, UAIHC PATIENT-MEMBER



UAIHC Medical Director Heidi Rula, MD, is a Fellowship alumna, class of 2007.

Annie Meigs RN, L.A.c, Heidi Rula, MD (Fellowship, 2007), and Sandra Murray, MD, (Fellowship, 2011 Winter).



Photos by Ben Arnold Photography

UAIHC GRAND OPENING

On November 2nd, at the grand opening of the UAIHC, Drs. Weil and Maizes, and DMG President and CEO Kote R. Chundu, MD, shared their pride and enthusiasm, first with the UAIHC workforce and then with invitees. Faculty, staff, donors, and Maricopa County and City of Phoenix leadership, as well as Adolph Coors Foundation CEO John Jackson and Trustee Ces Coors Garnsey, gathered to celebrate this beautifully designed healing space. There were smiles all around as the crowd circulated through the 8500 square foot space, appreciating the health care potential of this unique environment, and enjoying sweeping views of the Phoenix skyline.

LEARN MORE

Take a virtual tour of the UAIHC or to learn how to enroll visit us at www.ihc.arizona.edu



Photo by Ben Arnold Photography

Drs. Maizes and Weil are joined at the Center's opening by Kote Chundu, MD, president and CEO of District Medical Group.

BECOMING A PATIENT-MEMBER

University of Arizona Integrative Health Center in Phoenix

To schedule an appointment:

Tel: 602.470.5577

Email: info@azintegrativeclinic.org

Web: www.ihc.arizona.edu

Consultative clinic in Tucson

To schedule an appointment with University Health Connection:

Tel: 520.694.8888 ext.500 or

800.524.5928 ext.500

Web: www.azcim.org/clinic

For Center-trained Integrative Medicine practitioners in your area, please visit www.azcim.org/alum

RESEARCH

For many years, the Center's research efforts have focused on evaluating our educational endeavors in order to understand their impact on participants, study the way the curriculum is used, assess satisfaction with the content and delivery, and address challenges in implementation.

While educational research continues to be a cornerstone, 2012 brought expansive growth to our Center's research structure. We hired a new, widely respected director of research who, along with her expert team, will broaden our partnerships with other university departments, and extend our scope of clinical outcomes research.



Photo by Urban Abstrakt

The Center first worked with Dr. Sternberg at The Science of Healing event in Tucson in December 2010, pictured above.

We are pleased to introduce our Research Director Esther M. Sternberg, MD, her research personnel and program, and to provide updates about ongoing and special Center research projects.

ESTHER M. STERNBERG, MD, DIRECTOR OF RESEARCH

Dr. Sternberg, appointed as Center director of research in July 2012, is internationally recognized for her discoveries on the role of the brain's stress response in illness. She was most recently section chief of neuroendocrine immunology and behavior at the National Institute of Mental Health at the National Institutes of Health (NIH). Dr. Sternberg relocated her research program to Tucson from Bethesda, Maryland.

Her research focuses on three areas: 1) establishment of a biomarker laboratory that began at the NIH, aimed at development of a new sweat patch technology to measure patients' immune and stress responses; 2) outcomes research using non-invasive tools to compare integrative versus conventional medicine approaches, including measures of psychological, physiological, endocrine, and neural and immune system health status; and 3) the establishment of the Institute on Place and Well-Being at the UA—a joint venture among the Center, the UA Colleges of Medicine and Architecture, Planning, and Landscape Architecture (CAPLA), and the UA Institute of the Environment (IE). Sternberg says, "It's thrilling to be at the UA where we can, together, lead the implementation of these [IM] concepts and improve health for all."

Dr. Sternberg is serving as an advisor to: 1) the Institute of Medicine; 2) the US General Services Administration; 3) the American Institute of Architects; 4) the US Green Building Council; and 5) the Vatican's Pontifical Council for Health Care Workers.



Photo by Genevieve H. Gutiérrez Gil

She has also authored two popular books wherein she translates complex scientific subjects for the lay audience: *The Balance Within: The Science Connecting Health and Emotions*, and *Healing Spaces: The Science of Place and Well-Being*.

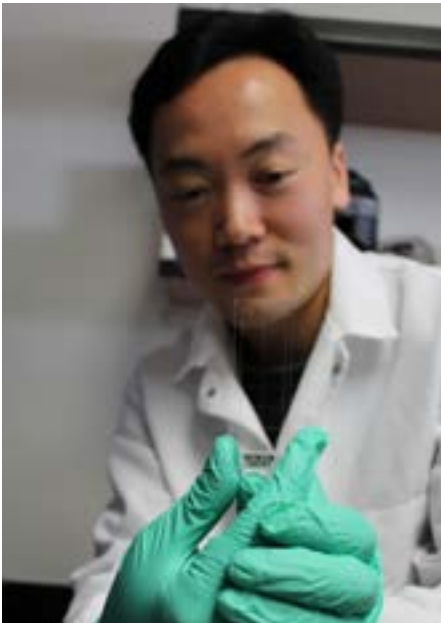
Dr. Sternberg received her medical degree and trained in rheumatology at McGill University, Montreal, Canada, and was on the faculty at Washington University, St. Louis, Missouri before joining the NIH in 1986. Her many honors include recognition by the National Library of Medicine as one of 300 women physicians who have changed the face of medicine. For more information, please visit www.esthersternberg.com.

A GROWING RESEARCH ENVIRONMENT



To continue her extensive NIH research projects and expand on them at the Center, Dr. Sternberg brought her research collaborators Drs. Perry Skeath and Min Jia, and shared in the recruitment of Dr. Eve Edelstein with CAPLA.

Dr. Skeath's research focuses on: 1) understanding the motives for positive health changes, such as improved mental well-being in cancer patients of all stages, or healing PTSD in war veterans; 2) developing assessment systems to measure these changes; and 3) applying this understanding to improve mind-body therapies and interventions. To measure such complicated factors, he will continue development of wireless multi-measurement devices that deliver research data without disrupting people in their normal or healing activities. He will also be a key coordinator of the next generation of Dr. Sternberg's sweat patch technology.



