

# Emirates Osteopathic Conference

OSTEOPATHIC MEDICINE –  
21<sup>st</sup>-CENTURY PATIENT-CENTERED MEDICINE

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Dubai, United Arab Emirates



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PRESIDENT-ELECT, AMERICAN OSTEOPATHIC ASSOCIATION



# Osteopathic medicine: high-tech and high-touch

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# Distinctive, whole-patient approach

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- 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.

# 21<sup>st</sup> 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

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- 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

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- 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

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- 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!

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