



Advisory Council for the  
Osher Center for  
Integrative Medicine  
at Northwestern Medicine



Osher Center for Integrative Medicine



TO HELP INTEGRATIVE MEDICINE BECOME EVERYONE'S EVERYDAY  
MEDICINE



## Osher Center for Integrative Medicine at Northwestern Medicine

### JOINING THE IM AWARE COUNCIL

The [Osher Center for Integrative Medicine](#) was founded in 1997 as Northwestern Memorial Hospital's official integrative medicine program. Since then our clinical program has grown to see thousands of patients every month; our research team investigates the benefits and mechanisms of how integrative medicine works; and we are the trusted "go-to" resource on integrative medicine for the Feinberg School of Medicine, Northwestern Medicine and the Chicago-area community. We are proud to be [recognized](#) by the Bravewell Collaborative as one of the leading integrative medicine centers in the country.

In April 2014, our program was named the Osher Center for Integrative Medicine in recognition of a generous gift from [Bernard Osher](#). With this gift, our center joined a family of integrative medicine centers – all affiliated with esteemed teaching hospitals and universities. In addition to our center at Northwestern, the Osher Centers are:

- [University of California at San Francisco \(UCSF\)](#), San Francisco, California
- [Harvard Medical School & Brigham and Women's Hospital](#), Boston, Massachusetts
- [Vanderbilt University](#), Nashville, Tennessee
- [The Karolinska Institute](#), Stockholm, Sweden
- [University of Miami](#), Miami, Florida
- [University of Washington](#), Seattle, Washington

**THE OSHER vision** for the future of individual care and ultimately, our healthcare system revolves around introducing new integrative care models into the mainstream. The Osher collaborative is working together to create innovative clinical models of care, advance medical education, and collaborate on research initiatives. We are dedicated to taking a leadership role alongside the six other Osher Centers for Integrative Medicine to make our mark on academic medicine, community outreach, and public policy.

### IM AWARE

The Osher Center's council adopted the acronym IM AWARE, which stands for: **I**ntegrative **M**edicine: **A**dvising **W**ith **A**wareness, **R**esources and **E**ducation.

IM AWARE's vision is to help Integrative Medicine become *everyone's everyday medicine* and to raise awareness, provide guidance and contribute funds in support of the Osher Center.

The advisory council is critical in sustaining our operations. While we receive funding from Northwestern Medicine, the National Institutes of Health and other funders, quite a few of our programs depend on philanthropic support. Without adequate funds, these programs would be discontinued.



If you are passionate about advancing the practice of integrative medicine and are willing to leverage your personal connections, professional networks and resources on our behalf, please consider joining IM AWARE.

#### **BENEFITS OF JOINING IM AWARE:**

- Stay informed about the latest developments in integrative medicine and learn better ways to take care of yourself and your family
- Attend informative events with noted experts like Andrew Weil, MD
- Help Osher extend the reach of integrative medicine into underserved communities
- Know that you're helping fund vital research and educational opportunities for medical students and interns

#### **OUR IDEAL ADVISORY COUNCIL MEMBER:**

- Serves as an active ambassador for the organization
- Works to identify and secure the financial resources and partnerships necessary to advance our mission
- Commits to the organization a contribution of \$5,000 or more per fiscal year
- Helps identify personal connections who can benefit the organization's fundraising and reputational standing
- Assists the leadership team in identifying and recruiting other council members
- Participates on one or more of the council committees

#### **YOUR CONTRIBUTION**

So that the Osher Center can continue its service as a leading center for education and research for integrative medicine, council members are requested to make an annual contribution of \$5,000 per fiscal year. This may be accomplished through event sponsorship, offering in-kind services, or as an outright gift.

In addition, members are expected to participate on a council committee of their choosing. Those wishing to contribute at a higher level will be recognized as a sustaining members.



