

# Nordic Integrative Medicine Center



## The Art and Science of Medicine

A new healthcare landscape that incorporates the art and science of medicine, which is both a work of science and a work of service.

**360°**

*patient-centered,  
integrative care  
catalyzing  
sustainable health  
for a flourishing life.*

## Nordic Integrative Medicine Center

will offer patients more time for consultations, a self-empowered partnership with their healthcare practitioners, and a broader and deeper range of scientific evidence-based treatments that are complementary and work together with conventional medicine.



## 9 Foundational Service Pillars

IM Primary Healthcare,  
IM Clinical Research,  
IM Corporate Health Programs,  
IM Health Coaching,  
IM Lifestyle Change Programs,  
IM Pharmacy, IM Kitchen,  
IM Education, and IM Library.

### 9

We are unique in both breadth and depth and we offer a collection of health professionals who provide both high-tech and high-touch solutions while upholding the highest ecologically sustainable environmental standards. Nordic Integrative Medicine is "green medicine" that focuses on the mindfulbody™ an integrative approach that catalyzes a sustainable future for medicine, physicians, patients, communities and the environment. The leadership of the Nordic Integrative Medicine Board of Directors will play a leading role in shaping environmental health by implementing an multidimensional "green healthcare" model into every Nordic Integrative Medicine Center established in Denmark and Greater Scandinavia. This new paradigm medicine will be delivered through innovative

consultations to all people who possess the Danish Yellow Card or equivalent and additional complementary treatments prescribed for the patients will be paid for directly by the patient or covered in percentage by insurance companies like Bupa, Sygeforsikringen "danmark" card and other private and corporate health insurance policies. In addition, the Nordic Integrative Medicine Center will sustain itself through revenues received via the IM Pharmacy, IM Health Coaching, IM Lifestyle Change Programs, and IM Corporate Health Programs as well as through lecture series and cooking classes hosted through the IM Education and IM Kitchen programs. The IM Clinical Research department and the IM Library will be funded by grants and foundations as well as private and public investors.

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Nordic Integrative  
Medicine is new  
paradigm  
medicine; a  
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"green  
healthcare"  
model.

**Nordic Integrative Medicine Center** will be a private A/S medical healthcare center governed by a foundation board of directors that serves the greater public by working in collaboration with academic hospitals and clinical research institutes throughout the Nordic regions and abroad staffed with a team of integrative medical doctors, health coaches, and complementary health practitioners who work together on behalf of the patient offering innovative Integrative Medicine (IM) services.

## Hi-tech Hi-touch Healthcare

Integrating cutting-edge, technologically advanced scientific evidence-based treatments and upholding the highest ecologically sustainable environmental standards while keeping a sharp focus on the patient's mindfulbody™

Our aim is to relieve the suffering experienced by patients and empower people to act on their own recovery to health, disease prevention, and wellbeing.

**The Nordic Integrative Medicine Center will serve patients who suffer from chronic illnesses and also any person who seeks integrative, preventative, patient-centered care and lifestyle change.**

Our aim is to relieve the suffering experienced by patients and to provide sustainable health care solutions that empower people to act on their own recovery to health, disease prevention, and wellbeing.

People who have had a life/health crisis and who have been released from the hospital in stable non-critical condition, ready and willing to change their lifestyle habits and environment are welcome to partner with us in order to renew their health. The characteristics of good mental and physical health include strong resilience to stress, constructive coping skills, and a balanced work/life schedule that includes the ability to enjoy life, feel creative, be productive and lead a flourishing life. Our intensive lifestyle-change interventional health programs adhere to the principles of Integrative Medicine (IM) that integrates innovative integrative medicine doctor consultations, health coaching, certified yoga therapy (CYT) stress resilience exercises, environmental health evaluations, and nutritional wellness modulation plans designed specifically for chronic diseases and the alleviation of associative chronic depression, stress and pain. The Nordic Integrative Medicine Healthcare

