

แนวโน้มโลกเกี่ยวกับการแพทย์บูรณาการ
Global Trend in Integrative Medicine

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Integrative Medicine การแพทย์บูรณาการ

- คือการรวมกันของการปฏิบัติและวิธีการของการแพทย์ทางเลือกกับการแพทย์แผนปัจจุบัน (ที่มา : <http://www.th.wikipedia.org>)
- **Complementary medicine (CM) or Integrative medicine (IM) is when alternative medicine is used together with functional medical treatment, in a belief that it improves the effect of treatments.**
- **Alternative medicine is defined loosely as ‘a set of products, practices, and theories that are believed or perceived by their users to have the healing effects of medicine but whose effectiveness has not been established using scientific methods or whose theory and practice is not part of biomedicine or whose theories or practices are directly contradicted by scientific evidence or scientific principles used in biomedicine.’**
- **Alternative therapies share in common that they reside outside medical science, and rely on pseudoscience.**
(From Wikipedia, the free encyclopedia)

CAM: Complementary and Alternative medicine

- **Alternative medicine** describes any practice that aims to achieve the healing effects of medicine, but which lacks biological plausibility and is untested, untestable or proven ineffective.
- **Complementary medicine (CM), Complementary and Alternative medicine (CAM), Integrated medicine or Integrative medicine (IM), and Holistic medicine** are among many rebrandings of the same phenomenon. (???) (From Wikipedia, the free encyclopedia)
- **Complementary medicine** = การแพทย์เสริม, การแพทย์ทางร่วม
- **Alternative medicine** = การแพทย์ทางเลือก
- **Integrated/Integrative Medicine** = การแพทย์บูรณาการ (Conventional + CAM)
- **Holistic Medicine** = การแพทย์แบบองค์รวม

CAM: Complementary and Alternative medicine

- **US NCCIH: CAM is "a group of diverse medical and health care systems, practices, and products that are not generally considered part of conventional medicine".**
- However, these descriptive definitions are **inadequate** in the present-day when **some conventional doctors offer alternative medical treatments and introductory courses or modules** can be offered **as part of standard undergraduate medical training**.
- **Alternative medicine is taught in more than half of US medical schools and US health insurers are increasingly willing to provide reimbursement for alternative therapies.**

(From Wikipedia, the free encyclopedia)

CAM: Complementary and Alternative medicine

- **NCCIH**: The **National Center for Complementary and Integrative Health** is a United States government agency which explores CAM. NCCIH is one of the 27 institutes and centers that make up the National Institutes of health (**NIH**) within the Department of Health and Human Services of the federal government of the United States.
- **NCCIH** was established in **October 1991**, as the Office of Alternative Medicine (**OAM**), which was re-established as **NCCAM** in **October 1998** and again as **NCCIH** in **December 2014**.
- Its stated **mission** is: "**to define, through rigorous scientific investigation, the usefulness and safety of complementary and alternative medicine interventions and their roles in improving health and health care**".

(From Wikipedia, the free encyclopedia)

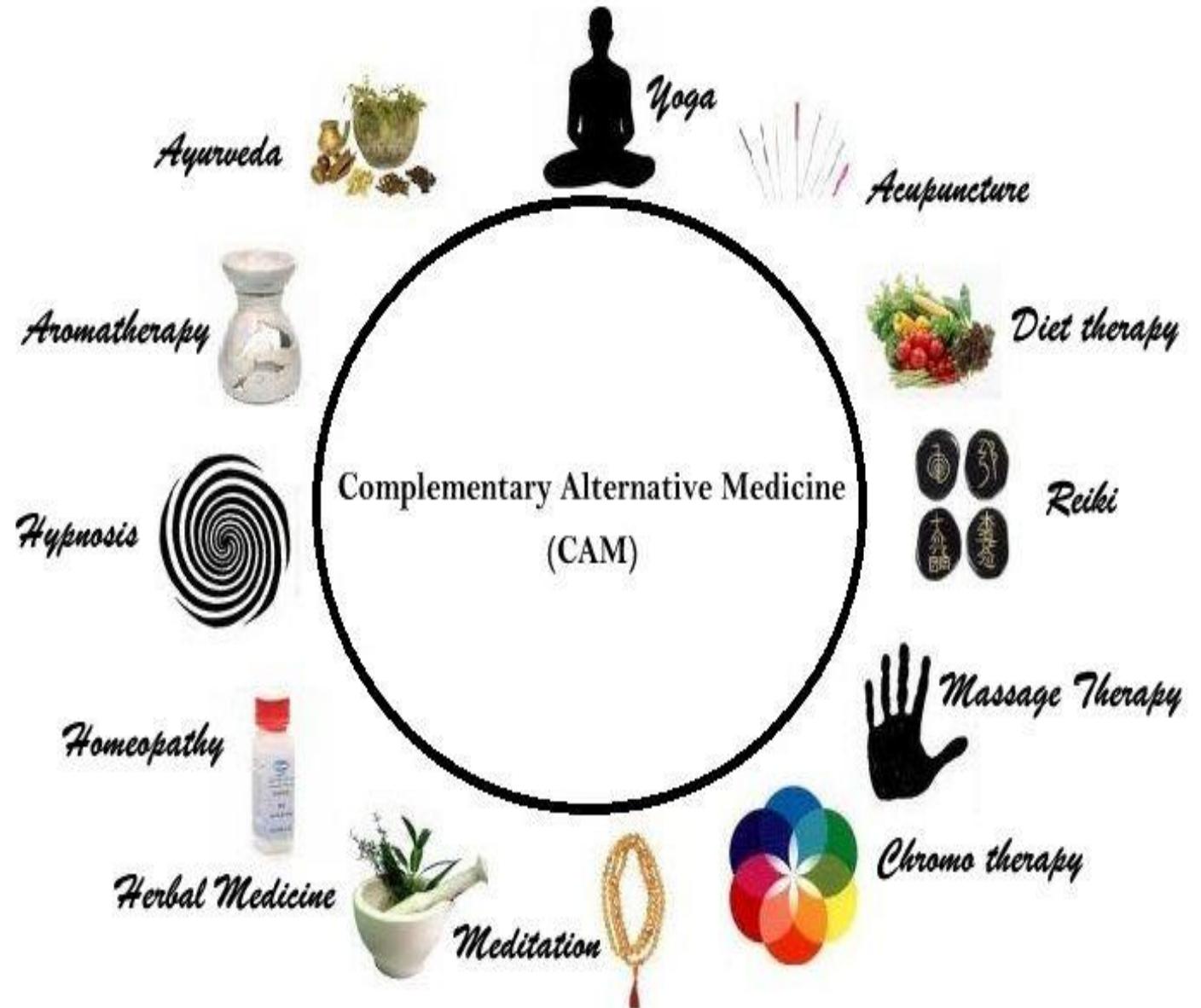


CAM: Complementary and Alternative medicine

Complementary and Alternative Medicine (CAM)

- Meditation
- Hypnosis
- Guided Imagery
- Biofeedback
- Relaxation Therapy
- CBT
- Prayer and Spirituality
- Homeopathy
- TCM
- Bodywork and Movement Therapy
- Acupuncture
- Ayurvedic Medicine
- Physical Medicine
- Chiropractic Therapy
- Energy Medicine
- Dietary Medicine
- Herbal Medicine
- Massage Therapy
- Naturopathy
- Neural Therapy
- Magnet Therapy

(c) 2007, Steven J. Scrivani, DDS, DMed



Benefits of Massage

Massage is generally considered part of **complementary and alternative medicine**. It's increasingly **being offered along with standard treatment** for a wide range of **medical conditions and situations**.

