



**UMFT**

Universitatea de  
Medicină și Farmacie  
„Victor Babeș”  
din Timișoara

# Complementary and Alternative Medicine in Health Promotion and Disease Prevention

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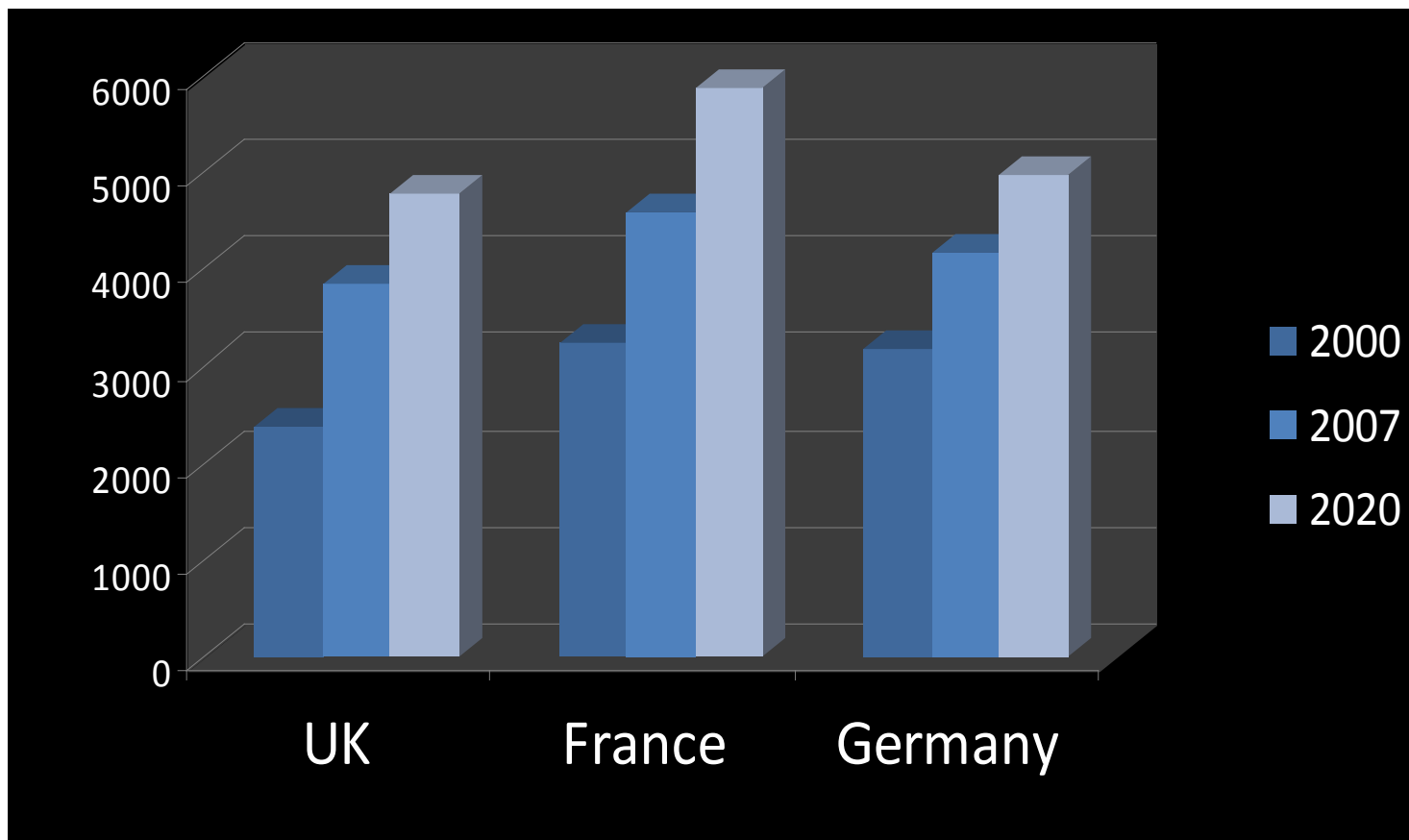
University of Medicine and Pharmacy Victor Babes  
Timisoara, Romania

# **WHO - Regional Committee for Europe, 62nd session, 10-13 September 2012, Malta**

*"There are huge gaps in health and health-system development within and between countries. Inequalities are growing, and this is the most worrisome trend for European health policy-makers: these differences mean a gap in life expectancy of around 12 years in the Region."*