Dr. Min Jia, with a background in immunochemistry, successfully developed a sensitive platform capable of profiling multiple neuropeptides, or signaling molecules, that influence activity of the brain. Along with Drs. Sternberg and Skeath, his work will advance the new sweat patch technology with the potential to provide far stronger evidence of the benefits of IM.



Dr. Edelstein, a neuroscientist also trained as an architect, has applied her unique background in endeavors that bring the sciences, arts, and architecture together. Dr. Sternberg recruited her jointly with CAPLA to be the first faculty member for the Institute on Place and Well-Being linking the Center, the College of Medicine, CAPLA and IE. Prior to joining the UA, Dr. Edelstein led a multi-site team of researchers and demonstrated that lighting conditions had measurable effect on brain and heart responses known to influence health outcomes. Most recently, she used specially designed ambulatory electroencephalogram and 3D virtual reality technology to monitor subjects navigating through a virtual environment. Both projects provided architects with important information for the design of health care facilities and public spaces.



Photo by Bill Lax for the Arizona Health Sciences Center

Drs. Sternberg, Jia, and Skeath are developing the sweat patch technology in their lab at the UA Arthritis Center at the University of Arizona Medical Center.

These researchers, along with our existing research staff, have established a research environment at the Center that is unique in the world. Our combined research efforts now have the ability to:

- 1) assess IM clinical outcomes,
- 2) evaluate IM-trained physicians and programs,
- 3) create valuable medical resources for patient care,
- 4) design tools for physicians and medical researchers,
- 5) determine IM cost effectiveness, and
- 6) understand the relationship of human health to the physical spaces we occupy.

INVITATION TO THE VATICAN

In June, Dr. Sternberg spoke at the First International Scientific Seminar in Lourdes, France, site of a Catholic shrine known for pilgrimages and miraculous healings, and mentioned in her books. Her presentation described the inherent elements of places such as Lourdes that facilitate healing,



Photo courtesy of Fotografia Felici

Dr. Sternberg was introduced to Pope Benedict XVI by Archbishop Zimowski at the 27th International Conference of the Pontifical Council for Health Care Workers in November 2012.

and how to translate those elements to hospitals and health care in general. Following her seminar, Archbishop Zygmunt Zimowski, president of the Pontifical Council for Health Care Workers in Vatican City, extended an invitation to the Vatican as distinguished speaker at the 27th International Conference of the Pontifical Council for Health Care Workers. On November 15th she spoke before the assembled conference on "Healing Spaces: The Science of Place, Spirituality and Well-being. Implications for the Hospital Environment and Health." Dr. Sternberg will continue developing opportunities for additional communication and interaction with the Vatican, the Council, and the Pontifical Academy of Sciences.

ONGOING AND SPECIAL RESEARCH PROJECTS

ADOLPH COORS FOUNDATION GRANT AND STUDY

The UAIHC in Phoenix is the site for the Integrative Medicine Primary Care Trial (IMPACT), a study that is examining the health- and cost-effectiveness of integrative primary care compared to conventional medical care. Consenting clinic patient-members complete questionnaires about improvements in healthy lifestyle behaviors such as diet, physical activity, sleep quality, and stress reduction. Data from medical records such as lab test results or body weight and BMI are also being gathered. Economic data about the costs of care are collected from the clinic billing system and from employer health insurance claims (for patients whose employers offer UAIHC as a health benefit option).

In addition to these outcomes, the study is assessing how the delivery of integrative care is experienced by both patients and practitioners on dimensions such as treating the whole person, the communication and shared decision-making between patients

and practitioners, and how well the integrative team works together in providing care that honors the patient's own preferences.

Funded by a generous grant from the Adolph Coors Foundation, IMPACT is under the leadership of Victoria Maizes, MD, principal investigator, and Sally Dodds, PhD, project director. Working with them is a stellar team of senior health services researchers, economists, and health claims analysts from the UA Health Outcomes and Pharmacoeconomics (HOPE) Center and from the RAND Corporation.

IMPACT is poised to make significant contributions to national health care policy debates. Findings from the study will further establish the Center, and the Adolph Coors Foundation, as innovators of effective models of integrative primary care to meet America's growing chronic disease challenge and the rising costs of health care.

CORPORATE HEALTH IMPROVEMENT PROGRAM

Our Corporate Health Improvement Program (CHIP), run in partnership with CEOs and CMOs of Fortune 500 companies to improve the health and productivity of employees and reduce medical costs, continues strong. In 2012, CHIP added a new corporation, OptumHealth, to the list of prestigious ongoing members: American Specialty Health, IBM, Canyon Ranch Resorts, Cisco, Dow, Ford, NASA, Pepsi, Pfizer, Prudential, and Truven.

INTEGRATIVE MEDICINE IN RESIDENCY STUDIES

Integrative Medicine in Residency (IMR). Since the beginning of the IMR program at eight family medicine pilot sites in 2008, the program has expanded to over 32 residencies in the US and Canada. In large part, this growth has been due to an extensive evaluation component that demonstrates the effectiveness of the IMR in improving resident integrative medical knowledge and clinical practices. The results from the IMR evaluation have been published in five professional journal articles, and more than a dozen presentations and posters have been made at national conferences and meetings.

Pediatric Integrative Medicine in Residency (PIMR). Launching at five pediatric residency programs throughout the country in June 2013, the 100-hour PIMR curriculum will be piloted to more than 300 residents. The effectiveness of the PIMR in enhancing residents' integrative pediatric medical knowledge, empathy and patient care, and successful completion of the curriculum, will be evaluated across the three years of residency training. In addition, residents will be assessed on their own wellness and well-being, an area of vital importance as studies show that physician self care is directly related to how well they can help parents and children improve their own health.

HARP MUSIC STUDY IN THE CRITICAL CARE UNIT



Ann Marie Chiasson, MD

The harp is an ancient instrument and is known for its gentle and soothing sound. But can the music actually facilitate healing? Ann Marie Chiasson, MD, 2004 Fellowship graduate and director of the Center's Elective Rotation, led a donor-funded clinical study to investigate that very question. Post-operative patients in the Critical Care Unit of the UA Medical Center served as the study group. The experimental group received a 10-minute live harp performance at their bedside and the control group, none. Data were gathered on patients' blood pressure, heart rate variability, oxygen saturation, and patient assessment of their pain. The team, which includes research professor of physiology Anne Baldwin, PhD, and UA Distinguished Professor of Harp, Carrol McLaughlin, PhD, will analyze the data and expects to publish their results in 2013.