Some **studies** have found **massage may also be helpful** for:

- **Anxiety**
- **Digestive disorders**
- **Fibromyalgia**
- **Headaches**
- **Insomnia related to stress**
- **Myofascial pain syndrome**
- **Soft tissue strains or injuries**
- **Sports injuries**
- **Temporomandibular joint pain**
- **Produces feelings of caring, comfort and connection.** (www.mayoclinic.org)

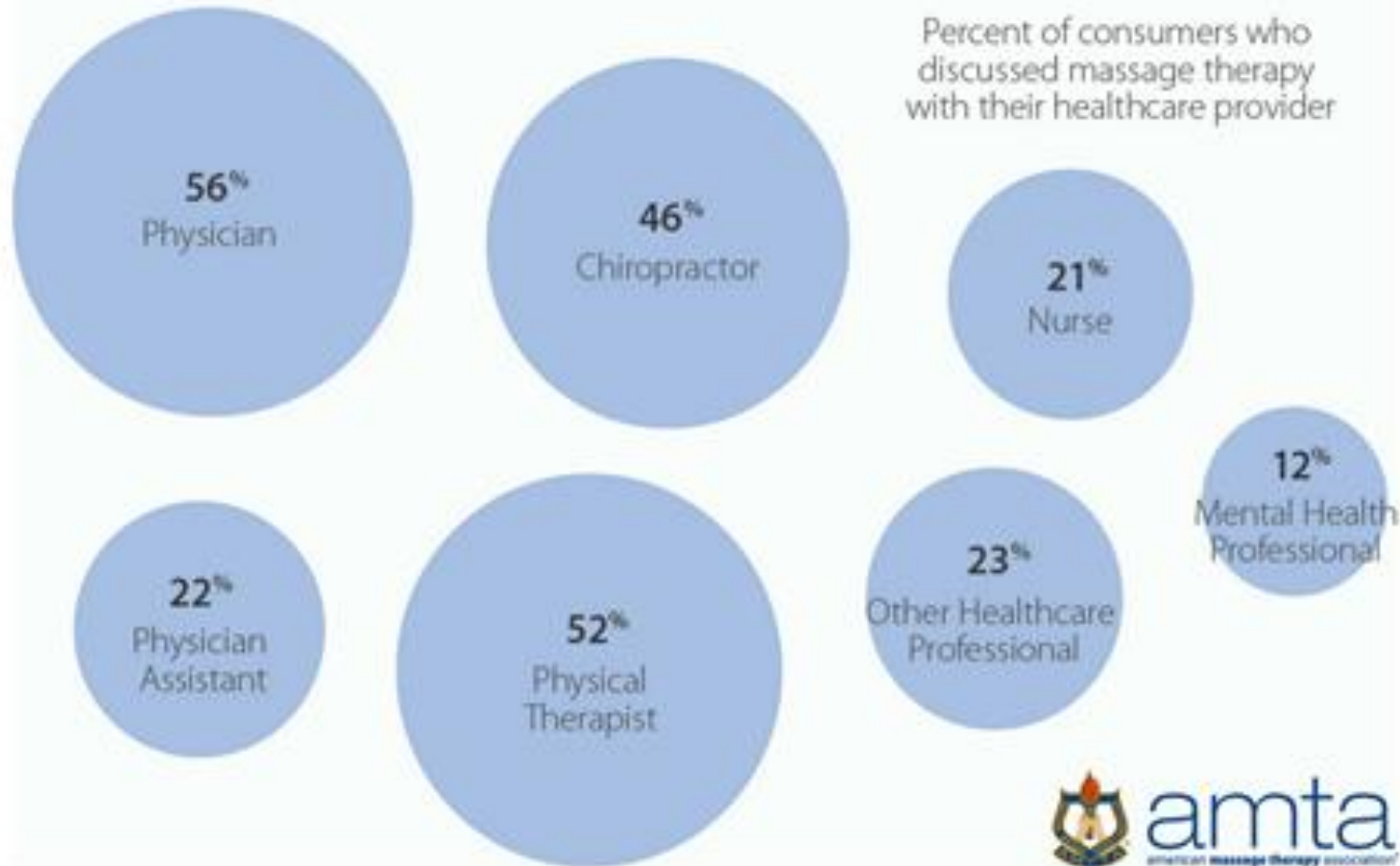
What the Science Says About the Effectiveness of Massage.

(National Center for Complimentary and Integrative Health) (National Institutes of Health)

- **Pain**: massage may be useful for **chronic low-back pain**.
(2008 researches review)
- **Massage may help with chronic neck pain**.
(2009 NCCIH-funded clinical trial reported.)
- **Massage may help with pain due to osteoarthritis of the knee**. (a 2012 NCCIH-funded study.)
- Studies suggest that for **women in labor**, massage provided some **pain relief** and increased their satisfaction with other forms of pain relief.
(a 2012 review) (<https://nccih.nih.gov/health/massage/massageintroduction.htm>)

Massage (AMTA: American Massage Therapy Association)

Have any of the following recommended that you get a massage?



Have any of the following recommended that you get a massage?

- **Physician 56%**
- **Physical Therapist 52%**
- **Chiropractor 46%**
- **Physician Assistant 22%**
- **Nurse 21%**
- **Mental Health 12%**
- **Other Healthcare Professional 23%**

➔ Integrative Medicine

**Why do they call it
'ALTERNATIVE MEDICINE'
when it is the original medicine
that humans have been using
for thousands of years?
Chemical medications were
discovered about a
100 years ago!**

rawforbeauty.com

YoungLivingConnect.com

Alternative
medicine is the
original medicine.

“The natural healing force within each one
of us is the greatest force in getting well.
Our food should be our medicine.
Our medicine should be our food.”

- Hippocrates

Hippocrates (460-37- BC.) a Greek physician, often referred to as the "**Father of Medicine**". He founded the **Hippocratic School of Medicine**, the intellectual school revolutionized Ancient Greek medicine, thus establishing medicine as a profession.

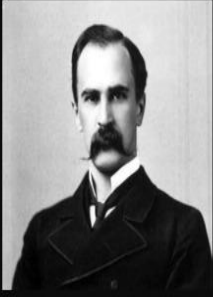


The art of medicine consists in
amusing the patient while
nature cures the disease.

~ Voltaire

AZ QUOTES

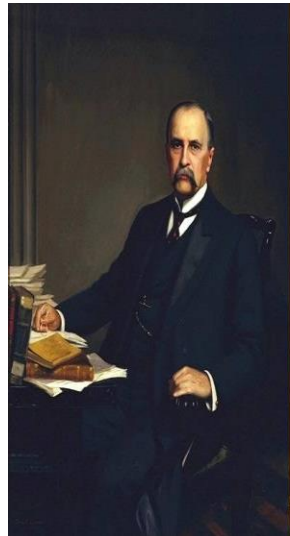
“Voltaire” is the pen name under which French author-historian-philosopher **François-Marie Arouet** (1694-1778) published a number of books and pamphlets in the 18th century.



The good physician treats the disease; the great physician treats the patient who has the disease.

~ William Osler

AZ QUOTES



The person who takes medicine must recover twice, once from the disease and once from the medicine.

- Sir William Osler

One of the first duties
of the physician
is to educate the masses
not to take medicine



- William Osler -
(1849 - 1919)

Described as 'the Father of
Modern Medicine'.



MEDICINE IS ONLY FOR THOSE
WHO CANNOT IMAGINE
DOING ANYTHING ELSE.

DR. LUANDA GRAZETTE, MD

afuturemd.com

The best
doctor gives
the least
medicines.

BENJAMIN
FRANKLIN

VERYBESTQUOTES.COM

Conventional vs. CAM

Allopathic Drugs.

- **Synthetic Substance** that has never been existed in this world.
- **Foreign substance** to human body.
- Can be **Patented**.
- Just **Suppress** or **Mask** the symptom(s), treat just **1 organ/system** or just **treat Lab** ☹️
- Always have **Side Effects** or create another problems

Natural & Bio-Identical Supplements

- Natural or Synthetic but **same chemical structure as natural one**.
- Human body is already familiar with.
- Cannot be **Patented**.
- **Balance/Heal in Natural ways**
→ **Holism: Treat patient as a 'WHOLE'**.
- No or very very low side effects

Our Body is the Best Healer, Don't interfere it (with allopathic drugs).

