

The Case for

INTEGRATIVE HEALTH



An integrative approach to health care seeks to combine the best conventional medical practices with the best complementary strategies to achieve best patient outcomes.

Many standard-of-care medical practices are designed to treat or, more often, manage specific disease conditions. For example, pharmaceutical drugs can alter normal physiology by inhibiting the biochemical pathways of disease processes in order to achieve a reduction of symptoms, but the toxicity of the drug can often compromise the body's normal functions of defense repair and regeneration of healthy cells. On the other hand, certain nutrients can help support those same functions. Therefore, it's when the collective benefits of both disciplines are integrated that the best results are achieved.

The Case For Integrative Health

Erminia Guarneri, MD, Co-founder and Medical Director of the Scripps Center for Integrative Medicine, states that our problem is that we have "disease care, not health care" in the United States. An integrative health approach helps move our healthcare philosophy away from doing things "to" people toward a more holistic approach of supporting them.¹

When asked to describe integrative medicine and how it differs from "complementary and alternative medicine (CAM), she responded, "I really want to move away from the term complementary and alternative

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medicine. Years ago, when I started doing this work, people would say, 'Oh, Dr. Guarneri is into alternative medicine.' And I would say, 'Yeah, nutrition is alternative. Exercise is alternative. But what are they alternative to, bypass surgery?' We need to change that mindset because the minute you put the word alternative next to something in the medical world, the mainline docs say, 'Not interested.' On the other hand, you'll find people in the alternative world who feel the same way about anything Western or allopathic. So, the key now is to be a bridge person. How can we go back and forth, with the goal being to find the best plan for helping a patient heal and get to optimum health. That plan may include supplements, diet, stress management and surgery. So you really can't get locked into just one mindset.

"For me, integrated medicine is saying, 'There's a time for [supplements], and there's a time for bypass surgery... What we want are doctors, nurses and other practitioners who are educated and comfortable in both.'"

At the practicing physician level, Tracy Gaudet, MD, former Executive Director of Duke Integrative Medicine, says that she encounters little resistance once fellow doctors understand that integrative medicine doesn't entail blindly advocating alternative approaches and rejecting conventional ones. She sums it all up by saying, "We all want the same thing—the best care for patients."¹

Dramatic Growth in the Integrative Health Industry

Just a few years ago, the concepts of integrative medicine and integrative healthcare would have been in relatively foreign to most people. But now these ideas are being embraced by leading medical schools, medical education providers, and U.S. hospitals and physicians. For example:

- The Consortium of Academic Health Centers for Integrative Medicine, promoting integrative medicine at the national level, now has more than 40 highly esteemed academic medical centers such as George Washington University, Johns Hopkins, Yale, Columbia, Duke, Stanford, Harvard and others.
- Continuing Medical Education (CME), necessary to maintain physician licensing, is now available on many topics within the integrative health umbrella.
- The number of integrative medical centers has more than doubled during the last ten years.

But, the real driver of integrative health care is the public. A perfect storm of factors, including out-of-control healthcare costs, rising rates of diet-related health challenges, and a growing concern over the toxic impact

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of pharmaceutical interventions have given rise to an increasing demand for the best integrative health strategies.

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According to Josephine Briggs, MD, director of the National Center for Complementary and Alternative Medicine (a division of the National Institutes of Health) reported that nearly 40% of U.S. adults are currently using at least one type of integrative strategy. Says Briggs, "Based on the data from the National Health Survey (Implemented by the Centers of Disease Control), I would say overall that patterns of supplement use, as I think the industry is well aware, are being driven by science."¹ Science-based nutritional technologies are not a new concept. It's a return to the actual foundation of ancient medicine.

In the 1500s, Paracelsus, known as the father of pharmacology, said that "Everything man needs to sustain health is provided [by God] in nature. It's the job of science to find it." EvolvHealth is committed to providing the best, science-based nutritional products for supplying the growing demand for safe and effective integrative health strategies. So, if the best recovery outcome is what you, a friend, or loved one is looking for, then EvolvHealth should be your choice for integrative health support.

Reference

1. NUTRITIONAL BUSINESS JOURNAL, Volume XIII, No. 11, November 2008. Integrative Medicine and Dietary Supplements.

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