




BRIDGING INTEGRATIVE MEDICINE & HEALTHCARE FINANCIALS

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RESEARCH PROJECTS


- Already Published
- Currently Being Worked On
- Planned for the Future

PUBLISHED ARTICLES


- *Prior-to-exam: What Activities Enhance Performance?* in Journal of Instructional Pedagogies. (with T. Healey)
- *Mechanism of Pain Relief through Tai Chi and Qigong* in Journal of Pain and Relief
- *Qigong in Cancer Care: A Systematic Review And Construct Analysis Of Effective Qigong Therapy in Supportive Care in Cancer* (with P.J. Klein and R. Schneider)
- *Economic Issues Preventing Good Healthcare* to be published in Pennsylvania Economics Association Conference Proceedings, 2019 (with R. Jahnke, J. Baumgarden, and F. Porzsoit)

Asklepios – research group logo



PUBLISHED BOOKS

- **Telehealth Research Report for Center for Rural PA** (multi-year research project)
- **Telehealth in Rural Hospitals** (CRC Press, Taylor & Francis Group)
 - Economic impact of telehealth
 - Impact depended on use
 - On Committee to provide input to US Budget Office
 - Disenchanted with US budget approach





CURRENT PROJECT

- *Economic Issues Preventing Good Healthcare* targeting European Journal of Health Economics
- *Estimating the Economic Impact of Integrative Healthcare* targeting American Journal of Public Health



PLANNED FOR FUTURE

- *Refining the Economic Impact Estimate of Integrative Healthcare* targeting Health Economics
- *Methods for Double-Blind Behavioral Practice Research in Tai Chi and Qigong* targeting Advances in Health Sciences Education



**PAIN REDUCING OPTIONS
 ECONOMIC IMPACT**


ORIGINALLY STARTED LAST SUMMER

PRESENTED AT INTERNATIONAL CONGRESS OF INTEGRATIVE MEDICINE AND HEALTH
 IN BALTIMORE IN MAY, 2018

LOOKING TO START WORKING ON IT AGAIN

WOULD LIKE INPUT FOR IMPROVING IT

FINAL PRIORITY RANK ORDER

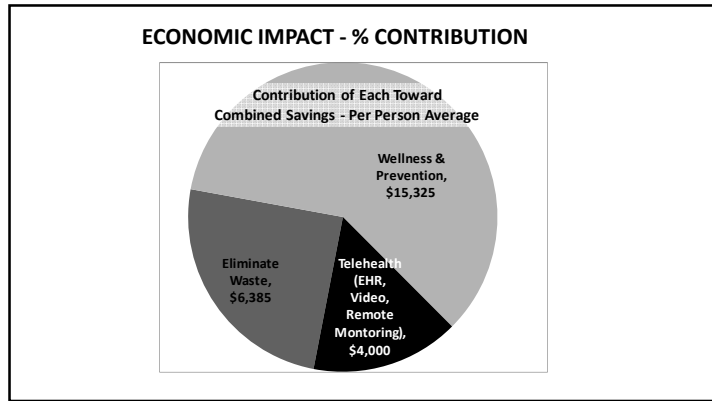
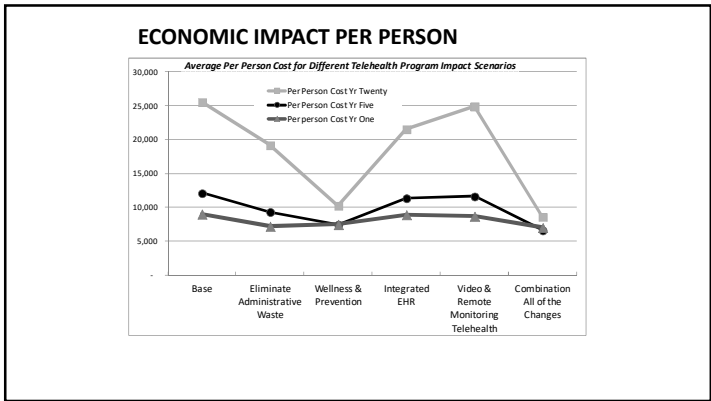
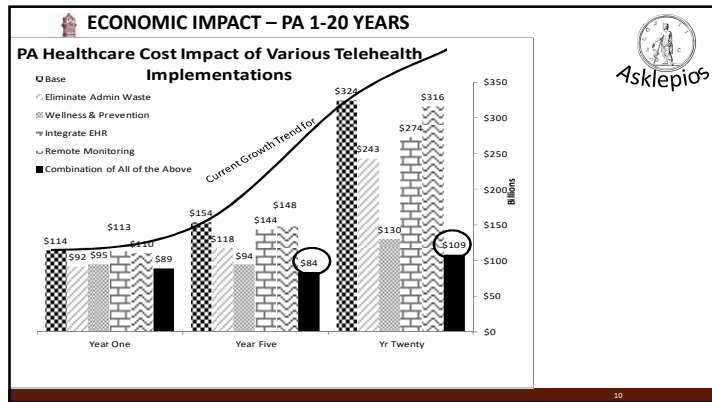