Conventional vs. CAM

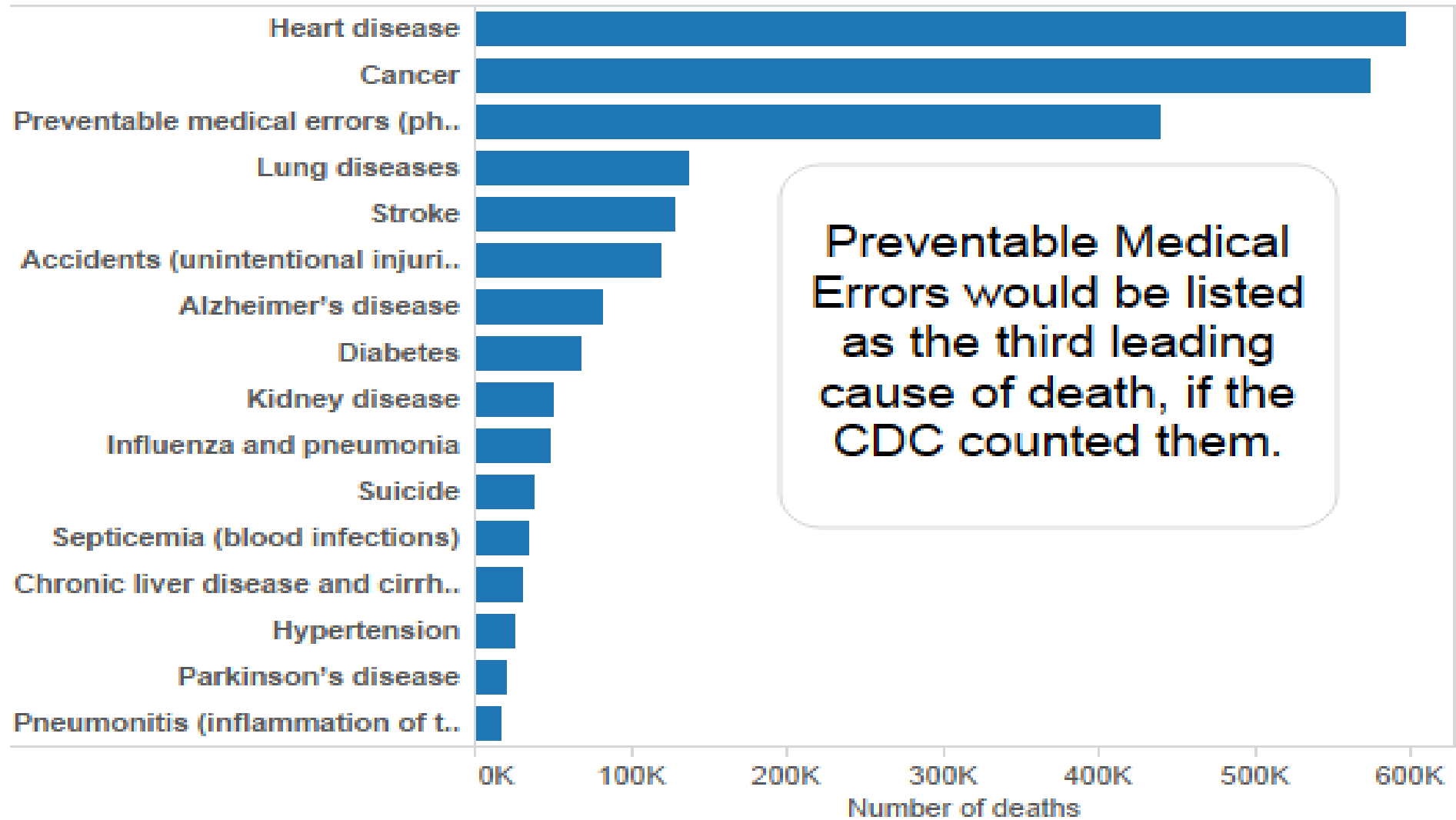
- 1st rule of Medicine: **“DO NO HARM”**.
- Then Why... **“IATROGENIC”**
- **Conventional Medicine = Disease/Symptom Oriented**
CAM = Patient/Person Oriented
- **Conventional Medicine = (just) Body**
CAM = Body – Mind – Emotion - Spiritual
- **Conventional: Physicians save their own “A..es”**
→ Pharmaceutical companies ‘WIN’, Patient ‘LOST’.
- **CAM: Patient “WIN”, Pharmaceutical companies “Lost”.**

Deaths Per Year	Cause
106,000	Non-error, negative effects of drugs ²
80,000	Infections in hospitals ¹⁰
45,000	Other errors in hospitals ¹⁰
12,000	Unnecessary surgery ⁸
7,000	Medication errors in hospitals ⁹
250,000	Total deaths per year from iatrogenic* causes

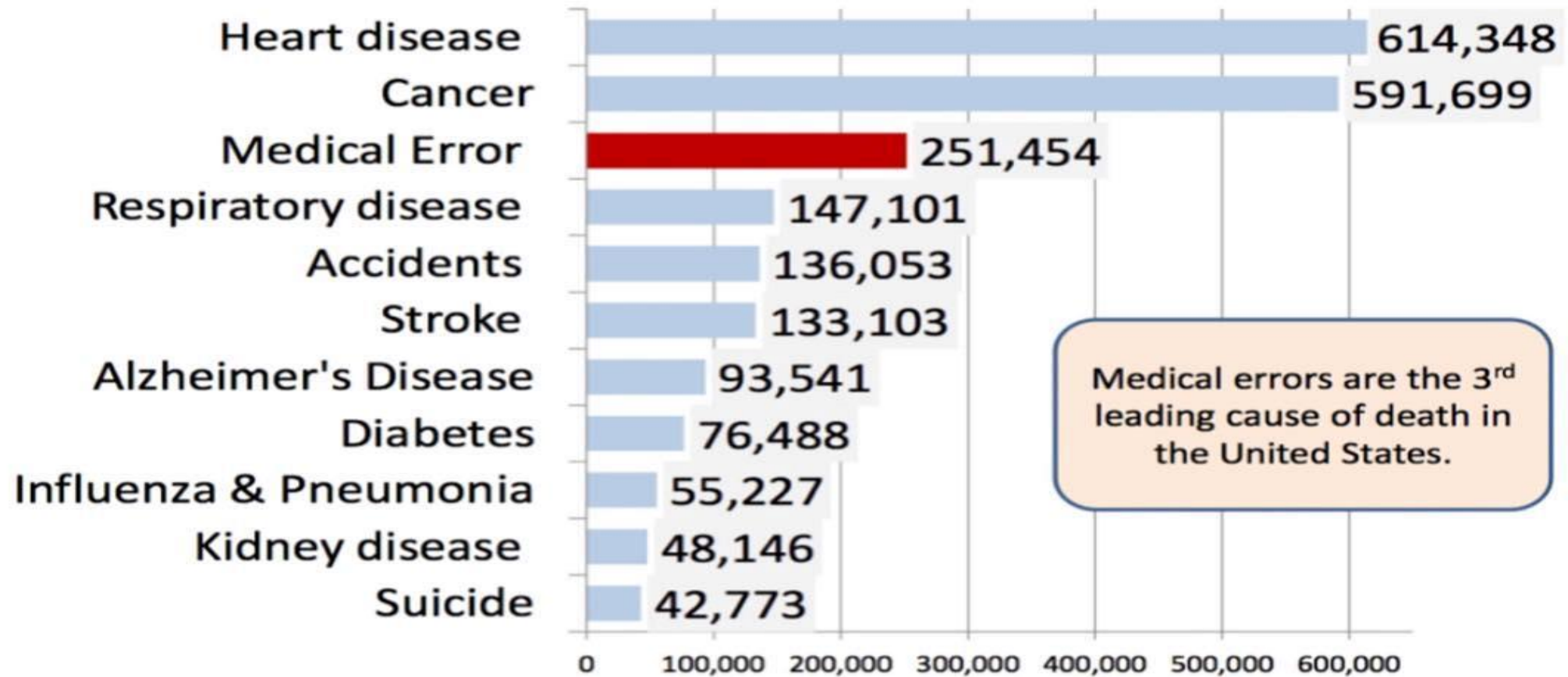
<http://www.yourmedicaldetective.com/public/335.cfm>;

(Starfield. B. JAMA, July 26, 2000—Vol 284, No. 4:485- 485)

Leading Causes of Death in 2010



Medical Error The 3rd Leading Cause of Death



Sources: CDC. National Center for Health Statistics. Number of deaths for leading causes of death, 2014.

You know what they call alternative medicine that's been proved to work? -
Medicine.

Tim Minchin



You can choose to subsidize your illness

OR

invest in your wellness.



Healthy Foods

What if.....

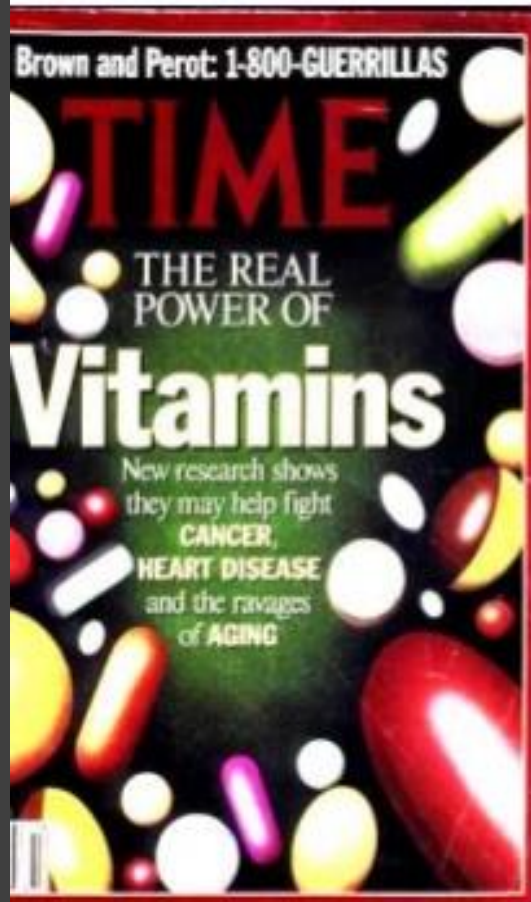
April 6, 1992

On Antioxidants vs. Free Radicals

...Antioxidants may **one day** revolutionize health care.