Team is a cohesive and compassionate group of integrative medicine doctors, health coaches, yoga therapists, and nutritional therapists who work together multi-dimensionally, addressing and nurturing the biopsychosocial, existential, cultural and environmental dimensions of each individual. Valuable tools for health analysis are the evaluation of a comprehensive health history form and extensive blood testings to determine cholesterol, hormonal and glucose levels as well as gluten intolerances along with cardiac stress tests and measurements of blood pressure. These assessments evaluated by Integrative MDs (Medical Doctors) and Health Coaches provide valuable insight into the health of an individual and can provide signs of current or future health problems. Participants receive valuable preventative information regarding possible health implications (if any) as part of their personalized health plans.

**Good health starts with good science.** It is inquiry-driven and open to new paradigms. Nordic Integrative Medicine utilizes practical and innovative research models that evaluate systems of care and investigate the interaction of multiple health influences.

## For over 10 years,

IM has been successfully offering patients worldwide, integrative team-based healthcare in one ecologically-sound clinical setting that emphasizes patient empowerment, behavior and lifestyle change, prevention and continuity of quality care, and clinical research. An IM primary healthcare physician addresses the biophysical, emotional, mental, social, existential and environmental influences that affect a person's health and coordinates care with the selected support of a team of integrative practitioners who develop a personalized IM lifestyle program which supports the renewal of health and prevention of disease. This multidimensional form of treatment, a biopsychosocialspiritual recovery model, places the patient's needs, desires, beliefs, values and goals at the center of their health plan and allows more time for empathetic consultations that discuss, in depth, the patient's illness, health, culture, life, legacy and loved ones. IM healthcare teams function well, first and foremost, because they understand how Complementary and Alternative Medicine (CAM) interfaces with conventional medicine and are able to have open-minded, transparent conversations with their patients about a broader range of therapies and medicines.

### **According to The Bravewell Collaborative 2010 Report [1],**

preventative measures focusing on strategies that support health and wellness, such as those found in integrative medicine programs, are successfully decreasing health care costs and suggest a potential long-term economic benefit to the public because of the decrease in employee "sick days" and reduction in re-admissions to hospitals. Denmark is world famous for their free family doctor visits, specialist appointments, hospital care, and pharmaceutical support. Even so, high healthcare expenditures do not ensure quality of care. Danish people perceive themselves as healthy, yet statistics reveal that Danish people, in reality, are not amongst the healthiest in the world.

### **According to Denmark's Sundhedsstyrelsen's 2010 Report [2],**

in comparison to the EU-15 and OECD, Danish health expenditures are relatively higher than the average, indicators for quality of care of chronic conditions are lowest, life expectancy is lowest, mortality rate for cancer is highest, and there is a deficit of "family doctors" in Denmark. Practicing medicine in a socio-ecologically sustainable way begins with a focus on prevention and wellness.

In the US, Australia and a few countries in Europe, the principles and practices of Integrative Medicine are paving the way for a paradigm-shift in the way that patients find health and doctors choose to deliver healthcare to patients.





Investing in the health and wellbeing of people provides long-term economic and socio-ecological sustainability.

The Bravewell Collaborative

**There is great hope on the horizon as attitudes change and scientific evidence continues to grow.**

**There is a promising call from the CAMbrella Brief [3] for investment in CAM/IM research and integration of research results into health policy and health regulation at all levels: private, university, national and European.** Even the European Parliament's CAMDOC Alliance envisages that the term "complementary" will soon be outdated and replaced with

"integrated." We need to develop leaders who are able to think beyond the conventional medical training they have received. We need to train health professionals to take an interest in whole-systems healthcare, biopsychosocio-environmental health, and work integratively in teams across disciplines. When doctors ask patients "What is the matter with you?" the deeper question needs to follow, "What matters to you?" It is time to talk, to listen to patient stories, to find meaning in medicine, to engage the heart and soul of the patient and doctor working together, finding health .

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## [Modtager]

Adresselinje 1  
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Adresselinje 4

## Nordic Integrative Medicine

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