I have witnessed many times a relaxation and deepening of breathing, reduction in tension and nervous movements, and comments that the patients experienced a profound peacefulness.

CARROL McLAUGHLIN



Photos by Genevieve H. Gutiérrez Gil

Fellowship class of 2012 winter speaker Maxine Barish-Wreden, MD, is applauded by faculty and fellow graduates.

EDUCATION

The Center began its innovative educational programming in 1994. In 2012, it's gratifying to witness the expansion of IM curricula, the impact it has had on medical education and, most importantly, IM implementation by practitioners in hospitals and clinics nationally and internationally.

FELLOWSHIP IN INTEGRATIVE MEDICINE

The Fellowship is the cornerstone of the Center's educational programs with its impact felt globally. This core group of clinicians expands patient access to IM, influences their peers' understanding of IM in multiple medical settings, and are themselves IM educators.

Designed to re-energize, restructure and reframe the practitioner's perspective of medicine, the Fellowship encompasses a more holistic approach, with emphasis on the individual, not simply the disease—and on prevention, not just treatment. Nationally recognized experts and faculty from a variety of disciplines, modalities and philosophies created this highly interactive educational experience.

The two-year, 1000-hour, online Fellowship curriculum includes three separate residential weeks conducted in Tucson by Director Tieraona Low Dog, MD, and Assistant Director Hilary McClafferty, MD, with the participation of multiple Center faculty and visiting specialists. The sense of community is strengthened when the Fellows gather together for these residential weeks to practice the experiential portion of IM modalities, network with like-minded colleagues, and gain a new perspective on self-care.

The program accepts practitioners of every specialty, is open to MDs, DOs, Nurse Practitioners, and Physician Assistants, and expanded in 2012 to accept Certified Nurse Midwives.

As the leading IM education program in the world, we will continue to expand our Fellowship curriculum and encourage leadership from our graduates to transform health care.



SPECIAL CLASS FUNDRAISING

In the weeks before their October graduation, the Fellowship Class of 2012 Summer rallied around the idea of giving back, which resulted in individual gifts totaling over \$10,000 for Center Fellowship scholarships. On behalf of her Fellowship class graduates, DeeDee Maltman, MD, presented Dr. Weil with a certificate reflecting the monetary gifts received to support future Fellows in their pursuit of the art and science of IM.



Photos by Genevieve H. Gutiérrez Gil



Fellowship 2012 Summer class speaker Dee Dee Maltman, MD, (right) waits patiently for her opportunity to address her graduating class.

AZCIM FELLOWSHIP ALUMNI

In 2012, two Fellowship classes graduated and two new Fellowship classes began—making a total of 236 active Fellows during the year. The community of active Fellows and alumni reached 961 in 2012, coming to us from all over the US and 19 different countries and territories.

21+ Fellows

Arizona 72
California 122
Colorado 27
Connecticut 22
Florida 40
Illinois 37
Maryland 24
New York 70
North Carolina 48
Oregon 26
Pennsylvania 26
Texas 36
Virginia 21
Wisconsin 47

16-20 Fellows

Georgia 17
Maine 19
Minnesota 18
New Jersey 20
New Mexico 18
Ohio 17
Washington 19

11-15 Fellows

Delaware 12
Michigan 15
Missouri 11

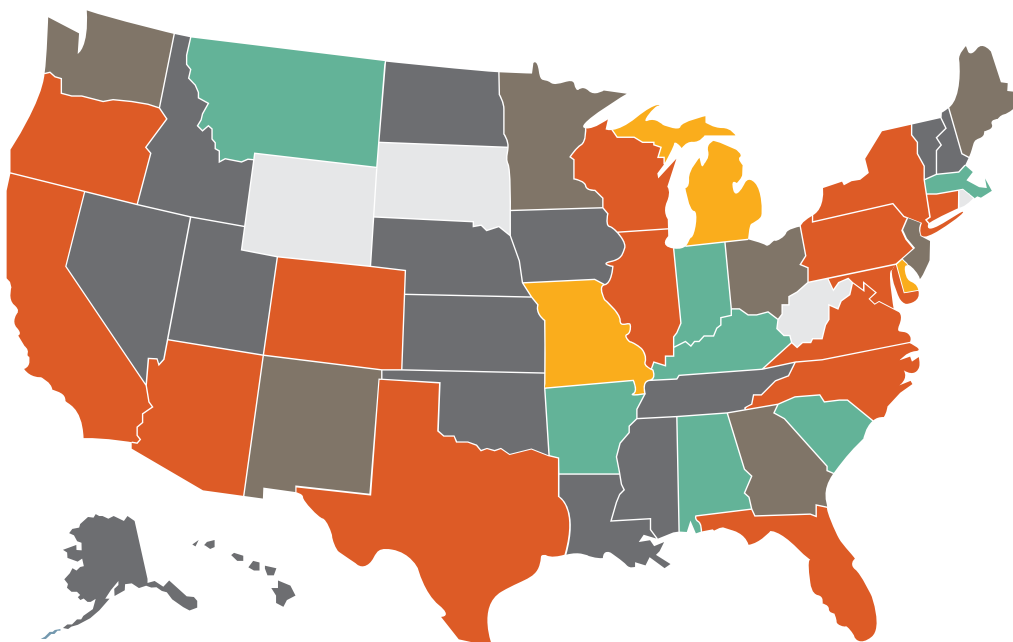
6-10 Fellows

Alabama 7
Alaska 7
Indiana 10
Kentucky 7
Massachusetts 10
Montana 6
South Carolina 8

896 | UNITED STATES
FELLOWSHIP
ALUMNI TOTAL

1-5 Fellows

Arkansas 4
Hawaii 3
Idaho 5
Iowa 2
Kansas 4
Louisiana 4
Mississippi 2
Nebraska 2
Nevada 4
New Hampshire 3
North Dakota 5
Oklahoma 5
Tennessee 5
Utah 4
Vermont 5



64 | INTERNATIONAL
FELLOWSHIP
ALUMNI TOTAL

Canada 27, Japan 11, Israel 4, Brazil 3, Korea 2, United Kingdom 2,
Philippines 2, United Arab Emirates 2, Austria 1, Mexico 1, Netherlands 1,
Norway 1, Puerto Rico 1, Taiwan 1, Thailand 1, Turkey 1, Scotland 1,
Switzerland 1, Virgin Islands 1

BRAVEWELL FELLOWSHIP

Center faculty (front row, middle) with 2012 Bravewell Fellowship graduates.