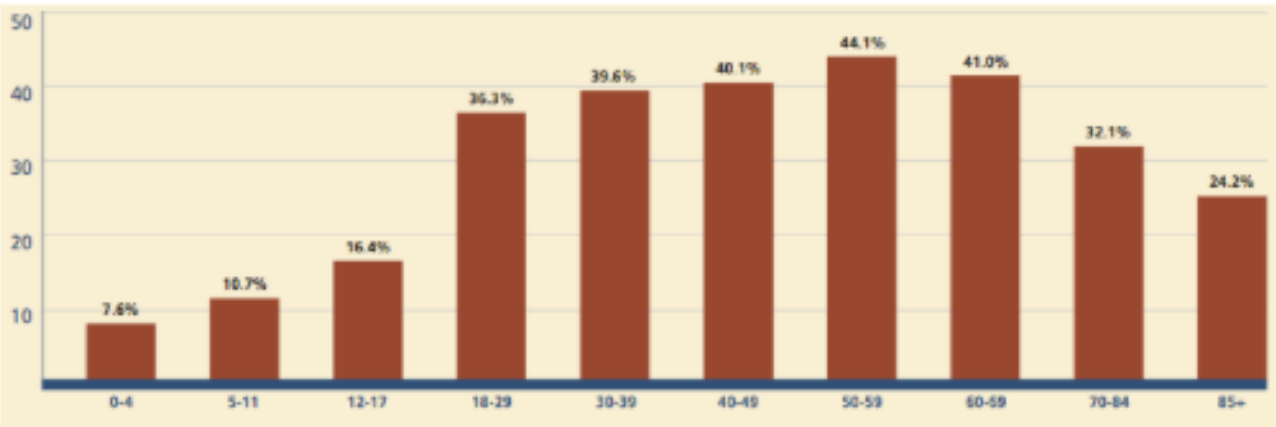
...Screening people through a simple...test to assess how much damage free radicals have done to tissue, **much as patients today are screened for high cholesterol.**

Biochemist, William Pryor, director of the Biodynamics Institute at Louisiana State University



Complementary & Alternative Medicine in USA

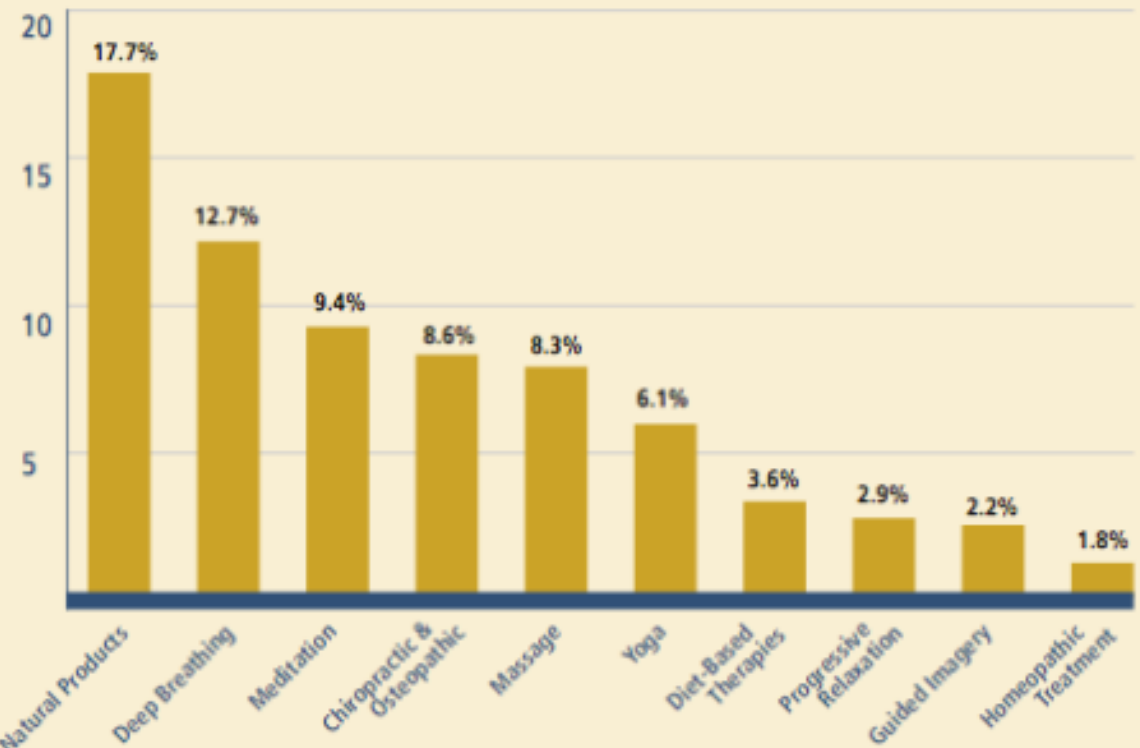
- 38.3% of American adults were using alternative medicine as of 2007
- Use increases with age



<https://nccih.nih.gov/sites/nccam.nih.gov/files/camuse.pdf>

- Most commonly used for pain relief and arthritis
- Not covered by insurance

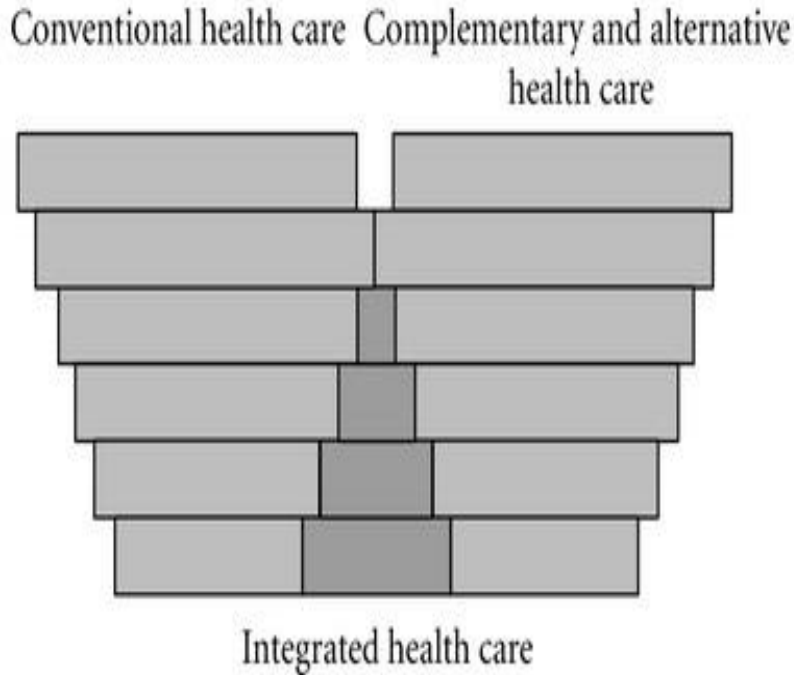
Figure 4 10 Most Common CAM Therapies Among Adults - 2007



<https://nccih.nih.gov/sites/nccam.nih.gov/files/camuse.pdf>

CAM & Integrative medicine

Level in health care system



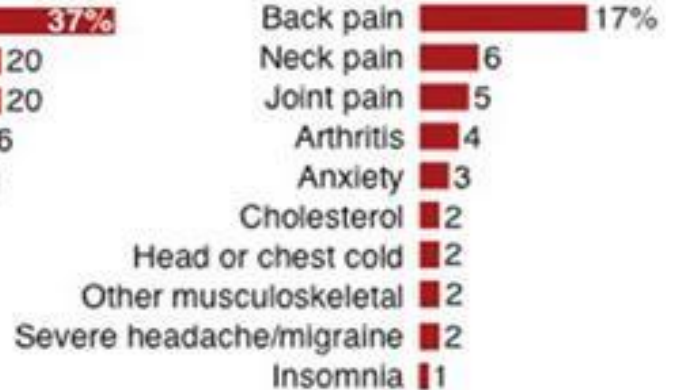
Hoping for relief through nature

Fish oil was the most common supplement used in the past 30 days, according to a 2007 survey.

Most popular dietary supplements used by adults*



Top health reasons for use (in past year)



* Respondents may have used more than one supplement

SOURCE: National Institutes of Health

AP

[Level in health care systems:](#) Tataryn DJ, Verhoef MJ. *Perspectives on Complementary and Alternative Health Care: A Collection of Papers Prepared for Health Canada*. Cat. no. H39-572/2001E. Health Canada; 2001.

[Combining conventional, complementary and alternative health care: a Vision of Integration.](#) (Evid. Based Complement Alternat Med. **2012**; 2012: 647896)

Complementary and alternative medicine use in patients before and after a cancer diagnosis.

(Buckner CA, Lafrenie RM, Curr Oncol. 2018 Aug; 25(4): e275–e281.)

