The paradigm shift toward prevention, wellness and health creation through integrative healthcare is becoming more of a reality in the U.S., but in order for widespread change to occur, persistent pressure and advocacy in the national healthcare policy and legislation sphere is required.

Consistent messaging about the effectiveness of integrative healthcare coupled with a targeted legislative agenda and advocacy efforts regarding the Non-Discrimination Provision of the Affordable Care Act, Sec 2706, defines IHPC’s work in 2014-2015 and beyond.

IHPC projects are mission-centric and ambitious. 

Carpe Diem!
IHPC TIMELINE and HISTORY

Highlights in IHPC's Formation and Accomplishments

1997
- CAM appears on legislative map for first time following white paper on CAM cost and effectiveness by former Congressman Berkley Bedell and future IHPC founders

1998
- NIH National Center for Complementary and Alternative Medicine (NCCAM) is established following intensive work by thought leaders who went on to found IHPC

1999
- Published legislative white paper National Plan to Advance Integrated Health Care (Bedell, Campbell, Quinn, Snider) (With AAHF, Bastyr University, AANP with legislative staff consultation from Sen. Daschle & Sen. Harkin's offices)

2000
- Formed Integrated Healthcare Consortium (IHHC) Steering Committee (Campbell, Quinn, Snider, Haramati, Weeks and others on the IHHC Steering Committee)

2001
- IHHC Steering Committee convened “National Policy Dialogue (NPD) to Advance Integrated Health Care: Finding Common Ground” at Georgetown University. Co-Hosts: American Association for Health Freedom, Bastyr University, Georgetown University, Georgetown University Medical School.
- NPD stakeholders agree on 18 common ground recommendations for national policy integration
- Provides multiple testimonies (IHPC and stakeholders) to White House Commission on CAM Policy advocating common ground policy recommendations
- IHPC convenes at Georgetown University “The Affordable Care Act and CAM: What’s Next?”, begins process of becoming 501-c4 organization

2002
- IHPC persuades IOM to include greater CAM profession involvement in review of the IOM Report on CAM in the US First ever appointments of naturopathic physician and massage therapy representatives (Milliman, Lowe) to the AMA’s CPT Health Care
- Professional Advisory Committee (IHPCAC) result from IHPC-convened meeting(s) of American Medical Association CPT codes and ABC Code set representatives following IHPC testimony to the National Center on Vital Health Statistics (NCVHS), (Karl, Milliman, Dumoff)

2003
- IHPC focuses on educational needs identified in NPD Report, simultaneously founding the Academic Consortium for Complementary and Alternative Health Care (ACCAHC) and launching the National Education Dialogue (NED) between conventional, CAM and public health educators (Snider, Weeks, O’Bryon, Quinn, Kain et al)
- ACCAHC convenes historic meeting of colleges and accrediting and certification agencies of the five regulated CAM disciplines, TWM and emerging professions to set joint vision and form organization to advance health care creation, strengthen resources at CAM educational institutions and establish collaborative partnerships with medical schools to advance health outcomes and pluralistic delivery of integrated care
- IHPC receives IRS approval for 501-c4

2006
- ACCAHC publishes “Response to a Proposal for an Integrative Medicine Curriculum” JACM (Benjamin et al, Journal of Alternative and Complementary Medicine)
- ACCAHC Board votes to become an independent 501-c3 organization
- After prompting by IHPC, Federal Agency for Healthcare Research and Quality (AHRQ) launches research review on CAM for chronic pain and NCCAM focuses on CAM for pain in their 2011 Strategic Plan

2007
- IHPC builds coalition of conventional and CAM organizations to work for non-discrimination legislation to create a level playing field between conventional and CAM professionals
- ACCAHC applies for and becomes a 501-c3
- IHPC launches Partners for Health program inviting professional associations and other constituency based groups to formalize alliances
- Following IHPC prompting, Congressional Research Service documents massive discrimination by Federal healthcare entities against CAM providers and educational institutions
- IHPC tackles social justice issues of CAM availability to all Americans and joins Disparities Reducing Advances Project headed by Institute for Alternative Futures

2008
- IHPC launches online action network allowing individual providers and consumers their first collective direct voice to policymakers