In December, we graduated our final class of Bravewell Fellows—a select group of physicians and nurse practitioners who received scholarship support and enhanced Fellowship studies through the Center's partnership with the Bravewell Collaborative. Since 2005, the Collaborative has supported 89 Fellows with the goal to mentor and nurture the future leaders of IM.

We are honored that this partnership has had such a profound effect on the Fellows' lives and on the potential health and wellness of our nation. We will be ever thankful to the Bravewell Collaborative for our work together and for the growth it brought to our Center.

"Bravewell has been so fortunate, to have been able to partner with you [the Center] over the years," said Christy Mack, co-founder and president of the Bravewell Collaborative. "I am confident that you will continue to produce outstanding leaders and emissaries of Integrative Medicine long after Bravewell is gone, so my personal gratitude for you and your work runs very deep."

To say that I'm grateful for the Bravewell Fellowship experience would be to make the understatement of my lifetime. I don't think I had any idea, at the time, of what the Fellowship would come to mean to me, to my career, to my personal growth and development, and to my sense of what is possible in this world.

NAOMI LAM, MD, CLASS OF 2008

FELLOWSHIP SCHOLARSHIPS

The Center has an ongoing dedication to expand the scope of Fellowship training. Two types of scholarships are offered to those with exemplary qualifications and for whom cost may be a barrier. The 2012 scholarship recipients for the Center Underserved Scholarship and the Nurse Practitioners (NP)/Physician Assistants (PA)/ Certified Nurse Midwives (CNM) Scholarship are recognized below.

2012 FELLOWSHIP SCHOLARSHIP RECIPIENTS

PA/NP/CNM Scholarship

Bobby Ardila, PA-C
Oncology, Florida
Class of 2014 Summer

Paula Centofanti, PA-C
Emergency Medicine, Florida
Class of 2014 Summer

Mary Ellen Francescani, NP
Internal Medicine, Pennsylvania
Class of 2014 Winter

Center Underserved Scholarship

Laura Ballou, FNP-BC
Family Practice, Alaska
Class of 2014 Summer

Anu Diwakaran, MD
Pediatrics, Missouri
Class of 2014 Summer

Alphonso Scotti, PA-C
HIV provider, New York
Class of 2014 Winter

BOARD CERTIFICATION

The newly created American Board of Integrative Medicine (ABOIM) released criteria for board certification in 2012 and will begin accepting applications in July 2013. Initiated in 2011 under the American Board of Physician Specialties, board certification establishes a standard of knowledge, skills, and mastery of the specialty for all who intend to present themselves as IM practitioners.

The Center's goal is to have all physician graduates of our Fellowship become board certified.

We look forward to the positive impacts board certification will have for patients, who will be able to discern who truly has training and expertise in IM.

For more details about eligibility, exam description, and a listing of Fellowships currently approved by the ABOIM, visit www.abpsus.org/integrative-medicine.

INTEGRATIVE MEDICINE IN RESIDENCY

Our goal is to bring IM into mainstream medical education for medical students and residents.



Photo by Genevieve H. Gutiérrez Gil

Site leaders for IMR and PIMR gather in Tucson for a faculty development meeting.

Since the Integrative Medicine in Residency (IMR) pilot program began in 2008 at eight pilot sites, it has grown steadily to a total of 32 primary-care residency sites across the US, as well as our first in Canada. Designed initially for family medicine residencies, the IMR has expanded into internal medicine and preventive medicine residencies. The IMR provides a national model, addressing topics lacking in conventional graduate medical education.

In addition to delivering IM curriculum to medical residents, the IMR also serves as a faculty development tool. The content emphasizes integrative approaches to prevention and to chronic illness management, and, additionally, emphasizes physician self-care and well-being.

Using our IMR curriculum, we developed an elective course for fourth-year medical students entitled, “Prevention & Wellness: An Integrative Approach.” Eight institutions are offering the course as an elective. Along with the IM knowledge the students learn in the course, they also learn to measure self-care and well-being maintenance. By introducing IM to medical students, we can increase the number of those who choose a future IM residency.

The IMR is a crucial component along the continuum of integrative medicine education that the Center continues to develop for all phases of physician training—from medical students, to residents, to practicing clinicians. Our goal is to bring IM into mainstream medical education for medical students and residents—the IMR is making this more tangible.

IMR PILOT SITES AND EARLY ADOPTERS IN 2012



PEDIATRIC INTEGRATIVE MEDICINE IN RESIDENCY

Using IMR as a template, we developed the Pediatric IMR (PIMR) pilot program to address the need for IM education in pediatrics. It launched in October 2012 at the UA Medical Center with 18 residents in training.

The 100-hour curriculum embeds online, interactive IM modules into pediatric resident education, and incorporates evaluation and faculty development tools. The curriculum includes: nutrition, mind-body medicine, integrative approaches to mental health, sleep, whole medical systems such as Traditional Chinese Medicine and naturopathy, physical activity, effective behavior, lifestyle transformation, and also places a strong emphasis on physician health and wellness.

Director Hilary McClafferty, MD, defines PIMR's first goal as the development of this state-of-the-art teaching tool. She says, "The second goal is ambitious! I am hoping that the faculty at our tremendous group of PIMR pilot sites and at the programs that eventually join them will help change the foundations of pediatric medical education to the point where the inclusion of integrative medicine becomes mainstream for every pediatric trainee and in every pediatric patient's care."



