



**PAN AFRICAN CONGRESS
OF INTEGRATIVE MEDICINE**

4 - 6 May, 2017 Cape Town, South Africa

Program Director

Course(s) taught: Culture and Vocabulary of Integrative Healthcare, Ethical Issues in Integrative Medicine

Dr. Adam Perlman is an Associate Professor of Medicine and works within the Duke University Health System as Executive Director of Duke Integrative Medicine and in a leadership role as Associate Vice President for Health and Wellness. He has responsibility for Duke's Health and Wellness portfolio, including Duke Integrative Medicine, the Duke Diet and Fitness Center as well as the Duke Health and Fitness Center. In his role, he is contributing to the work of healthcare transformation within and beyond the University System. Additionally, he is the Founder and Director of the Leadership Program in Integrative Healthcare at Duke University.

Dr. Perlman is past Chair for the Consortium of Academic Health Centers for Integrative Medicine, comprised of over 60 leading academic medical centers around the country. Prior to his work with Duke, Dr. Perlman was Executive Director for the Institute for Complementary and Alternative Medicine (ICAM) at the University of Medicine and Dentistry of New Jersey (UMDNJ), where he was Associate Professor of Medicine. He held the UMDNJ Hunterdon Endowed Professorship in Complementary and Alternative Medicine and was Chair for the Department of Primary Care within the School of Health Related Professions, overseeing the Physician Assistant and Respiratory Care Programs.

Dr. Perlman served as Director of Integrative Medicine for the Saint Barnabas Health Care System and was founding Medical Director for the Carol and Morton Siegler Center for Integrative Medicine, in Livingston, New Jersey. He had primary responsibility for developing and overseeing the Complementary & Alternative Medicine Program, including the Integrative Medicine Center and the Center for Health and Wellness, for the largest healthcare system in New Jersey.

Dr. Perlman received his BA from Tufts University and his MD from Boston University School of Medicine, completing residencies in Internal Medicine and Preventive Medicine as well as a General Internal Medicine Research Fellowship at Boston Medical Center. He earned an MPH from the Boston University School of Public Health.

Dr. Perlman lectures widely and is a frequently featured media expert. His scholarly activities include numerous grants and publications. He was guest editor for the Complementary and Alternative Medicine volume of Medical Clinics of North America, and is associate editor for the Complementary and Alternative Medicine section of the Physician Information and Education Resource (PIER), developed by the American College of Physicians and American Society for Internal Medicine. His diverse research interests have



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included a clinical trial evaluating the effect of multivitamin supplementation on school performance in underserved children, a trial assessing the efficacy of massage for osteoarthritis of the knee and a survey exploring the use of CAM in patients with cancer. Most recently, he was the recipient of an R01 Research Grant, funded by the NIH's National Center for Complementary and Integrative Health, to continue his research on massage therapy for osteoarthritis of the knee. Dr. Perlman's research has been published in the Archives of Internal Medicine and featured in the New York Times. In 2015, he co-authored *meQuilibrium*, *14 Days to Cooler, Calmer, and Happier*, published by Harmony Books, NY.

WHAT CAN THE LEADERSHIP PROGRAM IN INTEGRATIVE HEALTHCARE HELP YOU ACCOMPLISH?

An integrative approach to care not only encompasses an interest in expanding the evidence-based therapies used by healthcare providers to cure disease and restore health, it also includes a set of principles — such as being patient-centered and fostering patient engagement — that address how the care is delivered. In addition, it emphasizes the creation of a culture of health and wellbeing, not only for patients and providers, but throughout the healthcare system and in the greater society as well.

In this time of change, many of the principles embraced by integrative healthcare are now in direct alignment with of the overall direction and evolution of healthcare reform

In addition to addressing major health concerns such as cancer survivorship, obesity, autoimmune diseases, cardiac conditions, metabolic syndromes and mental health issues such as depression, integrative strategies have also been successful in improving:

- Population Health Challenges
- Employee Wellness



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- Work-Life Balance
- Resiliency in Patients and Providers
 - Patient Engagement
 - The Triple Aim
- Physician/Provider Engagement
- Prevention and Health Promotion
- Focus—Being and Staying Present
 - Sustainable Healthcare
 - Patient-Centered Care
 - Stress Reduction/Burnout

Once a leader understands the principles behind Integrative Healthcare, then creative solutions to our everyday problems come into view.

If you are interested in becoming one of the leaders who will help transform our healthcare system and improve the health of our nation, the Leadership Program in Integrative Healthcare at Duke University is for you.



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Curriculum

Below is a list of courses currently included in the online curriculum for the Leadership Program. Additional information on each will be updated soon.

- Affordable Care Act, Policy, and Integrative Healthcare
- Appreciative Inquiry
- Building Effective Teams
- Building Trusted Relationships
- Business Models – Leading Integrative Healthcare Centers
- Business Project Management
- Components of Leadership
- Credentialing and Licensing in Integrative Medicine
- Culture and Vocabulary of Integrative Healthcare
- Dharma, Happiness and Living with Purpose
- Differentiating on Human Experience
- Driving Performance Management
- Effective Change Catalyst: Transformational Leadership
- Effective Decision Making
- Effective Leadership
- eHealth Technologies
- Healthcare Economics I
- Healthcare Economics II
- History of Integrative Healthcare
- Interprofessional Communication and Collaborative Practice
- Leadership by Example
- Lean Thinking for Integrative Healthcare
- Legal Issues in Integrative Medicine
- Managing Your Online Reputation
- Marketing Integrative Healthcare
- Meeting the Needs of the Underserved
- Mergers in Integrative Healthcare
- Mindful Leadership
- Optimal Hiring, Evaluation, and Termination
- Organizational Readiness



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- Emerging Technologies and Electronic Health Records
- Ethical Issues in Integrative Medicine
- Finance – Activity-Based Cost Management
- Finance – Financial Statements
- Finance – Healthcare Accounting
- Healing Spaces
- Health Within Leaders/Process of Change
- Health Behavior Change in Today's Evolving Healthcare System
- Policies and Procedures for Integrative Medicine
- Practical Negotiation I: Planning
- Practical Negotiation II: Execution
- Presence
- Resiliency
- Risk Management
- Strategic Thinking
- Vision and Leadership
- Workforce Culture