Integrative Medicine: Health-Oriented Care

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Requires a transformation in our current focus.
Pathogenesis

• Pathos: to suffer (disease)
• Genesis: the creation of

Focus: The Physical Process
Salutogenesis

- Saluté (Italian), Salud (Spanish): Health, Well Being
- Genesis: The creation of

Healing Doesn’t Pay!

Focus: Physical, Mental, Social, Spiritual
Need: Incentives to the left

Push the Curve to the Right

Disease Burden

Cost

Time

Tipping Point

Current Intervention

Push the Curve to the Right

Reversibility
Our Current Disease Care Model
Behavior Change = Greatest ↓ in Mortality

- Genetic Predisposition: 30%
- Behavioral Patterns: 40%
- Social Circumstances: 15%
- Environmental Exposure: 5%
- Health Care: 10%

Schroeder, NEJM; 357(12), 2007
WISCONSIN
FOOD PYRAMID
How the public sees it

Conventional
• More reductionistic
• More controlling
• More generalizable
• More scientific
• Less time*

CAM
• More holistic
• More empowering
• More individualistic
• More intuitive
• More time*

*Not in stated study

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Group #1

Group #2

Group #3