PIMR Director Hilary McClafferty, MD, FAAP.



Photos by Genevieve H. Gutiérrez Gil

IMR site leaders meet to discuss the program.



Photos by Genevieve H. Gutiérrez Gil



More than 80 Center Fellowship graduates are practicing pediatricians, and multiple pediatricians are currently in Fellowship training. Many served as content experts, and will become PIMR champions at future residency programs, as well as mentors and evaluators of the pediatric residents. The PIMR pilot program will expand nationally in June 2013 to include more than 300 residents in training at Stanford University, University of Chicago, University of Kansas, and Eastern Virginia Medical School/Children's Hospital of the King's Daughters, in addition to the UA.

The Weil Foundation and the David and Lura Lovell Foundation, as well as numerous individual donors generously provided PIMR funding in 2012.

INTEGRATIVE MEDICINE ELECTIVE ROTATION



Participants experience firsthand energy healing during the month-long elective rotation.

Photo by Genevieve H. Gutiérrez Gil

Integrative Medicine Elective Rotation (IMER) is a month-long experiential introduction to IM for medical students and residents. The Center provides this course twice a year to students free of charge. A total of 51 students participated in the 2012 rotations from across the US, and from Poland and Tel Aviv.

One encouraging and increasingly common result of IMER is when rotation students re-enroll for additional study in the Integrative Medicine in Residency or the Fellowship in Integrative Medicine programs.

SENATOR HARKIN VISIT

Iowa Senator Tom Harkin spent a day with Center faculty and staff to learn how we are changing medical training through our education programs, and to see what IM looks like in clinical practice. Coinciding with the spring IMER, the senator attended a patient conference, observing the relationship between patient and IM practitioner, and witnessing the collective power of complementary and conventional medicine coming together to provide comprehensive patient care. As a primary Congressional advocate for IM, Senator Harkin's interest and insight into the benefits of wellness and prevention helps strengthen funding that supports IM education, practice, and access.



Photo by Alec Laughlin

Dr. Maizes meets with Senator Harkin.



Photo by Christopher Hiltz

In April of 2010, I participated in the IMER as a 4th year medical student. The experiential lessons and exposure to various healing practices opened my eyes to a world where all aspects of my life—mental, physical, and spiritual—can be integrated into my career. This awareness enhances my capabilities as a physician and brings tremendous satisfaction and meaning to my day-to-day work. The IMER has also served as a touchstone for me. I return to the lessons learned that month as a guide to navigate the journey of my career and life. I am coming to the end of my residency, and I look forward to participating in the IM Fellowship as I transition into my professional career.

NIKA FERDOWSI, MD, ELECTIVE ROTATION PARTICIPANT, CLASS OF 2014 WINTER FELLOW

INTEGRATIVE MEDICINE DISTINCTION TRACK

The Integrative Medicine Distinction Track (IMDT) continued to experience extensive growth during 2012, reflecting an increased awareness and interest among entering medical students on both the Tucson and Phoenix campuses. We are midway through our second year, and have a total of 23 students enrolled. Over 10% of the first year medical student class at the UA is enrolled in the IMDT.

The Center developed this Distinction Track to bring IM philosophy and practice to the earliest stages of medical school education. Through coursework, participation in patient conferences, Grand Rounds presentations, and a one-month IMER, the program gives students the opportunity to study IM in a meaningful and substantial way throughout their four years of medical school. The Distinction Track culminates in the preparation of a “capstone” paper and oral examination during their senior year. Students graduate with distinction in IM and are recognized by the dean of the College of Medicine.

IMDT has significant impact on medical education; it is the first robust IM program within medical school rather than after. We believe it will serve as segue to other Center programs, including IMR and ultimately the Fellowship.



Photo by Genevieve H. Gutiérrez Gil



Photo by Genevieve H. Gutiérrez Gil

Drs. Fredi Kronenberg and Victoria Maizes research dinner menus in Habana Vieja on the first afternoon of the trip.

EDUCATIONAL EXCHANGE TO CUBA

CENTER EXCHANGE GROUP

Center Faculty and Staff

Andrew Weil, MD
Victoria Maizes, MD
Patricia Lebensohn, MD
Esther Sternberg, MD
Ann Marie Chiasson, MD, MPH, CCFP
Genevieve H. Gutiérrez Gil, MBA

Fellowship Graduates

David Kiefer, MD
Fredri Kronenberg, PhD
Geeta Maker-Clark, MD
Daphne Miller, MD
Joseph Mosquera, MD
Arti Prasad, MD
Myles Spar, MD
Debra Walhof, MD

Friends of the Center

Seymour Reichlin, MD
Steve Wilson
Todd Clark, MD
Ross Levy



Photo by Genevieve H. Gutiérrez Gil

Daphne Miller, MD, (Fellowship, 2006) explores the grounds at the Juan Tomás Roig Experimental Station, a site for natural and traditional medicine research in San Antonio de los Baños, Cuba.



On an early December morning, at an unmarked gate in the Miami International Airport charter terminal, a group of Center representatives prepared themselves for a one-week adventure.

Because of the trade embargo between the US and Cuba, or blockade as the Cubans call it, travel for US citizens to Cuba has been politically difficult. Recently the Cuban government began allowing educational exchanges which facilitated our travel through Medical Education Cooperation with Cuba (MEDICC), a US authorized, Oakland, California-based nonprofit working to enhance cooperation among US, Cuban, and global health communities. On this specialized tour, the group visited hospitals, health centers, research facilities, and medicinal herb farms.

Cuba had an established Western allopathic tradition until the 1991 collapse of the Soviet Union that left the island impoverished and isolated. Societal stress due to lack of food, medication, and other resources forced the nation to implement a new public health policy, the blending together of natural and traditional medicine with allopathic medicine—integrative medicine—which became government-

mandated and institutional. All physicians received this new training and health care focused on prevention, nutrition, herbal medicine, acupuncture, research on homeopathic remedies, and the development of organic agriculture.

more often if chronically or acutely ill. To manage the process to achieve these exceptional outcomes, national health initiatives are coordinated and linked with community facilities thereby providing seamless public health and medical care.