2009
- President Obama appoints IHPC’s Executive Director, Janet Kahn, PhD, LMT as a Member of the Advisory Group on Prevention, Health Promotion, and Integrative and Public Health

2010
- IHPC mission broadened to include environmental health issues
- Patient Protection and Affordable Care Act passes with historic language, advocated by IHPC, officially recognizing licensed CAM providers as part of the National Healthcare Workforce, creating new opportunities for integrated health care
- IHPC convenes at Georgetown University “The Affordable Care Act and Beyond, A Stakeholder Conference on Integrated Health Care Reform”, co-hosts were The Institute for Integrative Health and Palmier College of Chiropractic. The conference was convened to foster collaborative planning among stakeholders regarding aspects of the Affordable Care Act relevant to the integrative area, including: Access and Non-Discrimination (Sec 2706), Integration in Practice, (Sec 3502); Comparative Effectiveness Research and the Patient Centered Outcomes Research Institute (PCORI) (Sec 6301), The Healthcare Workforce (Sec 5101); Prevention and Wellness (Sec 4001 and Sec 4006) as well as Current Procedural Terminology (CPT) Codes.
- President Obama appoints IHPC's Executive Director, Janet Kahn, PhD, LMT as a Member of the Advisory Group on Prevention, Health Promotion, and Integrative and Public Health

2011
- IHPC presents to White House staffers on the role of integrated health care in the new economy
- IHPC publishes “The Affordable Care Act & Beyond, A Stakeholder Conference on Integrated Healthcare Reform” Georgetown University, Washington DC. Editors: Janet Kahn, PhD, LMT; Daniel Redwood, DC; Michael Traub, ND, DHAM, CCH, FABNO.
- IHPC forms alliance with American Sustainable Business Council
- IHPC presents its “Integrated Healthcare Prevention Priorities” report to the Surgeon General for use by the National Council on Prevention, Health Promotion and Public Health

2012
- IHPC launches the “CoverMyCare” program inviting professional associations and other constituencies to join CAM providers in advocating for non-discrimination in insurance
- IHPC launches national campaign with Deborah Senn, JD, former Washington State Insurance Commissioner to lobby for the correct implementation of the Non-Discrimination Provision of the Affordable Care Act, Sec 2706
- Co-hosted with Bastyr University large-scale meetings with Department of Health and Human Services Regional Directors to discuss implementation of Sec 2706
- Multiple meetings with state insurance Commissioners
- Attended the National Association of Insurance Commissioners trimester membership meetings
- IHPC presents Congressional Briefing with Allina and the Consortium of Academic Health Centers for Integrative Medicine (CAHCIM) “Easing the Healthcare Crisis: The Role of Integrative Health Care”
- Recipient of Emerson Ecologies and Miraglo Foundation grants for the development and distribution of a comprehensive CAM and integrative healthcare cost-effectiveness booklet
- IHPC launches the “CoverMyCare” campaign, a grassroots consumer advocacy initiative to encourage correct implementation of the Non-Discrimination provision of the Affordable Care Act, Sec 2706. Primary co-sponsors are IHPC Partners for Health, Bastyr University and the American Massage Therapy Association
- The Academy of Integrative Health and Medicine and IHPC begin formal discussions to explore establishing a formal partnership
- IHPC passes a resolution to establish a joint task force to develop an agreement
CoverMyCare

CoverMyCare is a public information, education and engagement campaign for 2014 to inform health care consumers about insurance marketplace improvement provisions of the Affordable Care Act (Sec 2706).

Taylor Walsh is the Program Director.

A fully implemented Section 2706 is a groundbreaking opportunity for licensed CAM practitioners and their patients. It will also raise awareness for the kind of whole-person, patient-centered, cost-effective health care that licensed and certified CAM practitioners have provided to millions of patients over many years with excellent health outcomes. That is the story that CoverMyCare is designed to tell.

BUDGET

» START-UP PHASE I: $9,000
  The start-up phase will provide the CMC project with funding for the discrete website and promotional activities to clinics, consumers and media. Primary co-sponsors for Phase I include Bastyr University and the American Massage Therapy Association.

