Background

The Integrative Medicine Advisory Group (IMAG) was established in the fall of 2013, with the goal of advising the Director of OHA on ways to promote the use of integrative medicine disciplines into Oregon's health care delivery system, including CCOs. The IMAG discusses key topics such as access, consumer choice and quality of care, in support of the Triple Aim.

IMAG Membership

The IMAG consists of the five integrative medicine professions in Oregon that have a federally-recognized accrediting agency[1] and a state-level health care regulatory board.[2] These include:

- Acupuncture and Oriental medicine
- Chiropractic
- Direct-entry midwifery
- Massage therapy
- Naturopathic medicine

Additionally, IMAG representation has included two CCO medical directors and a commercial health plan medical director. The IMAG is staffed by OHA's Chief Medical Officer, Dr. Jeanene Smith, and the Medicaid Director of OHA's Division of Medical Assistance Programs, Dr. Wally Shaffer.

What is the IMAG working on?

The IMAG has been meeting monthly since last fall, serving as a valuable forum for discussion from the various viewpoints of the participants, and primarily addressing three focus areas:

- **Credentialing of Integrative Medicine Providers.** The IMAG is developing a tool to facilitate information sharing by the integrative medicine professionals to CCOs and other health plans on key credentialing issues. The tool is intended to help demonstrate the ability of the disciplines to meet core credentialing standards for participation in conventional payment and delivery systems, and includes information on the education, training and professional qualifications required by their state health care regulatory boards.
- **Integrative Medicine and Oregon's Achievement of the Triple Aim.** The IMAG is creating a resource guide to help inform, educate and demonstrate the value of the disciplines' ability to support and enhance health system transformation and achievement of the triple aim in Oregon. The resource guide will describe the best practices and roles of the disciplines in successful care delivery models, with emphasis on CCO Incentive Measures and key health cost drivers.
- **Approaches for Facilitating Participation in PCPCHs.** The IMAG will develop a communication plan to educate members of the integrative medicine disciplines on existing and available Patient Centered Primary Care Homes (PCPCH) program resources and technical assistance opportunities. Work will also be done to educate existing or aspiring PCPCHs about integrative medicine providers' ability to complement and enhance clinics' capacity to serve as a PCPCH.

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[1] The agencies that accredit the educational institutions for these professions have earned recognition by the United States Department of Education.

[2] The health care regulatory boards are responsible for licensure, examinations, and investigating complaints about the respective health professionals.