Photo by Genevieve H. Gutiérrez Gil

IMER Director Ann Marie Chiasson, MD, MPH, CCFP, presents a beautiful salad plate at La Buena Vida vegetarian whole foods restaurant in Havana.

Twenty years later, Cuba's medical system, born out of necessity, is ranked highest among third world countries, and high against those of the first world, with life expectancy equaling the US (78) and low infant mortality rate (8/1000). Doctors live in the neighborhoods they serve, seeing their patient population annually if healthy, twice a year if the patient has risk factors, and

While we recognize these significant accomplishments, we do not romanticize everyday life in Cuba; wages are extremely low, rampant poverty still exists, dilapidated infrastructure is everywhere, and the government is an authoritarian regime. Even with that, we recognize that their health care model and practice can influence our own efforts.

(continued on next page)

REMINDERS OF RENEWAL

With renewed purpose, we encourage all IM practitioners to re-engage and re-align with basic IM principles:

- ❖ Effective interventions that are natural and noninvasive should be used whenever possible.
- ❖ Alongside the concept of treatment, the broader concepts of health promotion and the prevention of illness are paramount.
- ❖ Appropriate use of both conventional and alternative methods facilitates the body's innate healing response.
- ❖ IM neither rejects conventional medicine nor accepts alternative therapies uncritically.
- ❖ Good medicine is based in good science. It is inquiry-driven and open to new paradigms.

It was important for us to witness Cuba's systemic IM health care throughout the nation. Having done so, it's even more important for us to continue development of the Center's programs and resources to implement IM and to influence public health care policy here at home.

For more information on MEDICC and its programs, visit www.medicc.org



Photo by Genevieve H. Gutiérrez Gil

American students at the Medical University of Havana discuss with Dr. Weil their medical school experiences and how to transition this knowledge to the American medical system.

TECHNOLOGY AT THE FOREFRONT OF MEDICAL EDUCATION

A unique strength of our online education is our custom technology platform. Not only can we effectively deliver our Center-developed courses regardless of place, audience size or time zones, our platform encourages and supports a sense of community for students, which translates into a higher rate of course completion and success in learning. We are currently working hard to make our video and interactive content accessible to mobile devices like iPads and iPhones, giving people as many options as possible to engage with our courses.

As a result of exceptional curricula delivered through this user-friendly environment, we saw the average daily number of new users to our system grow from five accounts in 2010 to 14 in 2012, almost tripling the number in just two years. As of June, our online platform was successfully handling over 10,000 active accounts. Many of these new users are a general audience exploring their interest in IM through online courses, such as our popular Environmental Medicine course offered free of charge through the generous unrestricted educational grant from the Blackstone Ranch Institute. Two new courses launched in 2012 were Breast Cancer: An Integrative Approach, and Anti-inflammatory Diet.

With courses developed by innovative IM leaders coupled with a unique platform and expanding delivery options, the Center's online education programs and stand-alone courses have become a source of sustainability for the Center. Through program licensing and course fees, the Center has created a successful revenue stream that allows us to grow programs and courses, expanding the reach of IM in health care and to a global audience.



Dr. Patricia Lebensohn, director of the IMR program, reviews online content.



Photos by Dov Friedmann

Clockwise from top: Laughter therapy during the Public Forum; acclaimed Asian food chef Nina Simonds demonstrates recipes from her book *Spices of Life*; Dr. Weil describes his foundational journey through South America to Fellows and alumni at the preconference event.

JOIN US IN 2013

May 13-15, 2013
 Sheraton Seattle Hotel
 Seattle, Washington

NUTRITION & HEALTH CONFERENCE



The 9th Annual Nutrition & Health Conference in Boston, Massachusetts, again sold to capacity with 800 attendees from nearly every US state, as well as Canada, Japan, Brazil, Norway, and Qatar.

The premier nutrition conference for health professionals in the nation, it continues to draw practitioners of every credential and specialty; in 2012, 45% were physicians and the next largest group, dietitians, comprised 11%. James Beard award-winning Chef Jody Adams presented with Dr. Weil at the Public Forum, which was followed by an energizing Fellow-led session in laughter therapy.

This year, the conference enjoyed a much larger web presence with both regular and mobile sites, and social media profiles on Facebook and Twitter. For more conference information, visit us at www.NHConference.org, www.facebook.com/nutritionandhealth and on Twitter at @nhconference.

Conference meals are organic, sustainable and increasingly sourced locally.



Dr. Low Dog discusses Buddhist applications of integrative medicine with Koshin Paley Ellison and Robert Chodo Campbell at a pre-conference alumni event.

Photos by Dov Friedmann



Peter Menzel and Faith D'Aluisio, authors of *Hungry Planet*, present at the Public Forum.



ANDREW WEIL, MD STAYING TRUE TO WHOLE FOOD

In October, Dr. Weil released his newest cookbook, *True Food: Seasonal, Sustainable, Simple, Pure*. With restaurateur Sam Fox and executive chef Michael Stebner, Weil shares simple, flavorful recipes from *True Food Kitchen* restaurants. His personal favorite recipes from the book are curried cauliflower soup, Tuscan kale salad, and tomato and watermelon salad.

Does the pioneer of IM and creator of the anti-inflammatory diet ever slip in his eating habits? Dr. Weil says his main challenge is eating well while traveling, when choices are limited and restaurant meals are frequent. To maintain balance while on the road, he looks for Japanese, Greek, Italian, and Middle Eastern restaurants that offer a larger variety of acceptable foods. "I order carefully. I try not to overeat," Dr. Weil says. "Restaurant offerings are much better than they were a decade ago. Still, it's a challenge, and I always look forward to getting back home and preparing my own food."

