Emirates Osteopathic Conference

OSTEOPATHIC MEDICINE – 21st-CENTURY PATIENT-CENTERED MEDICINE

September 28–29, 2018
Dubai, United Arab Emirates
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\textsuperscript{2})
  - 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!