***The Regional Director of WHO, Dr. Z. Jakab's opening speech at this event***

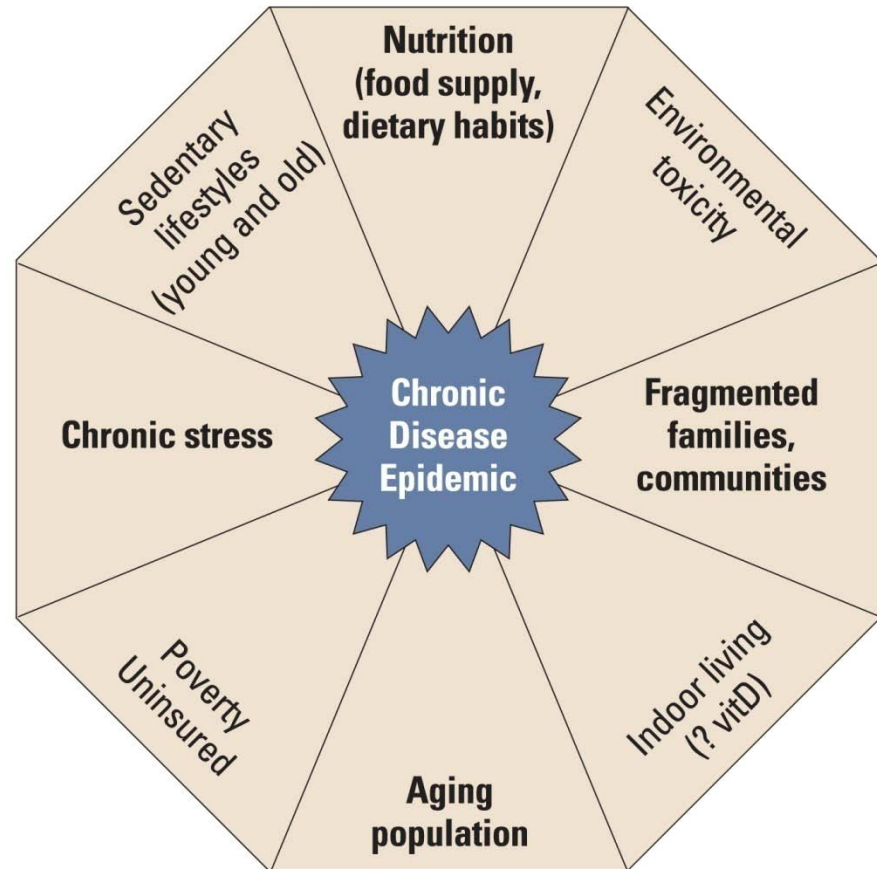
# Expected rise in healthcare costs



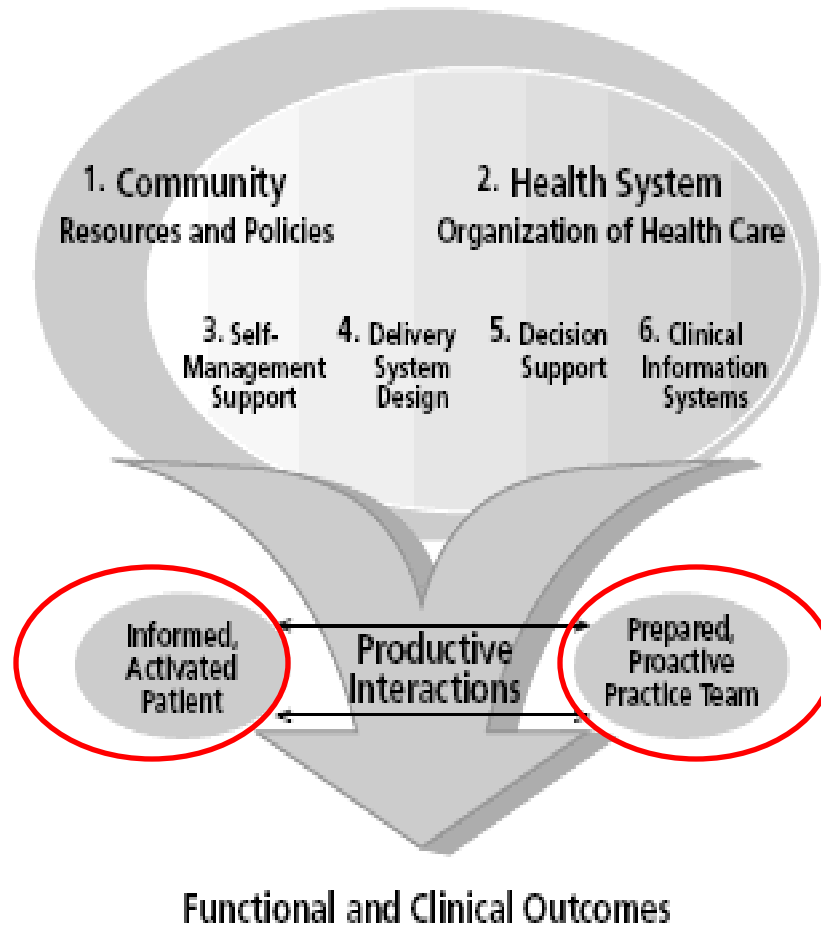
Source: Medical Technology Innovation Scoreboard. The race for global leadership (2011)