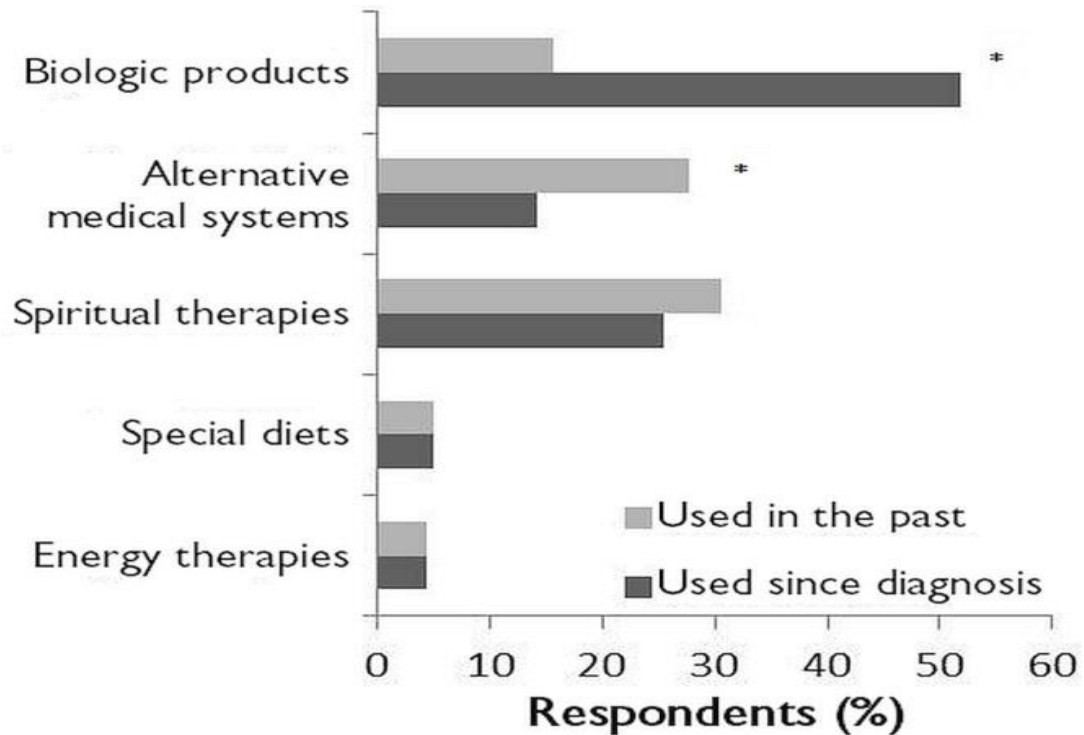


FIGURE 1: Reported frequency of **complementary and alternative medicine (CAM)** use before and after cancer diagnosis, grouped by category. * $p < 0.01$

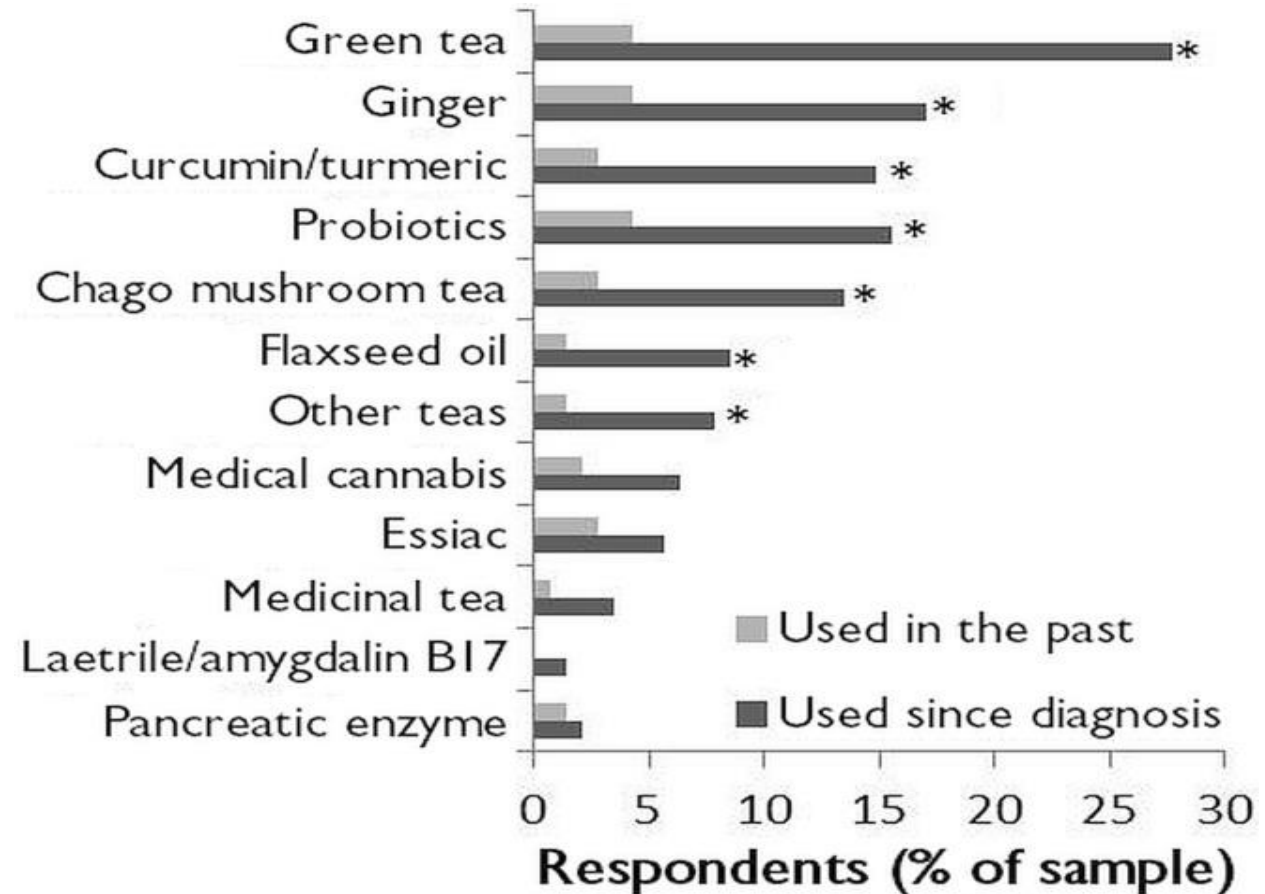


FIGURE 2: Reported frequency of **biologic product use** before and after cancer diagnosis. * $p < 0.01$

Complementary and alternative medicine use in patients before and after a cancer diagnosis.

(Buckner CA, Lafrenie RM *Curr Oncol.* 2018 Aug; 25(4): e275–e281.)

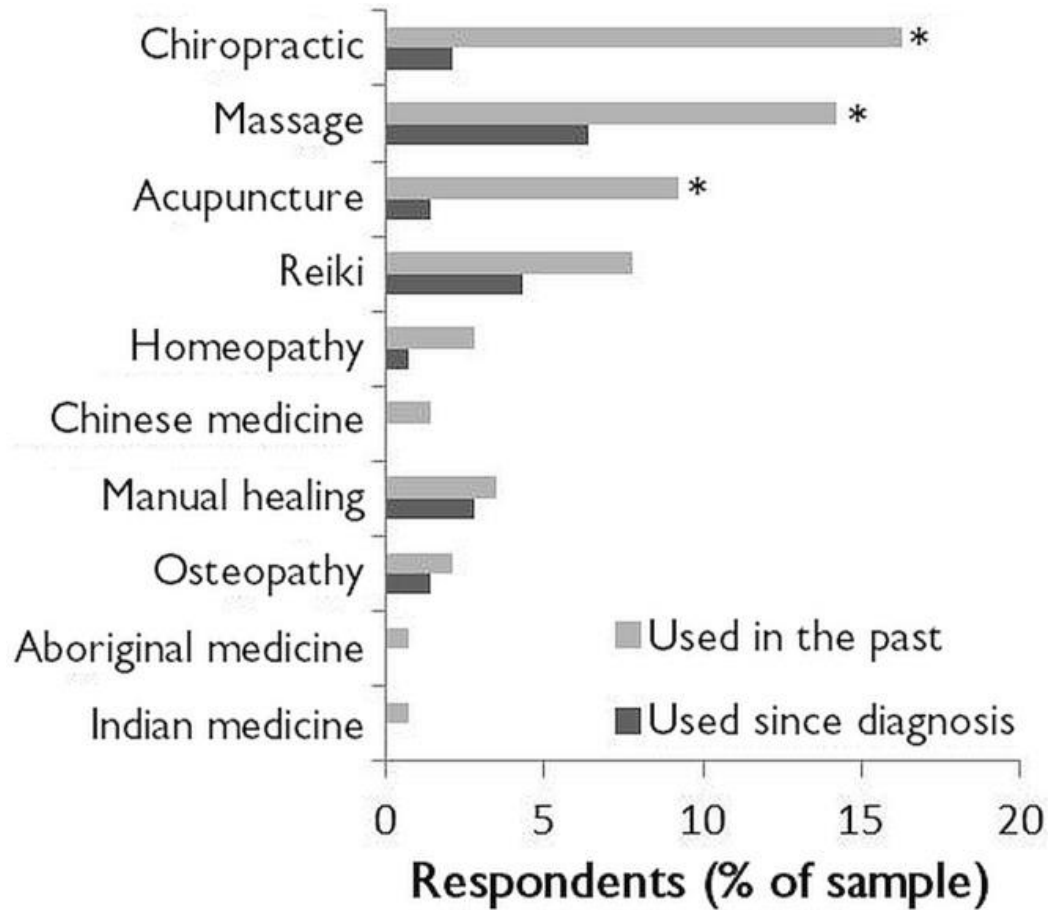


FIGURE 3: Reported frequency of **alternative medical system** use before and after cancer diagnosis. * $p < 0.01$.