» PHASE II: $41,000
  Phase II is characterized by the monthly management of the site (content and message) and continuity of message and outreach to consumers and educational/advocacy grassroots measures. Phase II has been partially funded by the American Massage Therapy Association.

TOTAL COVERMYCARE BUDGET
PHASE I AND PHASE II: $50,000

Department of Health and Human Services (DHHS)

Regional Meetings with Regional Directors

Continuation of meetings with DHHS Regional Directors and state insurance Commissioners to discuss implementation and enforcement of Sec 2706:

» Budget for Regional Meetings: $2,500
  (5 meetings at $500 each)

» Budget for Insurance Commissioners Meetings: $3,750
  (5 meetings at $750 each)

National Association of Insurance Commissioners Meetings

The National Association of Insurance Commissioners (NAIC) has three national meetings per year, usually for a 4-5 day meetings held each Spring, Summer and Fall. Attendance at NAIC is key visibility for IHPC to bring the issues and concerns of Sec 2706 implementation to the decision makers at the insurance industry table.

IHPC had a representative on site at each of the three key national NAIC meetings held in 2013. The intention is for IHPC to continue to have visibility on the important issues affecting insurance reimbursement and parity (among other related issues) at NAIC.

  » Provisional budget for one meeting: $2,750
  NAIC - three meetings per year: $8,250

Retention of the Hon. Deborah Senn

With the generous support of the chiropractic profession, IHPC retained the Hon. Deborah Senn JD, the former insurance commissioner of the State of Washington. In 2013 Ms. Senn was retained to analyze and advise on next steps to support the correct implementation of Sec 2706 nationally.

Retention of Ms. Senn on a per-project or monthly basis that will greatly accelerate the impact of the strategic plan.

BUDGET for Deborah Senn

» Estimate per project fee: $3,000
  (For projects such as a sample bulletin to Insurance Commissioners)

» Monthly retainer: $3,000
  (Approximately 10-15 hours per month)

Annual retainer: $36,000

Integrative Healthcare/Integrative Medicine Cost-Effectiveness Booklet

While there is cost-effectiveness data available that highlights the benefits of IM/IHC, there isn’t a concise and compelling booklet that encapsulates and communicates these benefits. Such a booklet is an important tool to differentiate between more expensive conventional treatment/health outcomes and the less costly outcomes recognized in patients utilizing CAM and IM. This booklet will serve a dual purpose as representing both the patient voice (stories) and the scientific data illustrating IM cost-effectiveness.

TOTAL: $17,200
Thanks to the Miraglo Foundation and Emerson Ecologics for providing funding for this important booklet! It will be printed in time for the 2015 legislative session.

Congressional Briefings

To date, IHPC has hosted five congressional briefings with both House and Senate sessions. In 2014, IHPC host- ed, along with CACHIM and Allina, “Easing the Healthcare Crisis: The Role of Integrative Healthcare”, a briefing that garnered substantial attendance on the Hill. IHPC intends to present congressional briefings annually. The Congressional briefing is a direct conduit to the legislators who need to hear IHPC’s unified voice and message.

  » CONGRESSIONAL BRIEFING BUDGET (PER BRIEFING)
  TOTAL: $3,500

IHPC’s STRATEGIC ACTION PLAN

IHPC has multiple projects and campaigns slated (or already in progress) for 2014-2015 that are carefully crafted to amplify each project’s advocacy and legislative objectives.
Total 2014 Budget, IHPC 2706
Strategy with All Plan Components:

- CoverMyCare, Phase I and II: $50,000
- Regional/Insurance Comm Meetings: $6,250
- NAIC Meetings: $8,250
- Annual Retention Deborah Senn: $36,000
- Cost-Effectiveness Booklet: $17,200
- Congressional Briefing: $3,500