# Chronic Disease Epidemic: Contributing Influences

Among the major influences contributing to the epidemic of chronic disease are genetic vulnerability, the powerlessness and despair of poverty, the debility produced by chronic stress, and the fragmentation of family and community life that leads to isolation and a lessened sense of purpose and meaning.



# Chronic Care Model

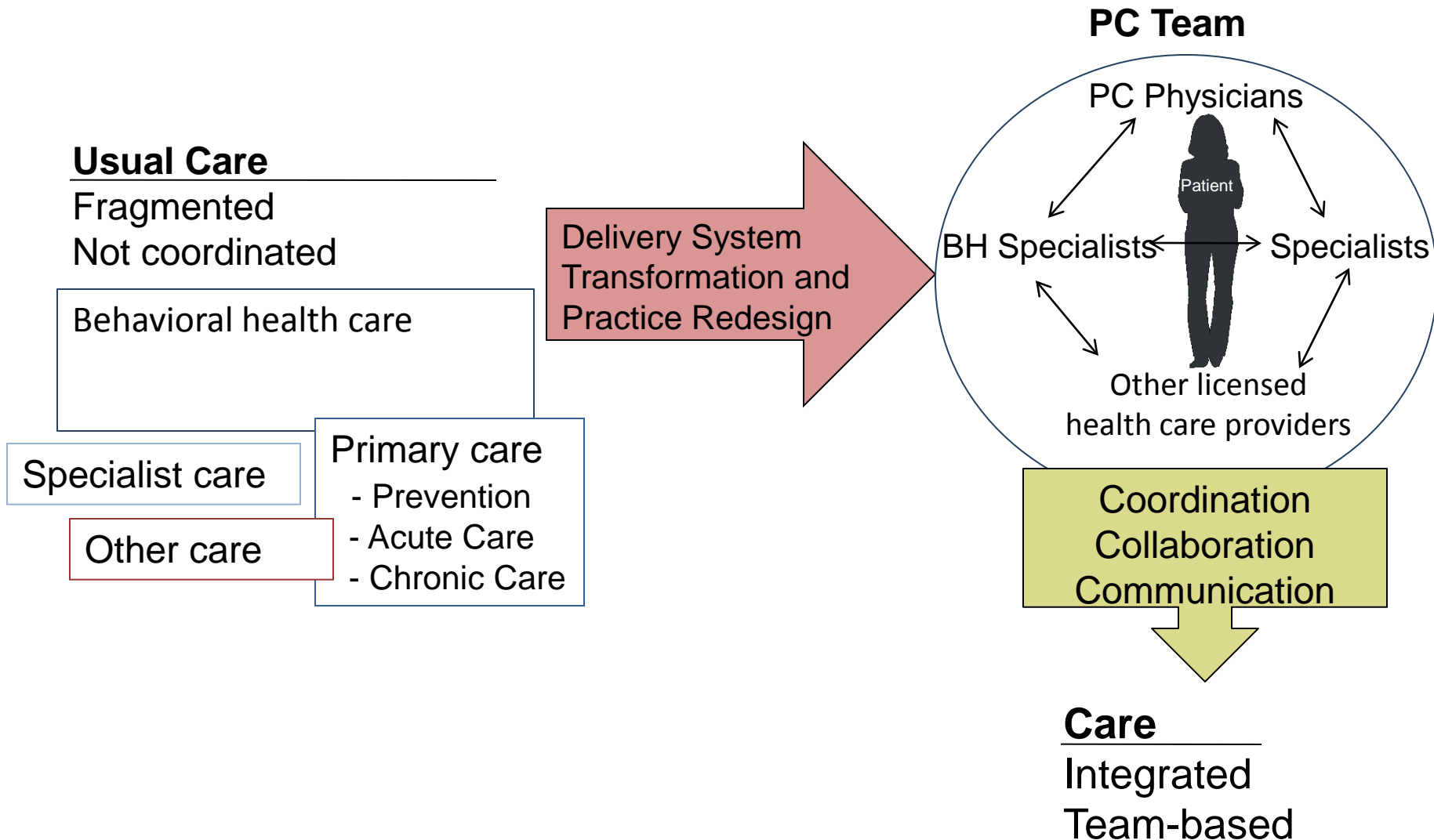


# Preventive cardiology

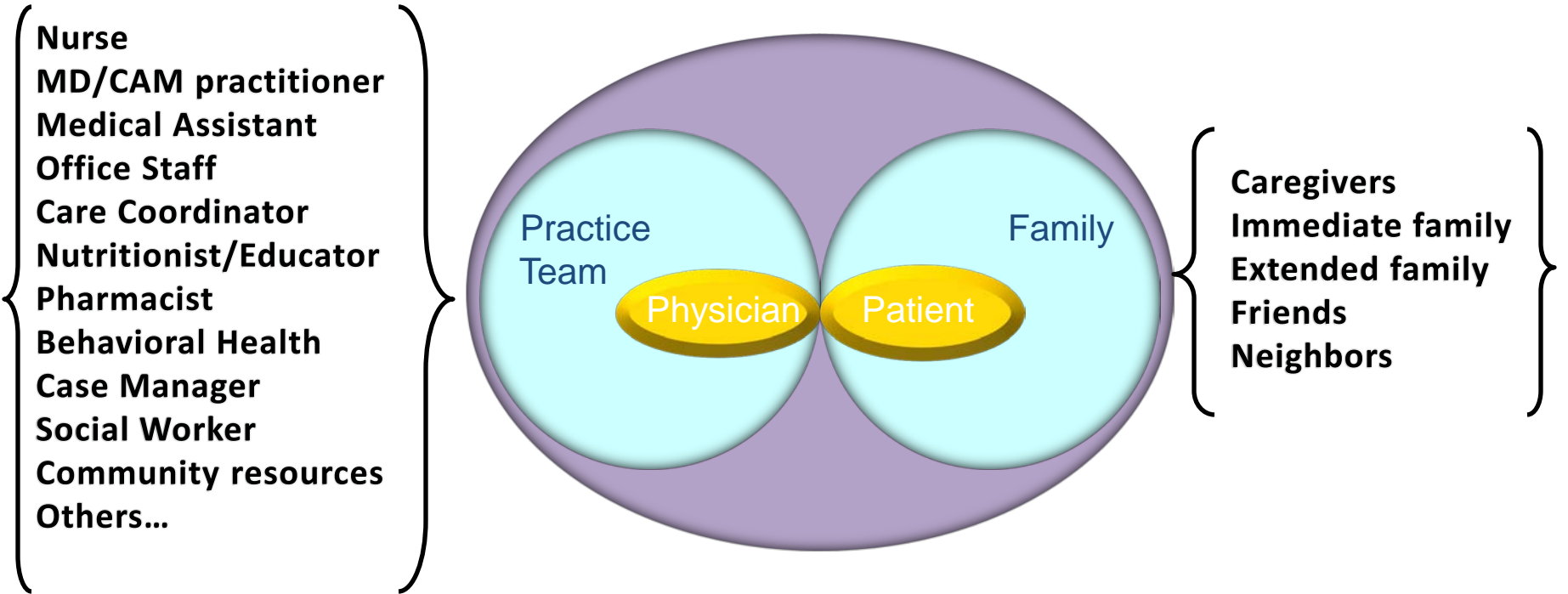
## Key messages

- **Risk factor screening** including the lipid profile may be considered in adult men  $\geq 40$  years old and in women  $\geq 50$  years of age or postmenopausal.
- The physician in **general practice** is the key person to initiate, coordinate and provide long-term follow-up for CVD prevention.
- The **practising cardiologist** should be the advisor in cases where there is uncertainty over the use of preventive medication or when usual preventive options are difficult to apply.
- Patients with cardiac disease may participate in **self-help programmes** to increase or maintain awareness of the need for risk factor management.
- **Non-governmental organisations** are important partners to health care workers in promoting preventive cardiology.
- The **European Heart Health Charter** marks the start of a new era of political engagement in preventive cardiology.