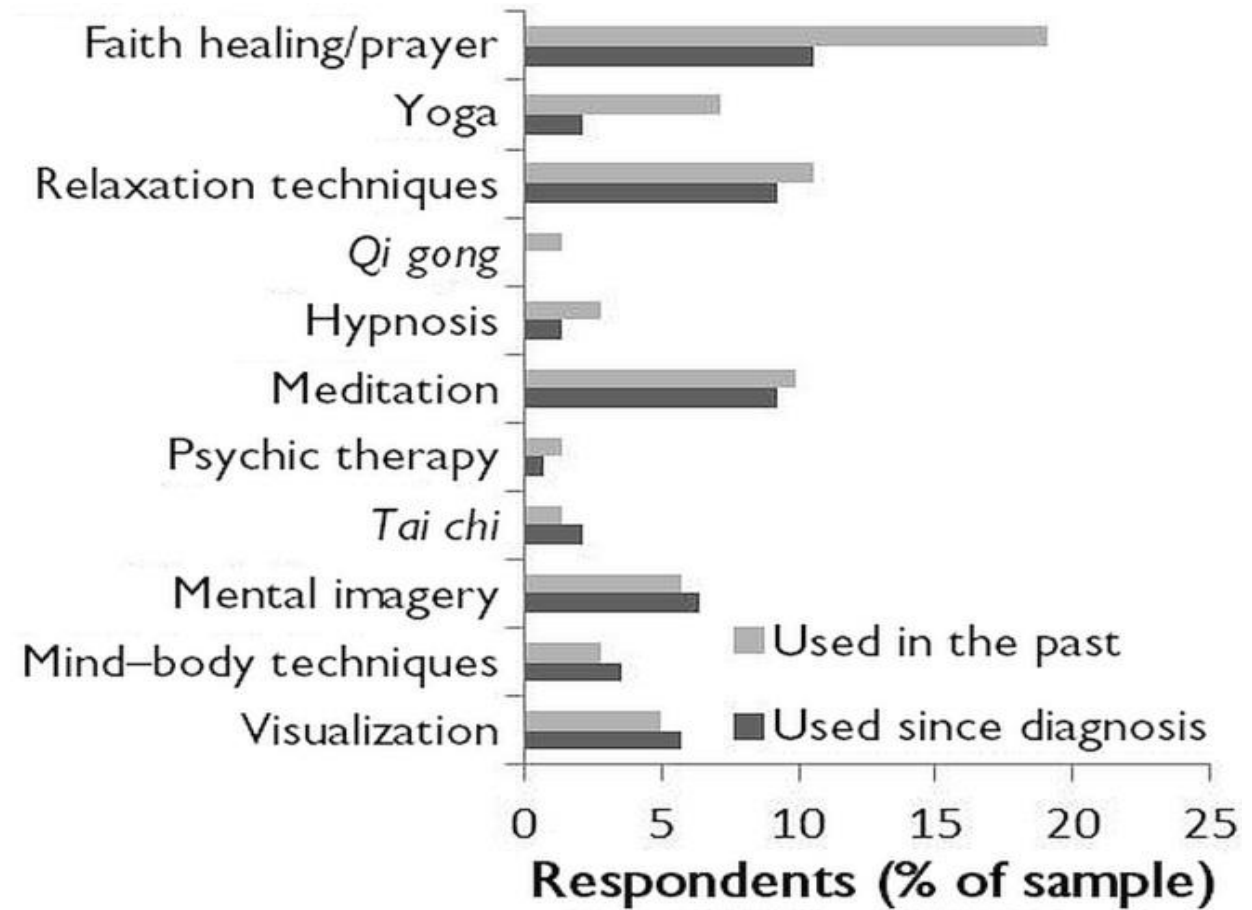


FIGURE 4: Reported frequency of **spiritual therapy** use before and after cancer diagnosis

Complementary and alternative medicine use in patients before and after a cancer diagnosis.

(Buckner CA, Lafrenie RM, Curr Oncol. 2018 Aug; 25(4): e275–e281.)

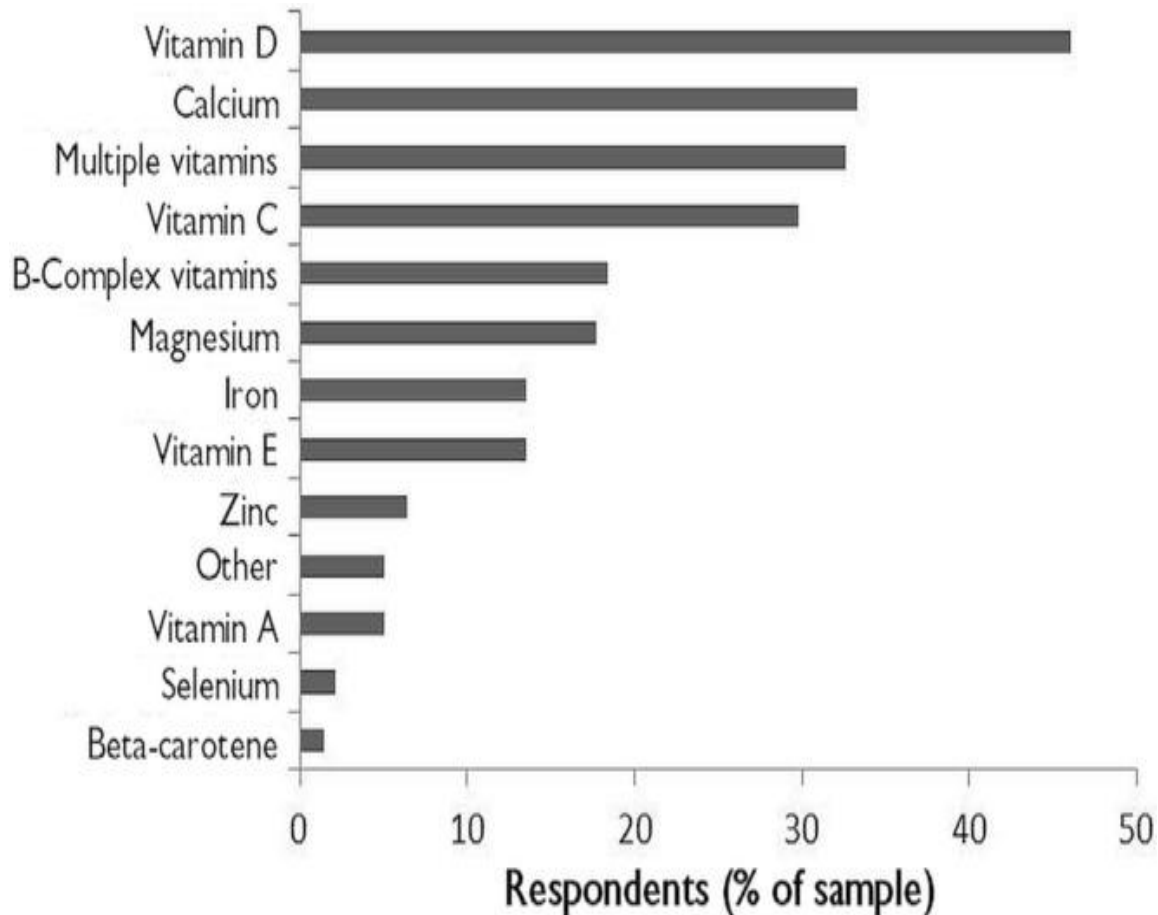


FIGURE 5: Reported use of vitamins and minerals

ABSTRACT: Background: **Cancer patients are increasingly seeking out complementary and alternative medicine (cam) and might be reluctant to disclose its use** to their oncology treatment team. Often, cam agents are not well studied, and little is known about their potential interactions with chemotherapy, radiation therapy, or biologic therapies, and their correlations with outcomes. In the present study, we set out **to determine the rate of cam use in patients receiving treatment** at a Northern Ontario cancer centre.

Methods: Patients were asked to complete an anonymous questionnaire to assess cam use. Changes in cam use before, compared with after, diagnosis were also assessed.

Results: **Significant cam use both before and after diagnosis. However, cam use was greatly enhanced after cancer diagnosis.** For example, the number of patients who reported use of **biologic products increased to 51.8% after a cancer diagnosis** from **15.6% before** a cancer diagnosis.