Final Rank	Category	Approach	PMA Priority Index
1	None	Benign Neglect	6
2	Folk	Cold/Heat	10
3	Integrative	Biofeedback/Meditation Therapy	23
4	Folk	Over The Counter Analgesics	24
5	Integrative	Nutrition Therapy	27
6	Folk	Folk Remedies	30
7	Folk	Topical Anesthetic	30
8	Integrative	Mind/Body Physical Practices	33
9	Integrative	CBT/ACT Therapies	40
10	Integrative	Massage Therapy	40
11	Physical	Physical/Behavioral Therapy	42
12	Standard	Prescription NSAIDS	68
13	Standard	Muscle Relaxants	80
14	Standard	Adjuvant Analgesics	104
15	Standard	Trigger Point Botox Injection	116
16	Standard	Epidural Steroid Injection	116
17	Integrative	Acupuncture, Acupressure	138
18	Physical	TENS nerve stimulator	144
19	Integrative	Chiropractic Adjustments	152
20	Standard	Prescription Opioids	155
21	Surgical	Anesthetic Injection	190
22	Surgical	Surgical ligament release, removal, or adjustment	200
23	Surgical	Spinal Cord Stimulation	205
24	Surgical	Radiofrequency Ablation	205
25	Surgical	Intrathecal Pump	235
26	Surgical	Motor Cortex Stimulation	250
27	Surgical	Deep Brain Stimulation	265
28	Surgical	Surgical Release and/or relocation of nerve	270
29	Surgical	Surgical Fusion	305


TELEHEALTH IN RURAL PENNSYLVANIA

The current & long term impact of Telehealth,
 and a study of the relationship between Policy,
 Telehealth Use, and Healthcare Costs



GRANT FROM CENTER FOR RURAL PENNSYLVANIA
 JANUARY 2012 – MARCH 2013
 PUBLISHED IN 2014 (FULL REPORT)
 & 2016 (SCHOLARLY PUBLISHER)



ECONOMIC ISSUES PREVENTING GOOD HEALTHCARE
(LITERATURE SEARCH FOR ECONOMIC ISSUES)

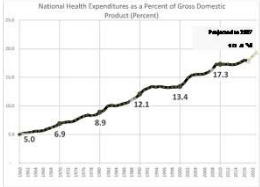
← CJ RHOADS,
ROGER JAHNKE, →

← JOE BAUMGARDEN, AND
FRANZ PORZSOLT →

CHANGING DOMAIN OF HEALTH ECONOMICS

- Cost rising faster than GDP
- Impact of PPACA (Obamacare)
- Increased Research Access
- Use of EHR
- Chronic Illness and Disease
- New Expensive Treatments




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METHODS

- Searched Databases
 - Academic Search Complete
 - Alt HealthWatch
 - Business Source Complete
 - EconLit
 - Health Source: Nursing/Academic Edition
 - MEDLINE
- Criteria Search
 - 75,995 met initial criteria
 - 522 met additional criteria
 - 137 selected after review of abstracts


HEALTH ECONOMICS DIFFERENT

- Based upon decision-making factors that are complex.
- Economics, but doesn't really follow economic rules
 - Quality of Life factors
 - Complexity of cost factors
 - Public versus private costs
 - Agency Theory influence



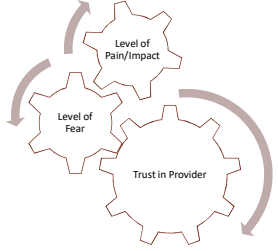
KUTZTOWN UNIVERSITY **OBSTACLES AND INCONVENIENCE** **Asklepios**

- Often counter-intuitive.
- Simple answers disbelieved.
- Simple, not easy.
- More inconvenient, more expensive – more trusted.
- 33% of all treatments influenced by placebo effect.
- Expectations are short term, not long term.
- Long term quality of life issues not addressed.