# Integrated patient-centered care



# Core of Team-Based Care



Adapted from:  
Defining Primary Care: An Interim Report, Institute of Medicine 2004



# SWOT analysis of patient-centered care

<b>S</b> trengths	<b>W</b> eaknesses
<b>O</b> pportunities	<b>T</b> hreats
<ul style="list-style-type: none"><li>• Patient-centered model</li><li>• <b>Emphasizes use of evidence-based medicine including CAM</b></li><li>• Reason to expect that it will improve quality &amp; bend the curve on costs</li><li>• Payment models encourage investment to promote quality</li></ul>	<ul style="list-style-type: none"><li>• Requires considerable change in practice</li><li>• Unknown return on investment</li><li>• May disenfranchise small practices</li><li>• Workforce projections for primary care</li></ul>
<ul style="list-style-type: none"><li>• Public &amp; private projects and programs</li><li>• Collaboration with other professions and across specialties</li><li>• <b>Health information technology</b></li><li>• Modeling of different payment models and organizational structures</li></ul>	<ul style="list-style-type: none"><li>• Depends on primary care workforce</li><li>• Consumers may not understand/accept the model (or name)</li><li>• Unintended consequences</li></ul>

# Internet Impact on Decisions/Actions of Patients

Of the 60% of patients who use online health information (e-patients):

60% say the information affected a decision about how to treat an illness or condition

53% say it led them to ask their physician new questions or to get a second opinion

49% say it changed the way they think about diet, exercise, or stress management

60% say they or someone they know has been helped

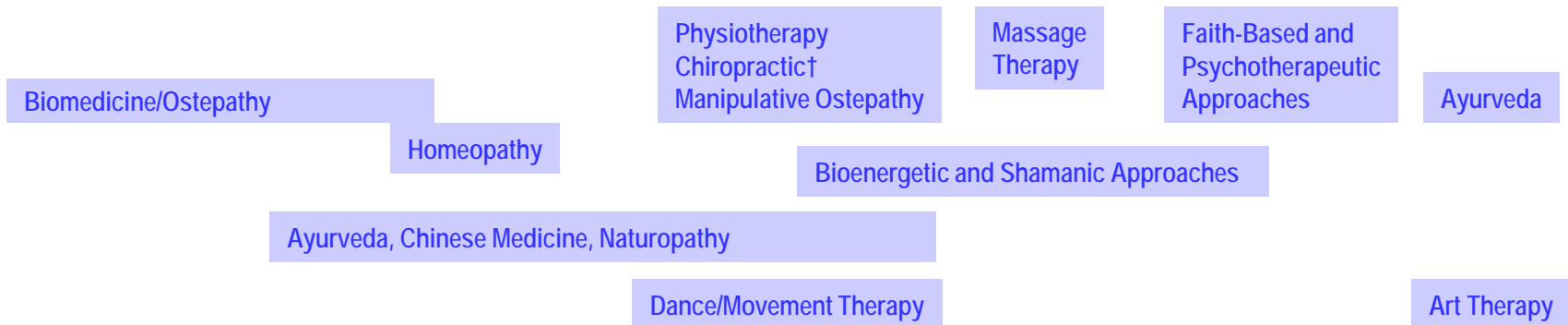
Source: Pew Internet & American Life Project

<http://www.pewinternet.org/reports/2009/8-The-Social-Life-of-Health-Information.aspx>