Patients reported **much smaller changes** in the use of **alternative medical systems** or **spiritual therapy** after diagnosis. **Vitamin use was reported by 66% of respondents**, and the number of different cams used correlated significantly with the reported number of vitamins used.

Conclusions: **Use of cam, particularly biologic products, increased significantly after a cancer diagnosis.** Further studies are required to examine the effect of cam use on the efficacy and safety of cancer therapies.

Global Wellness Economy: \$3.4 trillion in 2013



Originally published in 2014



[Global Wellness Economy: \\$ 3.7 Trillion in 2015](http://www.set.or.th) (www.set.or.th)

GLOBAL WELLNESS ECONOMY: \$4.5 Trillion Market



The global wellness economy was a **\$4.5 trillion market in 2018**.

The industry **grew by 6.4 % annually** from 2015–2017, from a **\$3.7 trillion to a \$4.2 trillion market**, nearly **twice** as fast as global economic growth (3.6 percent annually, based on IMF data).

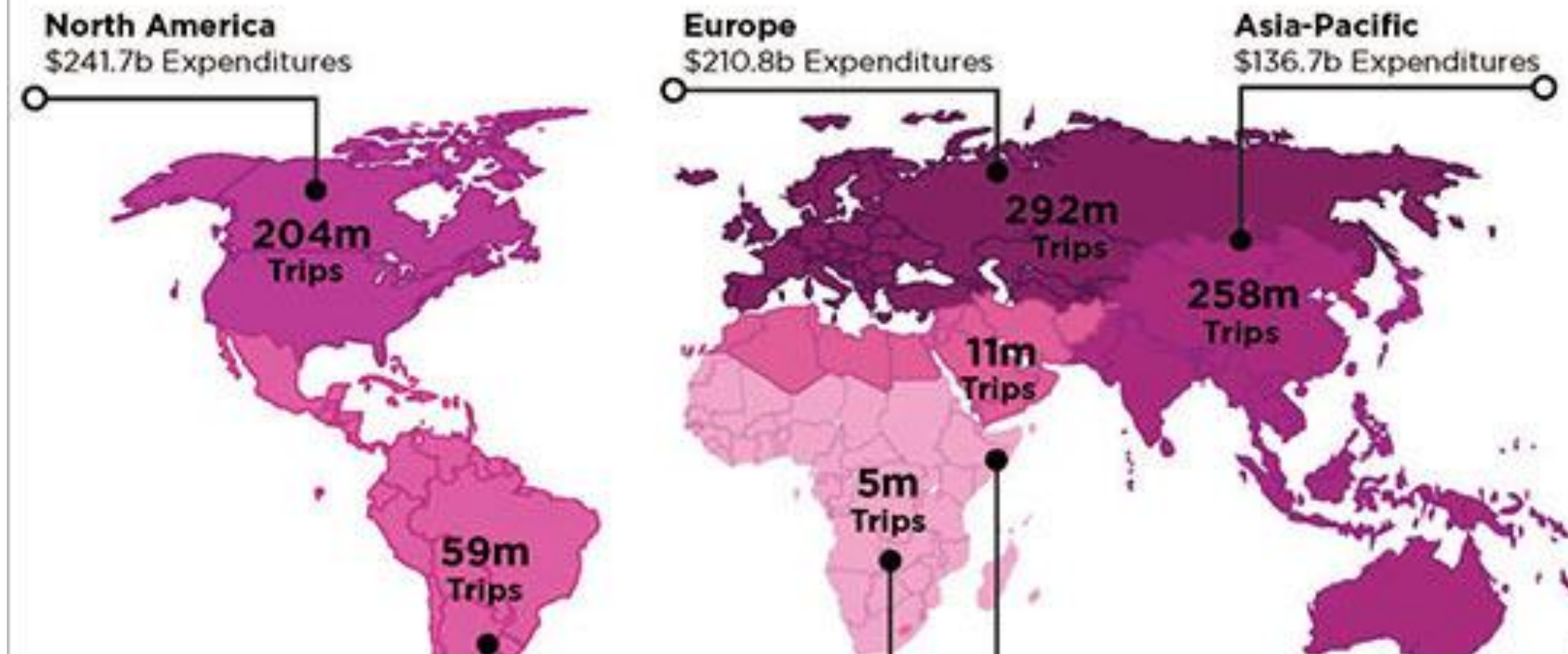
Wellness expenditures (\$4.2 trillion) are more than half as large as total global health expenditures (\$7.3 trillion, based on WHO data).

The **wellness industry** represents **5.3% of global economic output**.

Among the 10 wellness markets analyzed, revenue growth leaders from 2015–2017 (per annum) were the **spa industry (9.8%)**, **wellness tourism (6.5 %)** and wellness real estate (6.4 %).

Wellness Tourism by Region, 2017

Number of wellness tourism trips and expenditures
(inbound and domestic)



The Wellness Cluster

A \$1.9 trillion global market

Conventional,
Medically-Oriented
Approaches
(to solve problems)

Integrated,
Wellness-Oriented
Approaches
(to improve quality of life)

Wellness Paradigm

Reactive

Proactive

Treatment Paradigm

Spa

\$60.3

Complementary & Alternative Medicine

\$113.0

Healthy Eating/Nutrition & Weight Loss

\$276.5

Preventive/Personalized
Health

\$243.0

\$50.0

Medical Tourism

Wellness Tourism

\$106.0

Market Value of Global Wellness Industry

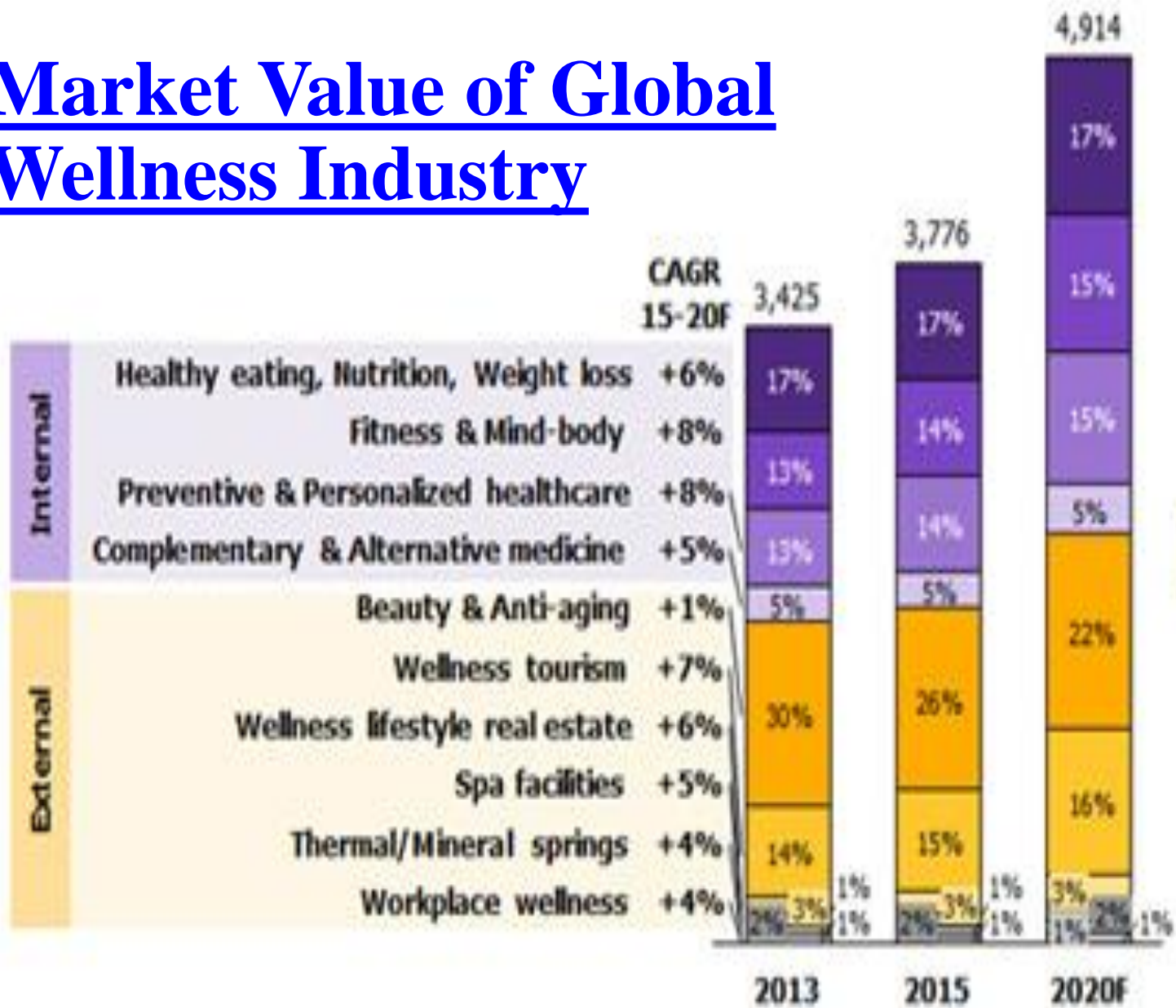
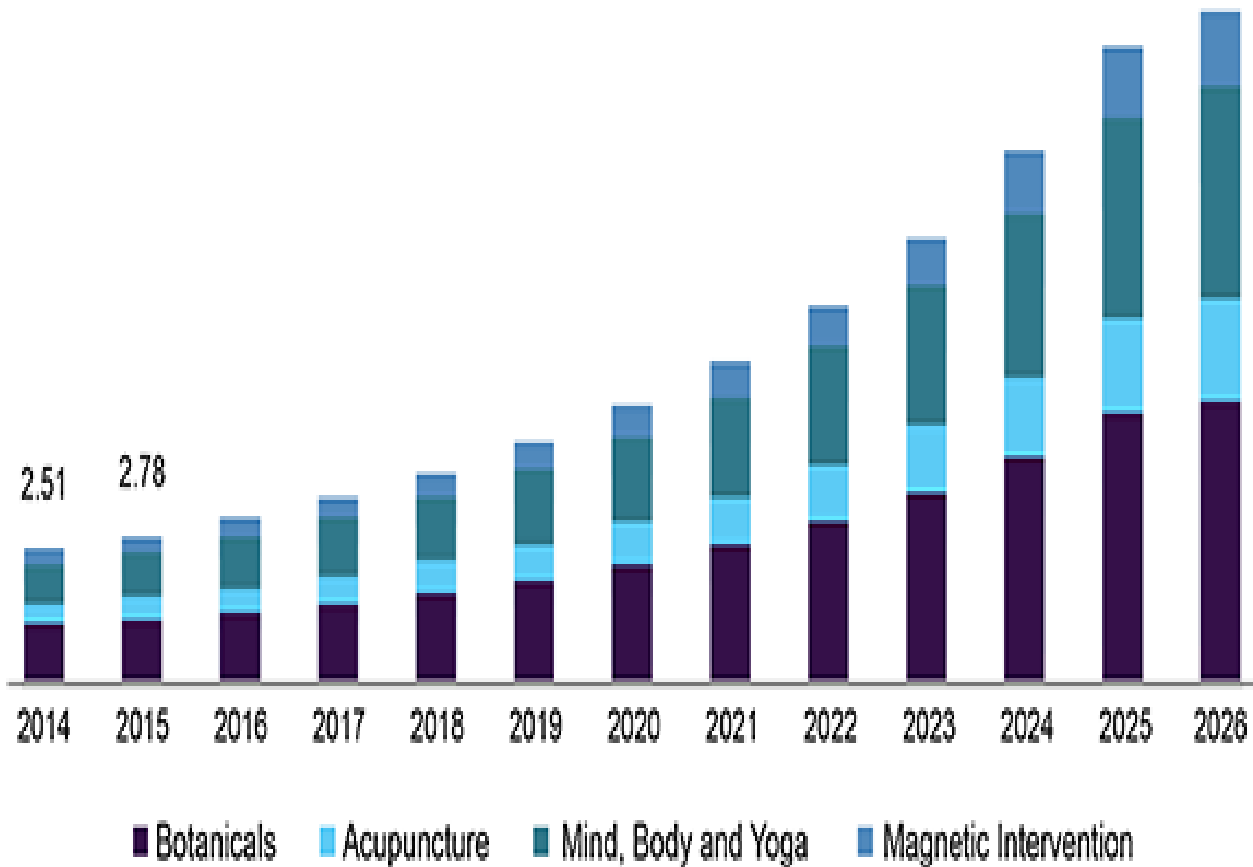


