



# Complementary and Alternative Providers in the Hospital Setting

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# Presenters

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# What We Will Cover

- ◆ Overview of role of complementary therapies in the hospital setting
- ◆ Provider qualifications
- ◆ Privileges and scope of practice
- ◆ Making CAM a success in your institution
- ◆ Follow-up



# Integrative Care

- ◆ Supportive care rather than “alternative”
- ◆ As tool for increasing patient engagement with hospital’s care
- ◆ Cost reduction
- ◆ Reduced drug seeking
- ◆ Support for the hospital’s mission
- ◆ Meeting patient demand



# Patient Demand for CAM Therapies in US

- ◆ 1 in 3 US adults, 72 million individuals use CAM therapies.
- ◆ Predictors of CAM use:
  - Female
  - Primarily Caucasian
  - Income greater than \$65,000





# Oxford Online: CAM Providers

- ◆ Acupuncturists
- ◆ Naturopaths
- ◆ Chiropractors\*
- ◆ Massage therapists
- ◆ Nutritionists
- ◆ Yoga Instructors

Oxford Online, <https://www.oxhp.com/altmed/glossary/index.html>

Speaker comment: Not all chiropractors consider themselves to be CAM providers.



# AARP: CAM Providers

- ◆ **Mind-Body Healing** (meditation, prayer, music therapy)
- ◆ **Alternative Medical Systems** (Ayurveda; Chinese medicine, including acupuncture; homeopathy; naturopathy)
- ◆ **Biologically based therapies** (herbal products and food supplements)
- ◆ **Body-based (or manipulative)** (chiropractic, massage, osteopathy)
- ◆ **Energy therapies** (Reiki, therapeutic touch, magnets)

AARP:[http://www.aarp.org/health/staying\\_healthy/prevention/complementary\\_and\\_alternative\\_medicine.html](http://www.aarp.org/health/staying_healthy/prevention/complementary_and_alternative_medicine.html)





# Information on CAM Providers

*Clinicians' and Educators' Desk Reference  
on the Licensed Complementary and  
Alternative Healthcare Professions*

Goldblatt E, Snider P, Quinn S, Weeks J,  
Editors

2009, Seattle, Academic Consortium for  
Complementary and Alternative Health  
Care



# Patient Demand for CAM Therapies in California

CAM Provider	Ever used CAM (%)	CAM use in past 12 months (%)
Chiropractor	36.0	13.0
Massage Therapist	23.4	14.2
Acupuncturist	10.5	3.0
Traditional Chinese Medicine	3.9	1.5

Goldstein et al, 2005, 9187 respondents in survey



# How can CAM providers help?

- ◆ Pain management
- ◆ Anxiety, depression
- ◆ Fatigue
- ◆ Side effect of treatment
- ◆ Drug withdrawal and dependence
- ◆ Hot flashes, other gynecological symptoms
- ◆ GI symptoms



# Which Providers to Include?

- ◆ Which providers are patients asking for?
- ◆ Which providers are physicians and staff comfortable with?
- ◆ What services are interested in integrating with CAM providers?



# Consider Evidence Based

- ◆ Many CAM fields are publishing in peer reviewed journals.
- ◆ Evidence based is uneven and must be read critically.
- ◆ The majority of CAM therapy is not tested in modern trials, due to funding and technical limitations.



# Provider Factors to Consider

- ◆ Education
  - Professional accreditation
  - Level of training, i.e. doctorate, masters, undergraduate, diploma, tutorial
- ◆ Certification or license status
- ◆ Practice record
- ◆ Malpractice insurance



# Licensing

- ◆ Scope under state statute may require clarification from Credentialing Committee for appropriate interface with institution.
- ◆ Scope under state statute may be broader than the Credentialing Committee is comfortable with recognizing.



# Accredited Acupuncture Institutions

- ◆ Have affiliations with over 100 institutions in the United States.
- ◆ These institutions include:
  - Acute care hospitals
  - Major medical centers
  - Community clinics
  - Drug treatment programs
  - Oncology centers
  - Rehabilitation centers
  - Hospice
  - Oncology Centers
  - Orthopedic clinics



# Bastyr University Affiliations in Washington

- ◆ Harborview Medical Center
- ◆ Virginia Mason Medical Center
- ◆ Skagit Valley Hospital Oncology Center
- ◆ Providence Regional Medical Center Everett
- ◆ Providence Mount St. Vincent – West Seattle
- ◆ Puget Sound Neighbor Health Clinics
- ◆ Country Doctor Community Health Clinics



# State of Washington Licensed CAM Providers

- ◆ Acupuncturists
- ◆ Chiropractors
- ◆ Massage Therapists
- ◆ Naturopaths
- ◆ Direct Entry Midwives



# Examples of What Can Be Treated

Type of Clinic	Services
Oncology	Pain, neuropathy, nausea and vomiting, fatigue, hot flashes
Orthopedics	Pain, range of motion
Recovery Centers	Addiction, risk reduction
HIV/AIDS Clinics	Side effects of medications, fatigue, anxiety and depression, fatigue



# Access to CAM

- ◆ Self pay
- ◆ Third party payers
- ◆ Foundations/grants
- ◆ Sliding scale clinics
- ◆ CAM therapies are not covered by federal programs such as Medicare.



# Factors to Consider for Institution

- ◆ Patient demand
- ◆ Interest of existing providers
- ◆ Space considerations
- ◆ Financial considerations
- ◆ Billing considerations
- ◆ Medical records
- ◆ Mission of clinic or facility



# Credentialing

- ◆ Working with the Committee
  - CAM providers work within their scope.
  - CAM providers are not admitting providers.
  - In some environments CAM providers treat patients referred by admitting providers.
- ◆ CAM in the credentialing process
- ◆ Privilege sheet
- ◆ Review and quality assurance



# Modalities Needing Special Consideration

- ◆ Western herbs
- ◆ Traditional Chinese herbs
- ◆ Other supplements
- ◆ Cupping
- ◆ Electro-stimulators
- ◆ CAM-based dietary recommendations



# When will insurance pay for services? (acupuncture)

- ◆ Pain
- ◆ Nausea and vomiting
- ◆ Neuropathy



# Sloan-Kettering Cancer Center

## In Patient

- ◆ Massage
- ◆ Music therapy
- ◆ Meditation
- ◆ Acupuncture

## Outpatient

- ◆ Massage
- ◆ Reflexology
- ◆ Acupuncture
- ◆ Mind-body therapies
- ◆ Nutrition
- ◆ Classes



# Dana-Farber Cancer Institute

- ◆ Acupuncture
- ◆ Massage



# A Successful CAM Program

- ◆ Outreach to stakeholders
- ◆ Education for staff and providers
- ◆ Visibility of the CAM program



# Follow-up

- ◆ Assessment
- ◆ Patient demand
- ◆ Level of provider referral
- ◆ Integration with social worker and patient advocacy services
- ◆ Interactions with administrative staff
- ◆ Collaboration with physicians and nurses
- ◆ Billing and/or payment



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**Thank you!**



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Questions?

