

INTEGRATIVE MEDICINE

FOR HEALTHCARE ORGANIZATIONS:

Business Strategies, Practical Tools, and Best Practices

January 22-24, 2004

The US Grant - A Wyndham Historic Hotel

San Diego, California

InnoVision Communications

169 Saxony Rd. #104

Encinitas, CA 92024

Mailing Indicia

A Special Thanks:

To the following organizations who have provided unrestricted educational grants to support this program.



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THE SECOND ANNUAL

INTEGRATIVE MEDICINE FOR HEALTHCARE ORGANIZATIONS

**BUSINESS STRATEGIES,
PRACTICAL TOOLS, AND
BEST PRACTICES**



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HEALTH FORUM™

An American Hospital Association Company

INNOVISION
COMMUNICATIONS

Why this Conference?

Do you know what the critical success factors in developing your integrative medicine program are? Are you aware of the key decision making criteria and tools that you will need to be successful? What is the existing and emerging research, and what do you need to know about it? At this second annual *Integrative Medicine for Healthcare Organizations: Business Strategies, Practical Tools, and Best Practices* conference, you will hear answers to these and other critical questions impacting integrative medicine programs. Don't miss out on nationally-renowned faculty and case-study presentations from industry experts. Discuss business strategies, review practical tools, and explore best practices that will align your integrative medicine program for successfully impacting your patients, facility, and community.

This richly constructed two-day curriculum provides ample opportunities for networking, three skill-building pre-conference workshops to choose from, and a special visit to the Scripps Center for Integrative Medicine—a highly regarded integrative medicine center. This conference is the place to hear from several of the most influential experts and opinion leaders in integrative medicine. Come be part of the only conference of its kind that addresses the business and strategic elements of integrating complementary and alternative medicine (CAM) while becoming re-energized and inspired to make great things happen in your organizations and communities.

Who Should Attend?

- ◆ Senior-level healthcare executives
- ◆ Medical directors
- ◆ Nursing directors
- ◆ Physicians, nurses, and other clinical practitioners working in integrative practices
- ◆ CAM program managers
- ◆ CAM practitioners and other healthcare leaders interested in CAM integration in a hospital or community setting

Learning Objectives

At the conclusion of this conference, you will be able to:

- ◆ Identify best practices and emerging trends in integrative medicine from leading practitioners and strategists from across the country
- ◆ Describe the critical success factors for implementing a CAM program in your organization
- ◆ Understand the latest research in CAM, and what you should know about it
- ◆ Develop crucial leadership skills required to lead change in your organization
- ◆ Extend your network of like-minded colleagues from various industry sectors
- ◆ Return energized and inspired to your organization and community with strategies, resources, and action plans to make great things happen

Accreditation

InnoVision Communications is accredited by the ACCME to provide continuing medical education for physicians, and takes responsibility for the content, quality and scientific integrity of this CME activity.

InnoVision Communications designates this educational activity for a maximum of 10 hours for the conference and a maximum of 5 hours for pre-conference sessions* in Category I Credit toward the American Medical Association (AMA) Physician's Recognition Award. Each physician should claim only those hours of credit actually spent on the educational activity.

The California State Board of Registered Nursing (BRN) accepts AMA Category I Credit as meeting the continuing education requirements for license renewal. Nurses from states other than California must check with their local State Board for continuing education policies.

Other continuing education is available. Please visit the website at: www.alternative-therapies.com.

* 3 hrs for a pre-conference workshop; 2 hrs for the site visit.

Call for Posters

The Health Forum and InnoVision Communications Program Planning Committee invites registrants to submit a poster presentation. The theme of the conference is "Business Strategies, Practical Tools, and Best Practices." The poster session will provide an opportunity for conference attendees to learn about each clinic's innovative work in progress and to preview late-breaking "how to" solutions related to developing and operating a wide range of integrative medicine clinics.

For poster guidelines and submission information, please contact Sita Ananth at sananth@healthforum.com or by calling 707-644-1181. The submission deadline is December 1, 2003.

About the Sponsors

This conference is sponsored by **Health Forum**, a wholly-owned subsidiary of the American Hospital Association (AHA) and **InnoVision Communications, LLC**.

Through print and electronic media, data products, leadership conferences, and fellowship programs, **Health Forum** provides the means for healthcare executives and community leaders to identify and achieve their personal and organizational goals. For more information, visit www.healthforum.com.

InnoVision Communications publishes *Alternative Therapies in Health and Medicine*, the leading peer-reviewed journal in CAM; *Integrative Medicine: A Clinician's Journal*, and *Advances in Mind-Body Medicine*. It also produces several continuing medical education conferences. For more information, visit www.alternative-therapies.com.

PROGRAM SCHEDULE AT A GLANCE

For session descriptions and faculty bios, please visit www.alternative-therapies.com or www.healthforum.com.