Figure 1: Market Value of global wellness industry (Unit: Billion US Dollar. Source: Global Wellness Institute (GWI))

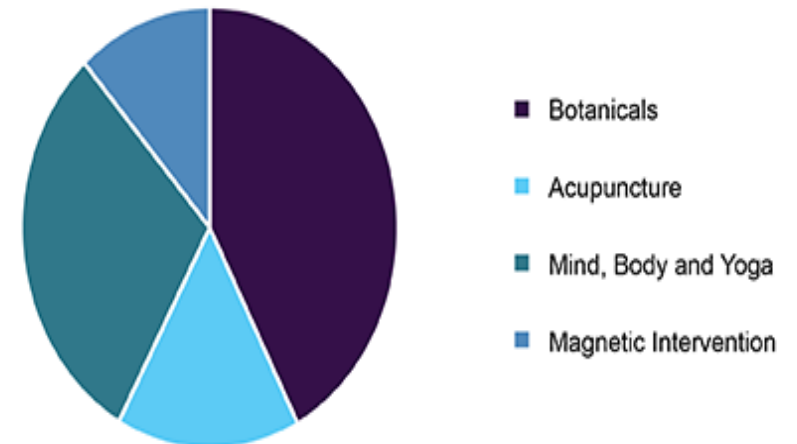
France complementary and alternative medicine market size, by intervention, 2014 - 2026 (USD Billion)



Source: www.grandviewresearch.com



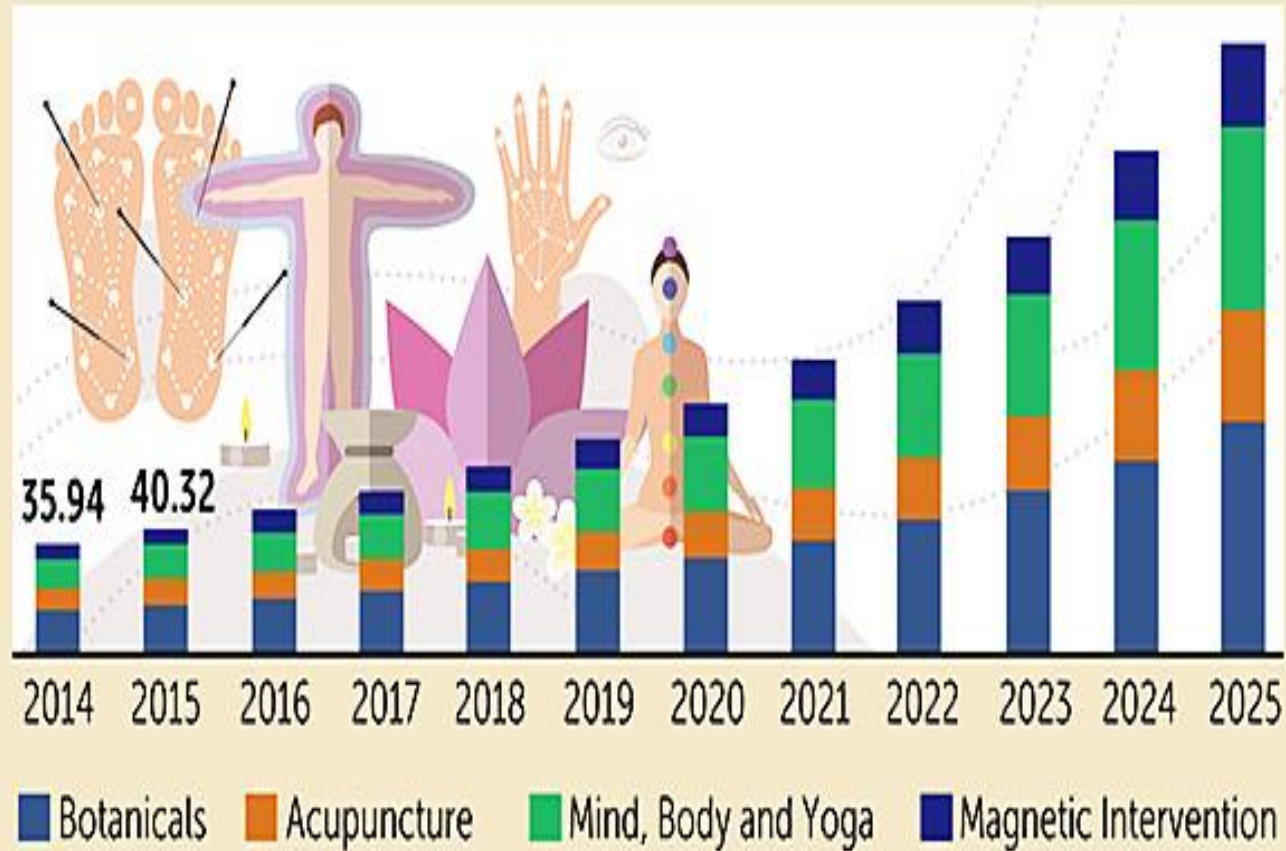
Global complementary and alternative medicine market share, by intervention, 2018 (%)



Source: www.grandviewresearch.com

TREATMENT TRENDS

Global complementary and alternative medicine market value (US\$ billion)



Western medicine, which is not a fundamental but a symptomatic therapy, is not adapted to lifestyle-related disorders

DR TOSHINORI ITO
International Congress on Nutrition and Integrative Medicine