

## Ronald Burns, DO

PRESIDENT-ELECT, AMERICAN OSTEOPATHIC ASSOCIATION

# Osteopathic medicine: high-tech and high-touch



## Distinctive, whole-patient approach

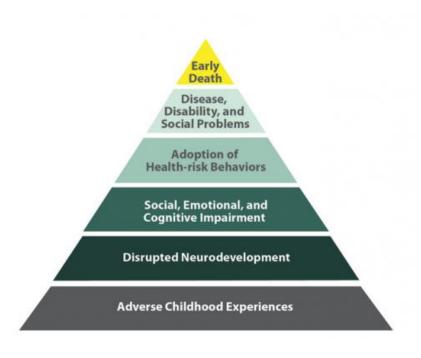
- Attention to mind, body and spirit
- Meet the patient where they are
- Empathy 
   builds trust 
   better outcomes
- PCP = Patient-centered physician

#### Population health management



- Not only patient-centered
- Focus on family history
- Be alert to community, culture, society in which patients reside.

#### 21st century diseases



- Treating chronic illness
   AND underlying stress and trauma
  - ACE
- More than magic pills
  - Requires behavior change



#### Patients want a relationship

- 80% of patients want a relationship with their doctor
- Insurers value continuity of care
- Growth in concierge medicine, direct care model

#### Economics of patient-centered care

- Two ways to reduce costs of care
  - Aggressively treat patient to goal
    - Achieve outcomes, minimize future complications
  - Comprehensive continuity of care



They work together!

#### Evidence for empathy

- Empathy does not decline among osteopathic medical students.
  - More comprehensive study in progress (POME<sup>2</sup>)
  - Strong data in hand
- Need more evidence on the impact of empathy on patient outcomes
- AOA has granted +\$5 million for research on impact of osteopathic treatments, training, and philosophy

#### Rx: Data and technology

- Patients like technology
  - 43% of adults (2/3rds of millennials) want to contact their doctor on social media
  - A tool we can use
- Modern data gathering and analysis will teach us how to influence behavior



### Global impact

- US medicine = gas guzzling SUV
- Osteopathic medicine = high tech hybrid offering value and efficiency.

## Technology and empathy



LMU-DCOM student
Cole Carter, OMS I, fits
the 3D prosthetic hand
for young basketball
player Macy Presley.

## Stay patient-centered!

