



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





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?

