

**Danish Parliament Deputation  
Health Committee  
Environment and Food Committee  
28 March 2017**

S. R. Noble-Letort, PhD Chairman  
Nordic Integrative Medicine  
[www.nordicintegrativemedicine.com](http://www.nordicintegrativemedicine.com)



**Integrative Medicine (IM)** emphasizes *integrated patient care* that empowers the whole person by addressing 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 health practitioners (*complementary and conventional*) who develop a personalized health plan, which supports the renewal of health and prevention of disease.

**PREVENTION & WELLNESS  
PATIENT-CENTERED  
LIFESTYLE MODIFICATION  
GENETICS IS NOT DESTINY  
COMPASSIONATE CARE  
NEW PARADIGM RESEARCH**

# Collaborative Actions: Danish Parliament Committees Defense—Health—Environment

**ACTION 1: 2017  
Parliamentary  
Hearing on  
Integrative Health  
Resilience and the  
Environment**

**ACTION 2:  
Selecting  
Multipartisan  
Expert Committee**

**ACTION 3: Funding  
Research**

- A. Epidemiological
- B. IHP Pilot Studies  
(NATO/Danish Defense  
(PTSD) Danica Pension  
(stress), DCCC (cancer)

**ACTION 4: Funding  
a Center for  
Integrative Health  
and Prevention  
(Clinical and  
Research)**



- Physician Led Integrated Team: Personalized Health Plan
- Compassionate Focused Therapy (CFT)
- Clinical Nutrition: Garden to Table Nature Therapy
- Mind-Body: Yoga Therapy and Music Therapy

# NIM Center for Integrative Health and Prevention

**HIGH TOUCH**  
Compassionate,  
Patient-Empowered  
Team-Integrated Healthcare

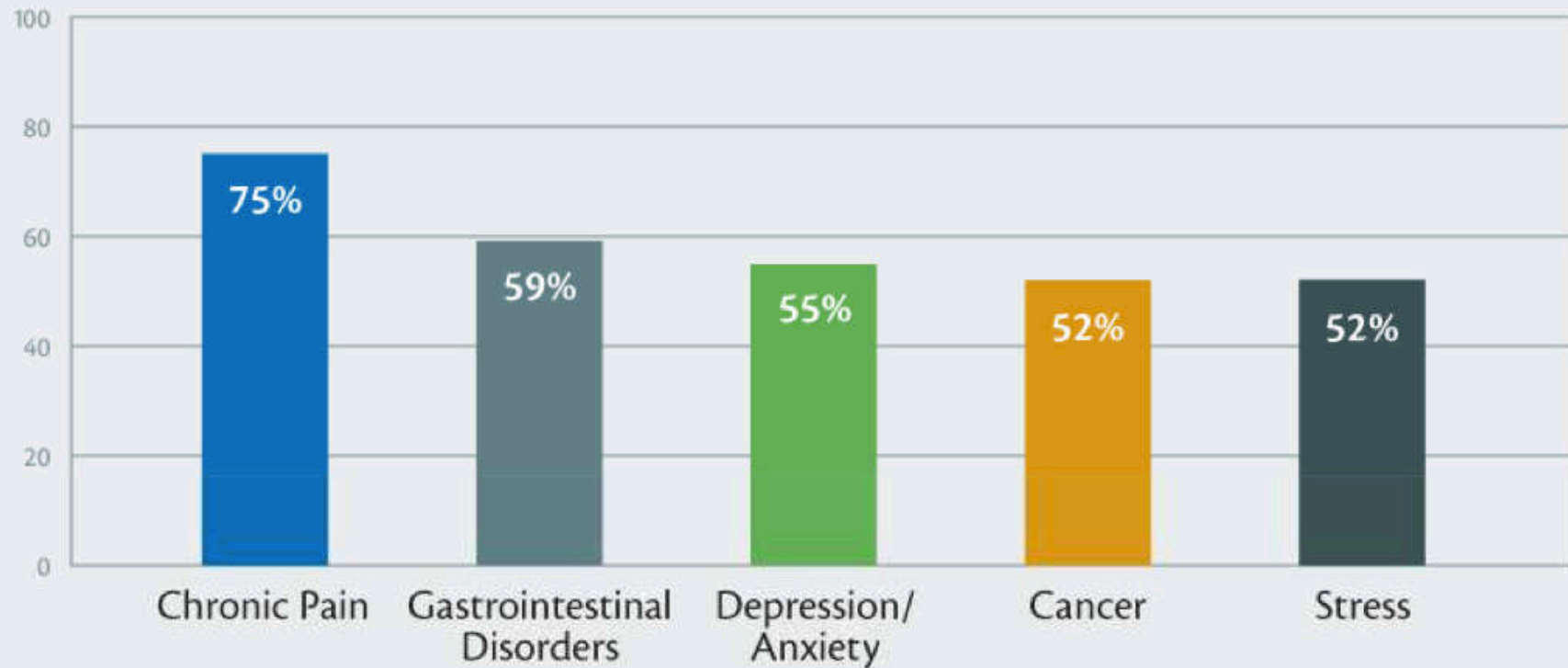
Time to Talk with  
Team of Medical and  
Complementary Practitioners

**HIGH TECH**  
Scientific Evidence-Based  
Complementary Therapies working  
with Conventional Medicine and  
Innovative Biotech, Neuroscience  
and Genetic Risk Research

Cost-Effective for  
Chronic Disease Management  
and Prevention

# IM Clinical Success

Conditions for Which the Centers Report the Most Clinical Success



SOURCE: *Integrative Medicine in America: How Integrative Medicine Is Being Practiced in Clinical Centers Across the United States*, The Bravewell Collaborative, 2012, page 34.

## Re-thinking the ROI of healthy populations will... change the direction of discourse and help to fuel investments into healthy populations

### Why is there a need for re- thinking?

- **Beneficiary stakeholders** of healthy populations have very **different lenses**:
- **Understanding and capturing** those very different benefits is **on top of the agenda** but has not been solved to date

### The status quo of the debate...

- ... does not **facilitate investments**
- ... does not **address the specifics** of multi-stakeholder investments
- ... does not provide a **concept to assess investment opportunities**

### A discussion on the ROI concept...

- ... will **force the debate** about the value of healthy populations
- ... will **assess investment opportunities** in the eco-system of healthy populations
- ... will help to change the discourse to shift **from investments into care to investments into prevention**





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- [Alleroed \(Denmark\)](#)
- [Ballerup \(Denmark\)](#)
- [Copenhagen \(Denmark\)](#)
- [Egedal \(Denmark\)](#)
- [Elsinore Municipality \(Denmark\)](#)
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