KUTZTOWN UNIVERSITY **DECISION MAKING FACTORS GOVERNING HEALTHCARE** **Asklepios**

- Level of Pain
- Level of Fear
- Trust in Provider
 - Society trusts physicians more than other providers
 - Medical Standard of Care (SOC) is Limited
 - Drugs and Surgery often only approved medical response



Notice what's missing? COST. Cost is often not part of the decision because of third-party coverage: insurance.


KUTZTOWN UNIVERSITY **PUBLIC HEALTH** **Asklepios**

- Costs are major concern
- Quality of Life – not so much
- Perceived healthcare provided important rather than actual results of healthcare

No one wants to admit futility, but if drugs and surgery are only acceptable standard of care, costs are unacceptably high for unacceptably low quality of life.



KUTZTOWN UNIVERSITY **LITERATURE CATEGORIES ON HEALTHCARE COST ISSUES** **Asklepios**

- Society
- Ethical
- Process
- Payment
- Custom
- Research

SOCIETY ISSUES

- Rising Costs of Healthcare
- Growing Senior Population
- Growing Chronic Conditions and Diseases




ETHICAL

- Non-Economic Principles of Healthcare
- End of Life Care Management Issues








PROCESS


- High Administrative Costs of Healthcare
- Overtreatment and Waste
- Lack of Healthcare Information Technology Data Standards



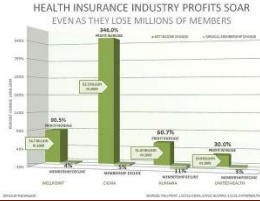



PAYMENT ISSUES

- Multilayer Payment Structure of Healthcare



HEALTH INSURANCE INDUSTRY PROFITS SOAR
 EVEN AS THEY LOSE MILLIONS OF MEMBERS



Insurance Type	Member Loss	Industry Profits
Medicaid	80.5%	\$4.2B
Medicare	11%	\$48.2B
Private Health Insurance	66.7%	\$11B
Other	30.0%	\$5B

CUSTOM

- Lack of High Quality Guidelines
- Decision Making Methods





RESEARCH

- Healthcare Research Issues
- Estimate Cost Benefits



CONCLUSIONS

- Many Economic Issues
- Good Healthcare in US is Being Prevented because it does not reward Prevention

HEALTHCARE IMPROVEMENTS

- Integrative Healthcare Practices in SOC
- Encourage Prevention
- Discourage High-cost, Low Value
- End of Life Cost Consideration
- Standardize Codes & Systems
- Mitigate Risk
- Decrease Overtreatment
- Develop guidelines with RCT and PCT
- Establish Cost Benefit Standards

CURRENT RESEARCH ON ECONOMICS OF INTEGRATIVE HEALTH PRACTICES

ORIGINALLY MET ROGER JAHNKE
AT INTEGRATIVE MEDICINE SYMPOSIUM

BROAD-BRUSH –TRILLION DOLLARS SAVINGS
IF INTEGRATIVE MEDICINE WAS INCLUDED IN SOC
(But that was SWAG)


Decided to work together to put some meat on the bones
Started with same model as Telehealth

CURRENT RESEARCH PROJECT

- Estimating Costs
 - Based on Systematic Analysis of each modality and Integrative Healthcare Practice
- Model used in telehealth
 - Initial pass on Public Funding (Medicare, Medicaid, VA, CHIPs)
 - Next pass on Private Funding (Employers, Employees, Insurance, Uninsured)

DISCUSSION

- How to improve the pain reducing economics study?
- Thoughts on approach to economic impact of integrative medicine as standard of care?
- With whom would we share study in order to move ITMQA goals forward?



QUESTIONS?

