Incorporation of CAM Therapies into Practice:

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Kaiser Permanente Medical Care Program
Northern California
An Integrated Health Care System
Why Bother?

Northern California Kaiser Permanente Medical Care Program Data:

• CAM Interest & Use Survey: 1996, 1999
  – Gordon NP, Sobel DS, Tarazona EZ,
    Use of and interest in Alternative Therapies Among Adult Primary Care Clinicians and Adult Members in a Large Health Maintenance Organization
    West J. Med. 1998; 169:153-161

• California Market Survey, 1999
TPMG Approach

Advisory Panel

Research

Safety & Evidence Review Workgroups

Acupuncture

Education

Biofeedback

Herbs & Supplements

Manual Therapy

Back Pain

Menopause
TPMG Approach

Evidence Based

- Safety
- Effectiveness
- Quality

Integrated Service Delivery Models
Integration Strategy

• Treatment of Disease
  – Diagnosis Required
    • Physician Referral to Ancillary Provider

• Health Promotion
  – No Diagnosis Required
    • Self Referral to Health Education Programs
CAM Integration Strategy

- Manual Therapies / Manipulation - Treatment of Disease
- Acupuncture - Treatment of Disease
- Herbs / Supplements - Treatment of Disease
- Health Promotion
- Mind-Body Programs - Health Promotion
Acupuncture

- Scope of Practice
- Licensure
- Education
CAM Integration Strategy

- Herbs & Supplements
  - Evidence Based Indications
  - Product Quality System
  - OTC Pharmacy Sales
  - Physician Referral or Self-Referral
  - Health Ed. Info
Information Resources

- Natural Medicine Comprehensive Database™
- "Natural Standard"™
- Cochrane Collaborative
- ConsumerLab.com