**Total Combined Budget:** $121,200

---

**IHPC Leadership**
At-large and PFH Board Members

**IHPC Board of Directors**
Leonard A. Wisneski, MD, FACP, Chair
Alyssa Wostrel, MBA, DHom (Ex officio)
Executive Director
Pamela Sider, ND, Vice-Chair
Gerard Clum, DC, Treasurer
Bill Ready, LA, DiplAc, Secretary
Karen Alan, CCH
Stan Appelbaum, OD, FCOVD
Winona Bontrager, LPN, LMT
Sarah Buseman, ND candidate
Sherman Cohn, JD
Coquina Deger, MBA
Nancy Galles, DC, CCH, RSHom (NA)
Denise Graham
Nick Jacobs, FACHE
Mary Lawlor, CPM, LMT, MA
Stephen Marini, DC, PhD
William Meeker, DC, MPH
Erica Obreg, ND, MPH
Eric Polgar, MBA, LMT
Kara Pournasabidhi, ND
Tari Roberts, JD, BSN
Michael Traub, ND
Lucia Thornton, THD, MSN, RN, AHN-BC
Robert Twillman, PhD, FAPM
Stephen Walsh, DC, FICA

**Staff**
Alyssa Wostrel, MBA, DHom, Executive Director
Steve Grantowitz, Website/IT
Elizabeth “CC” Empey, Student Intern

---

**IHPC Current Partners for Health Members**

- Academy of Integrative Health & Medicine
- American Academy of Pain Management
- The American Association of Naturopathic Physicians
- Alliance for Massage Therapy Education
- American Holistic Nurses Association
- American Massage Therapy Association
- Bastyr University
- International Chiropractors Association
- International Chiropractic Pediatric Association
- Life University
- National Association of Certified Professional Midwives
- National Center for Homeopathy
- Naturopathic Medical Student Association
- Palmer College of Chiropractic
- The Chanda Plan Foundation
- American Institute of Homeopathy
- Double Helix Water
- Standard Process

IHPC is deeply grateful to all previous Partners for Health organizations that have contributed to IHPC’s progress.

**IHPC Policy Council Members:**
The Chanda Plan Foundation
American Institute of Homeopathy
Double Helix Water
Standard Process
IHPC’s Sponsors, Past and Present

Our sincere thanks to the generous support from both past and present IHPC sponsors (recent and/or current sponsors in bold)

Advocare
Alternative Therapies in Health and Medicine Magazine
American Association for Health Freedom
American Association of Naturopathic Medical Colleges
American Association of Naturopathic Physicians
American Holistic Nurses Association
American Massage Therapy Association
American Specialty Health
ArKay Foundation
Association of Chiropractic Colleges
Bastyr University
Beth Israel Medical Center, Center for Health and Healing
Center for Integrative Health Medicine and Research Commission on Massage Therapy Accreditation
Council of Colleges of Acupuncture and Oriental Medicine
Council on Naturopathic Medical Education
Duke University Center for Integrative Medicine
Emperor’s College of Traditional Oriental Medicine
Emerson Ecologics
Foot Levelers
Georgetown University School of Medicine
Hylands
International Association of Yoga Therapists
Institute for Functional Medicine
The Institute for Integrative Health
Life Chiropractic College West
Life University
Lucy Gonda/Center for Integrative Health Medicine and Research
Marc Diener Productions, Inc.
Miraglo Foundation
MPA Media
National Certification Commission on Acupuncture and Oriental Medicine
NCMIC Group
Oregon College of Oriental Medicine
Palmer College of Chiropractic
Registered Yoga Teacher Yoga Alliance
Seek the Frontier Clinician’s Network
Southern California University of Health Sciences
Southwest College of Naturopathic Medicine
Standard Process
Triad Healthcare, Inc.
Thorne Research
University of Medicine & Dentistry of New Jersey
Washington State Chiropractic Association
Whitaker Health Freedom Foundation

How We Recognize Our Sponsors

IHPC sponsorship is essential to our successful work in the policy sphere. We are deeply grateful to the generous support of our many and varied sponsors over the years. In 2014 and 2015, IHPC will launch another website in addition to our primary site at www.ihpc.org. The CoverMyCare site at www.covermycare.org/cmc is providing a platform of interface between IHPC, CAM practitioners and patients, in support of the correct implementation of Sec. 2706, the Non Discrimination provision of the Affordable Care Act. **IHPC is seeking Phase II sponsors for this campaign—ample visibility is available to those sponsors on the new website and on all associated materials.** There is also an opportunity for content sponsors. IHPC sponsors are also recognized in press related to IHPC, including press releases and articles about our work. For more information, please contact Alyssa Wostrel, Executive Director, at awostrel@ihpc.org/505-331-7358.