Thursday, January 22

10:00 am – 5:30 pm **Registration**

1:00 – 4:00 pm **Pre-Conference Workshops**
(additional fee)

◆ **Building a Profitable CAM Program**

Scott Adler – St. Joseph's Mercy of Macomb,
Clinton Township, MI

◆ **Integrative Medicine in a Children's Hospital Setting: Strategies for Success**

Timothy Culbert, MD – Children's Hospitals
and Clinics, Minneapolis, MN

Julie Morath, MS, RN – Children's Hospitals
and Clinics, Minneapolis, MN

Lynda Richtsmeier Cyr, PhD – Children's
Hospitals and Clinics, Minneapolis, MN

Lawrence Rosen, MD – Westchester Medical
Center, Valhalla, NY

Richard Walls, MD – Children's Hospital, San
Diego, CA

◆ **Core Credentialing and Legal Review**

Alan Dumoff, JD, MSW – Life Tree Consulting,
Rockville, MD

Site Visit

Register Early. Space is limited.

5:00 – 8:00 pm (additional fee)

Led by Erminia Guarneri, MD, this tour of Scripps Center for Integrative Medicine in La Jolla, California, offers an opportunity to discuss the benefits and challenges of integrative medicine within the context of a larger medical center.

Friday, January 23

6:30 – 7:30 am **Yoga and Tai' Chi**

7:00 – 8:30 am **Registration, Continental Breakfast, Visit Exhibits**

8:30 – 8:45 am **Welcome and Introduction**

8:45 – 9:30 am **Opening Keynote Session: Integrative Medicine Delivery Systems-Trends, Lessons, and Strategies**

Donald Novey, MD – Medical Director,
The Center for Complementary Medicine,
Advocate Medical Group, Park Ridge, IL

9:30 – 9:45 am **Break**

9:45 – 10:45 am **Concurrent Sessions I**

10:45 – 11:15 am **Break – Visit Exhibits**

11:15 – 12:15 pm **Concurrent Sessions II**

12:15 – 1:30 pm **Networking Lunch**

1:30 – 2:15 pm **Keynote Session: Choosing Happiness – Choosing Leadership**

Rick Foster and Greg Hicks – Consultants and
authors, Emeryville, CA

2:15 – 2:30 pm **Break**

2:30 – 3:30 pm **Concurrent Sessions III**

3:30 – 4:00 pm **Break – Visit Exhibits and Posters**

4:00 – 5:00 pm **Keynote Session: Research in Integrative Medicine - What Do We Know? What Do We Need to Know?**

Brian Berman, MD – Director, Maryland School
of Medicine Center for Integrative Medicine

Saturday, January 24

6:30 – 7:30 am **Yoga and Tai' Chi**

7:00 – 8:30 am **Registration, Continental Breakfast, Visit Exhibits**

8:30 – 9:15 am **Keynote Session: The Health and Cost-Effectiveness of Mind/Body Medicine**

David Sobel, MD, MPH – Director of Patient
Education and Health Promotion, Kaiser
Permanente Northern California, Oakland, CA

9:15 – 9:30 am **Break**

9:30 – 10:30 am **Concurrent Sessions IV**

10:30 – 11:00 am **Break – Visit Exhibits and Posters**

11:00 am – 12:00 pm **Concurrent Sessions V**

12:00 – 1:30 pm **Lunch on Your Own**

1:30 – 2:30 pm **Concurrent Sessions VI**

2:30 – 2:45 pm **Break**

2:45 – 3:30 pm **Closing Keynote Session: High Tech, High Touch - Integrative Medicine in a Major Healthcare System**

Erminia Guarneri, MD – Medical Director,
Scripps Center for Integrative Medicine
La Jolla, CA

3:30 pm **Conference Adjourns**

You will be able to attend 6 of the Concurrent Sessions. Please refer to the numbering in the schedule when making your selections.

CONCURRENT SESSIONS

An Algorithmic Approach to CAM Clinical Implementation (II & IV)

Donald Novey, MD

Avoiding Common Mistakes in Integrative Medicine (II & V)

Karen Hohenstein, MBA – Director,
Tiber Group, Chicago, IL
Tara Tesch – Manager, Tiber Group,
Chicago, IL

Case Studies in Hospital-based Approaches to CAM (I & III)

Gregory Salem, MA, CLC –
Administrator, Lehigh Valley Hospital
and Health Network, Allentown, PA
William Stewart, MD – Medical
Director, Institute for Health and
Healing, San Francisco, CA

Case Studies: Two Unique Approaches to Integration (I & III)

Harley Goldberg, DO – TPMG Director,
CAM, Kaiser Permanente Northern
California

Anna Silberman, MPH – President and
CEO, Lifestyle Advantage, Pittsburgh, PA

Delivering Integrative Healthcare Under Consumer-Driven Health Plans: An ABC Coding Case Study (II & VI)