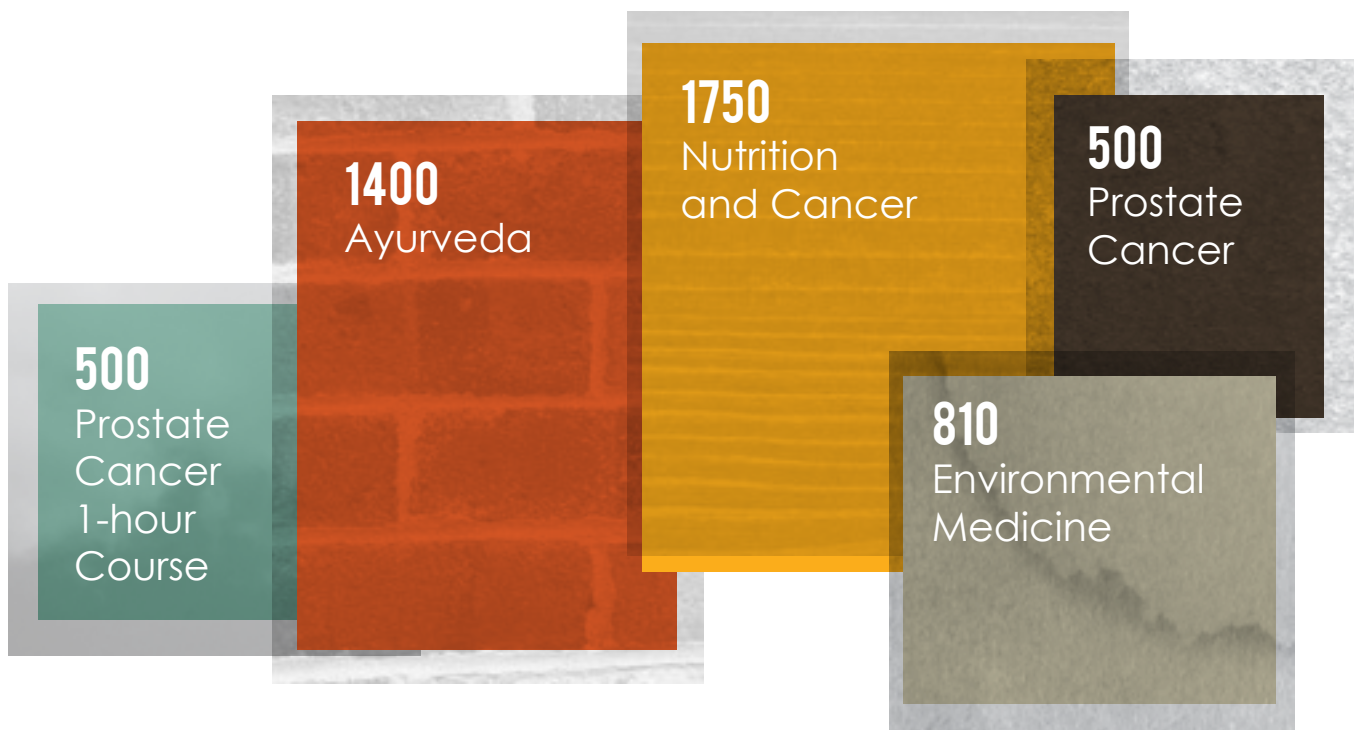
EDUCATIONAL AND COMMUNITY OUTREACH

In 2012 we took advantage of several opportunities to expand our public outreach to educate and share the IM message with local, national and global audiences.

INTERNATIONAL INTEGRATIVE MEDICINE DAY

International Integrative Medicine Day (IIM Day), January 23, 2012, was established and dedicated to global dialogue, education, collaboration, research initiatives, and programming in IM. To celebrate and honor the event, our Center offered free online educational courses to learners worldwide. More than 5000 enrollees registered for five Center courses (see breakdown), and 2500 new user accounts were created during the 24-hour promotion.

COURSE ENROLLMENTS IN 24-HOUR PERIOD ON IIM DAY 2012



ESCAPE FIRE

On Friday, October 5, the critically acclaimed documentary *ESCAPE FIRE: The Fight to Rescue American Healthcare* debuted nationwide. The Center seized the opportunity to host donors and friends at an opening night screening at The Loft Cinema in Tucson. *ESCAPE FIRE* presents the vision and struggle of innovative leaders from medicine, industry, government, and even the US military to transform the health care system. Included among the visionaries, Dr. Weil addresses the damage that our 'disease management system' has wrought upon the economic health of our nation and, of course, the health of our citizens. The movie tells dramatic patient stories and features Center Fellowship graduates' accounts of their battles in a health care system that profits from quantity over quality—a philosophy that runs counter to their IM education.



Photo by Genevieve H. Gutiérrez Gil

Following the movie, Dr. Weil answered audience questions and led the sell-out crowd through the 4-7-8 Relaxing Breath exercise. It was an amazing sight—a packed theater breathing in unison.

For more information, visit www.escapefiremovie.com.

DEVELOPMENT

The support the Center receives from its donors, sponsors, and partners has made possible our rapid growth of the last few years, and the transformation of health care a feasible goal. This is an exciting time, and the Center faculty and staff are grateful for their friendship and efforts.



Photo by David Sanders

Gulshan Sethi, MD (middle), Dr. Weil, Neelam Sethi (far right) and their guests prepare for the evening's events.

PARTNERS AND SUPPORT

Partnership is integral to all Center activities. In 2012 multiple individuals, foundations, and organizations contributed generously to the development and growth of the Center. Our obligation to our wonderful supporters is to utilize best practices in all our programs as we work to fulfill our mission to transform health care.

The economic model we have established facilitates development and builds sustainability for many of our programs. A combination of private and public funding supports initial program design and pilot phases. When that is complete, the program is licensed to educational programs nationwide or made available online by subscription, thereby generating revenue for ongoing maintenance. This innovative model has proven successful economically as well as for expanding IM within medical education.

As we continue to widen the scope of Center activities, we look forward to building new relationships and strengthening those with longtime associates.

LEGACY CIRCLE LAUNCH

To facilitate our mission and sustainability for our programs, the Center established the Legacy Circle. Its members are dedicated individuals who recognize our vision, and understand the financial needs of the Center and, in this early stage, are working to develop a network of like-minded philanthropists. Guided by these generous local donors and committed friends, the Circle set out in its founding year to highlight the advances of IM and to engage potential members in a meaningful way.