## **IM AWARE ORGANIZATIONAL STRUCTURE**

### **LEADERSHIP COMMITTEE** (3 committee members and Osher staff)

- Provide leadership to overarching council
- Appointed for two year term

### **SECRETARY** (Osher staff)

- Maintain the calendar of council meetings and events
- Send invitations and track attendance
- Manage the meeting agendas and minutes

### **COMMITTEES:**

#### *EDUCATION*

- Coordinate educational speakers for the council's four annual lunch & learn meetings
- Organize educational component for fundraising events
- Coordinate annual meet and greet with membership committee
- Identify and promote IM programs available to council members such as Public days.

#### *FINANCE*

- Monitor fundraising and dues collections to meet annual financial goal
- Assure donors are acknowledged properly

#### *MARKETING & WEBSITE*

- Maintain council's vision, brand and image through the website
- Update website as necessary
- Promote council events on website

#### *MEMBERSHIP AND CORPORATE RELATIONS*

- Assess skill needs on the council and recruit and retain new members
- Responsible for hosting annual meet & greet educational event for new and existing members
- Identify and manage potential corporate sponsor relations



## **COUNCIL MEETING AND EVENT DATES**

### **COUNCIL MEETINGS**

- January 15, 2019
- April 16, 2019
- June 25, 2019
- October 15, 2019

### **NEW MEMBER MEET & GREET**

- Tues. Feb 12, 2019

### **EVENTS**

- Integrative Medicine Research Day, Friday, January 18th, 2:00-6:00pm
- Mind-Body Day with Dr. Peter Wayne, PhD, Saturday, January 19<sup>th</sup>, 2019

## INFORMATION FOR WEBSITE: “ABOUT US”

The council's website has an "[ABOUT US](#)" page with information about the people that make up the council and we would like to get you on this page. Send the following two things to Aaron Underwood ([aaron@uinnovate.net](mailto:aaron@uinnovate.net)) to be added:

### 1. YOUR PICTURE

You can use the existing pictures on the page as a guide. You will see there is a little bit of everything in terms of style. We will crop what you send to be just your head, so you do not have to worry about other things in the picture.

Alternatively, if you have a picture already up on the web somewhere that you would like to use, you can just send a link to that picture and we can take it from there.



### 2. A COUPLE OF BRIEF (20 WORDS OR LESS PER BULLET, PLEASE BE CONCISE) BULLET POINTS ABOUT YOU, AS FOLLOWS:

- Your name as you want it to appear
- One bullet point regarding your profession/position
  - If your prior profession/position is related to IM, add a bullet point for that
- One bullet point for a personal experience or belief held about IM – why are you passionate about IM?
- If you have a place on the web that you'd like us to send people for more information about you (Facebook page, Corporate website bio, Linked-in page, etc.), send us that link



**CURRENT COUNCIL MEMBERS**

Barb Anderson	Council Member
Leah Bostrom	Council Member
Fabrice Braunrot	Council Member
Carey Cooper	Council Member
Tara DeMarco	Council Member
Laura Flynn	Council Member
Sheila Gutman	Council Member
Paul Heiselmann	Council Member
Elinor Jannotta	Council Member
Diane Lappin	Council Member
Lori Lyman	Council President
Karen Malkin	Council Member
Diane Meagher	Council Member
Brennan Murray	Council Member
Molly O'Neil	Council Member
Elizabeth Pruett	Council Member
Brett Rentmeester	Council Member
Melissa Ritter	Council Member
Mary Jeanne Scott	Council Member
Sue Shattock	Council Member
Avanti Singh	Council Member
Kanwar Singh	Council Member
Tina Trott	Council Member
Aaron Underwood	Council Member
Molly Vaile	Council Member
Marigale Walsh	Council Member
Tracy Ward	Council Member
Ellen Winick	Council Member
Meredith Wood-Prince	Council Member
Melinda Ring	NM Staff/ Osher Center Liaison
Nancy Heap	NM Staff/ Osher Center Liaison
David Sack	NM Staff/ Council Administrator
Kristyn Eskridge	NM Staff/ Special Events
Veronika Grote	Administrative Assistant