Synthia Molina, MBA – CEO,
Alternative Link, Albuquerque, NM
Jeffrey Sollins, MD – Founder, Bridges in
Medicine, Albuquerque, NM

From Happiness to Health (III only)

Rick Foster and Greg Hicks

Green Hospitals – How to Run an Environmentally Friendly Hospital (IV & VI)

Charlotte Brody, RN – Executive
Director, Health Care Without Harm,
Washington, DC

Healthy Pleasures: The Health Benefits of Sensuality, Optimism, and Altruism (V only)

David Sobel, MD, MPH

How to Fund Your CAM Program (IV & VI)

Rauni Prittinen King, RN, BSN –
Planning Manager, Scripps Center for
Integrative Medicine, La Jolla, CA

Operations: Make or Break Your Program (II & V)

Bradly Jacobs, MD – Medical
Director, UCSF Osher Center for
Integrative Medicine, San Francisco, CA
Nancy Schulman, MBA – President,
Integrative Health Solutions, Boulder, CO

Safety and Efficacy of High Utilization Herbs and Supplements (I & IV)

Catherine Ulbricht, PharmD – Founder,
Natural Standard, Cambridge, MA

GENERAL INFORMATION

DATES:

Thursday, January 22, 2004

Pre-Conference Workshops

Site Visit to Scripps Center for Integrative Medicine

Friday and Saturday, January 23-24, 2004

Main Conference

LOCATION:

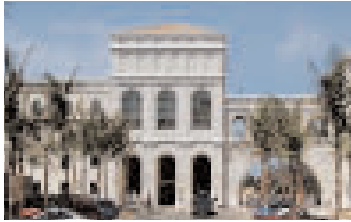
The US Grant—

A Wyndham Historic Hotel

326 Broadway

San Diego, California 92101

619-232-3121



HOTEL INFORMATION:

Located in San Diego's downtown historical district, The US Grant is just minutes from the famous Gaslamp District, San Diego Harbor, Balboa Park and more.

Guests may take advantage of the complimentary airport shuttle transportation and have free use of the health club. In addition, Wyndham ByRequest members will have free local and long distance phone service and internet access during their stay. (To become a Wyndham ByRequest member, visit www.wyndham.com and enroll now at no charge!)

A block of rooms has been reserved for you at the discounted group rate of \$165 single/double (excluding applicable taxes).

RESERVATION DEADLINE: FRIDAY, JANUARY 2, 2004.

Reservations made after this date will be accepted on a space and rate available basis only. To make reservations, simply call 619-232-3121 (or 800-996-3426) and identify that you will be attending the Integrative Medicine Conference.

REGISTRATION FEES:

\$95 – Pre-conference Workshop

\$50 – Site visit to Scripps Center for Integrative Medicine, includes transportation

\$450 – Main Conference, includes conference syllabus, continental breakfasts, Friday lunch, and certificate of completion

(10% discount is offered for main conference if 3 or more people from the same organization register.)

CANCELLATION AND REFUND POLICY:

Cancellation requests must be submitted in writing (via mail, fax, or e-mail) and received by January 9, 2004. A refund less a \$75 administrative fee will be processed within four weeks of your request. No refunds will be allowed after January 9, 2004.

SPECIAL NEEDS:

InnoVision Communications fully intends to comply with the legal requirements of the Americans with Disabilities Act. If any participant of this conference is in need of accommodations, please do not hesitate to submit a written request to InnoVision Communications at least one month prior to the meeting.

FOR FURTHER INFORMATION:

InnoVision Communications

169 Saxony Rd. #104

Encinitas, CA 92024

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TO REGISTER CALL: 866-828-2962

INTEGRATIVE MEDICINE FOR HEALTHCARE ORGANIZATIONS ♦ January 22-24, 2004 ♦ San Diego, California

Name _____ Occupation _____
(Please Print) First MI Last Credentials

First name to Appear on Badge _____ Title _____
(If different from above)

Mailing Address _____ Organization _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Day Phone _____ Fax _____ E-Mail _____

Payment Information \$450 Conference (Group discount – 3 or more from same organization: \$____ @ \$405 = Total \$____)
 \$95 Pre-Conference Workshop

Building a Profitable CAM Program

Integrative Medicine in a Children's Hospital Setting: Strategies for Success

Core Credentialing and Legal Review

\$50 Site Visit to Scripps Center for Integrative Medicine

I have enclosed a check (Payable to InnoVision Communications) for \$_____ US

Please charge my AMEX MasterCard VISA \$_____ US

Account Number _____ Expiration Date _____

Name as it appears on card _____ Signature _____

Submit Form: Send to InnoVison Communications, 169 Saxony Road, Suite 104, Encinitas, CA 92024

Fax - 760-633-3918, or Register online—www.alternative-therapies.com

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