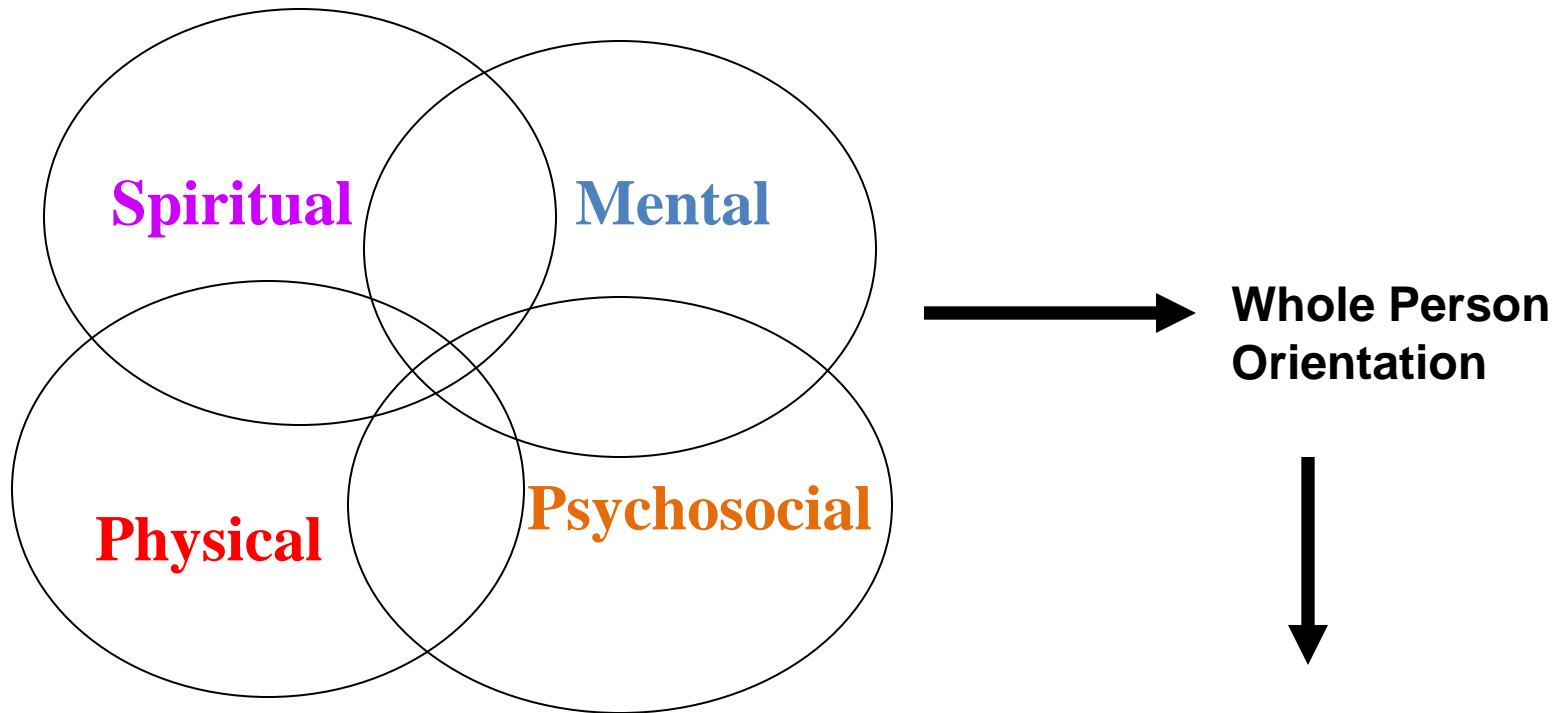
# Relative Physical Invasiveness of Selected Therapeutic Techniques



## Techniques Favored by Selected Health Care Systems



# Whole person approach in CAM



## Coordinated Integrated Care

Personalized care across acute and chronic problems, to include prevention and focus on the physical, social, environmental, emotional, behavioral and cognitive aspects of health care.

# The regulatory status of Complementary and Alternative Medicine for medical doctors in Europe 2010



IVAA



# Rationales for CAM Education in Health Professions Training Programs



- (1) the prevalence and growth of CAM use
- (2) need for enhanced communication between conventional providers and patients using CAM
- (3) need to enhance safety of CAM use and interactions with conventional care
- (4) CAM education's positive impact on broadening core competencies for conventional health care professionals
- (5) positive impact on enhancing cultural competency
- (6) need for better communication between conventional and CAM providers
- (7) potential for improving health care coordination
- (8) potential impact on increasing CAM research quality and capacity
- (9) potential for enhancing quality of care through informed CAM use
- (10) response to governmental, legislative, and other mandates

## Health literacy education: EU Platform for Action on Diet, Physical Activity and Health 2012

- **Front of pack (FOP) food labelling systems for better consumers choices**
- **Drastically reduce SFA (saturated fatty acids) consumption**
- **JRC's activities on countering childhood obesity via behavioural science & ICT approaches**

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- **CAM: evidence for food supplements and functional foods with impact on health**



# Together...with CAM for Health!



## HEALTH AND CONSUMERS



The Initiative for Sustainable Healthcare  
Financing in Europe

### MANAGING CHRONIC DISEASE IN EUROPE

Prof. Dr. Reinhard Busse, Miriam Blümel, David Scheller-Kreinsen, Dr. Annette Zentner

Department of Health Care Management,  
Berlin University of Technology

Presented at 'Securing Europe's Healthcare Future' conference  
Prague, February 18th, 2009