As its first function, held February 27, 2012, the Circle sponsored a discussion of Dr. Weil's book *Spontaneous Happiness* at the home of Lu Lovell, a longtime friend and benefactor of the Center. The setting allowed for in-depth conversations on the philosophy of IM and its relevance to the wellness of the Tucson community

and the nation. Guests learned how they could become advocates for the Center, join in the work of the Circle, and participate in our many public functions.

Public functions the members later attended were Dr. Weil's seminar at the 2012 *James E. Dalen Distinguished Lecture for Health Policy*, and the opening night screening of *ESCAPE FIRE: The Fight to Rescue American Healthcare*, held at Tucson's Loft Cinema. There was also a special evening celebrating the publication of Dr. Weil's cookbook (described on the next page).

These events are only the building phase for the Legacy Circle but they demonstrate its potential for public recognition and support. We are honored by the commitment of Circle members and their actions on our behalf.

TRUE FOOD LEGACY CIRCLE EVENT

Legacy Circle members were invited to a book release celebration of Dr. Weil's *True Food: Seasonal, Sustainable, Simple, Pure* in November at the home of Mrs. Neelam and Dr. Gulshan Sethi.

The Sethis welcomed nearly 100 guests to the event, where Dr. Weil spoke about the anti-inflammatory diet, his new cookbook, national health care reform, and the need for a Tucson IM clinic. Guests enjoyed sampling recipes from the book and then had the opportunity to have their books signed by Dr. Weil.

We are grateful for the Sethis and the other Legacy Circle members that made the evening such a success; for their support and dedication to transform medicine alongside our Center; and for the lasting legacy they are leaving on medical education and patient experiences.



Georgia Pisciotto and Dr. Weil joke during his book signing.

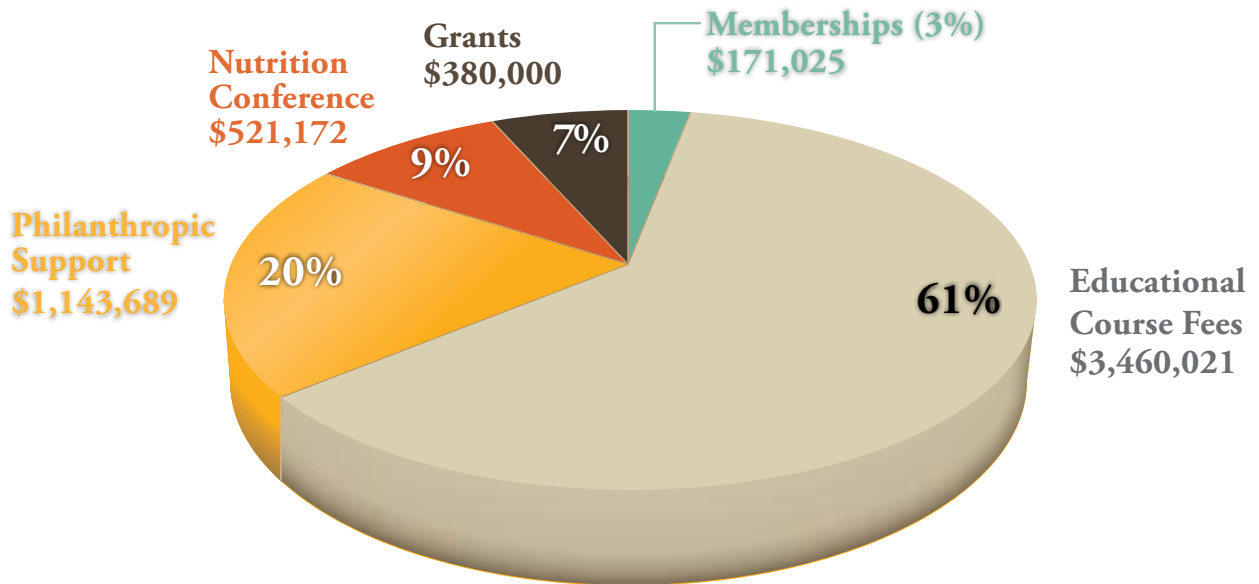


Jim Dalen, MD, and Priscilla Dalen chat with Dr. Weil about his latest book.

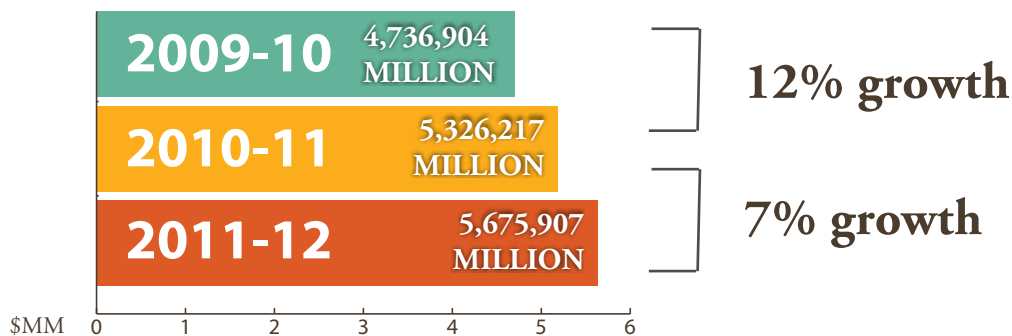
Photos by David Sanders

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FY 2011-12 TOTAL REVENUE



REVENUE GROWTH



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Photo by Genevieve H. Gutiérrez Gil

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**To schedule a new patient
appointment in our Tucson
consultative clinic, please
contact:**

University Health Connection
(520) 694 – 8888 x 500 or
(800) 524 – 5928 x 500
www.azcim.org/clinic

The background of the slide is composed of two main sections. The top section is a teal color with a subtle, organic texture. A solid dark green horizontal band separates this from the bottom section, which is a dark brown color with a similar organic texture. The text is centered in the dark brown section.

University of Arizona Center for Integrative Medicine

www.azcim.org

A dashed white line starts below the website address, extends vertically down a short distance, then turns 90 degrees to the right and extends horizontally across the width of the slide.