



Osher Center for Integrative Medicine

2018 Benefit Fundraising Areas

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Q&A

## Overview

The Osher Center is constantly looking for ways to expand its reach and places a large focus on integrative care across Chicago-area under-served communities by way of grants, collaborative projects and continued training for providers working within federally qualified health centers.

## Impact

- **Community Cares Program** – Started in December 2013 to make acupuncture, naturopathy and massage treatments available to low-income adults.
  - ♦ **RESULT:** Over **100** low-income adults have been a part of this program; **500 free visits addressing chronic pain, cancer treatment symptoms, stress and nutrition-related illnesses.**
  - ♦ **2018-2019 STRETCH Goal:** Serve **50** individuals in **one** year, providing **250** free visits.
- **Community Clinics** – Osher Center and the Erie Family Health Clinic clinically share the integrative medicine fellow time and expertise and the Northwestern Family Medicine residencies are housed in two Erie Centers.
  - ♦ **RESULT:** Underserved families receive integrative medicine services at the Erie Clinic through the Osher Center's clinical fellow and family medicine residents; A **new model of care** that includes physician consults and complementary practitioners on site.
  - ♦ **2018-2019 STRETCH Goal:** Train an additional clinical fellow to foster increased resident exposure and patient access.
- **Community Health** – Good Food is Good Medicine Day
  - ♦ **RESULT:** **Fourteen experts** educated over **120 community members** on food, health, nutrition and cancer and environmental toxins.
  - ♦ **2018-2019 STRETCH Goal:** Reach **250** community members through two community health days.
- **Community Grants** – The Greer Foundation Seed Grants funded two clinical care programs.
  - ♦ **RESULT:** Reached nearly **300** Chicago residents via two programs supported by the grant:
    - **ALAS-WINGS** 501(c)(3) non-for-profit organization tracked **102** Latina women and breast cancer survivors as well as family/friends as participants of the community yoga program.
    - **Mindfulness Based Depression Intervention** provided access to **160** women suffering from depression.
  - ♦ **2018-2019 STRETCH Goal:** Provide **two** additional community grants.

## 2018 Fundraising Goals

- \$500 funds five visits with our acupuncturist or massage therapist for one Community Cares Participant
- \$2,000 funds partial support of a clinical fellow
- \$15,000 funds a portion of the Community Cares program for lower socioeconomic (SES) patients
- \$25,000 funds a full Community Education and Health Day
- \$30,000 provides funding for one community-based seed grant

## Overview

The Osher Center is teaching medical students about the importance of **nutrition** and **cooking**. We want our students to be able to counsel their patients effectively and with real knowledge. We want our future doctors to be at the forefront of empowering their patients and families to make healthier food choices and to live better lives –the time to act is now. These same medical students – after receiving their own lessons – are going out into Chicagoland public schools to **educate grade school kids** in underserved communities how to eat better, a program called: **“Cooking up Health: Docs and Kids in the Kitchen.”**

Our medical students are learning:

- Applied Nutrition
- Culinary Skills
- Disease Prevention and Management with Nutrition
- Coaching
- Cultural Cuisine
- Public Health

## Impact

- Created curriculum of **six core nutrition** and **culinary medicine lessons** and **four service sessions**.
- Medical students reported feeling more confident in **nutrition, cooking, counseling patients and their attitudes about the importance of nutrition counseling** after taking our class.
  - ♦ **RESULT: Over two academic years** – 124 Chicago public school children received nutrition counseling and learned to make healthy snacks; 24 medical students delivered this education.
  - ♦ **2018-2019 STRETCH Goal (over one academic year):** 180 Chicago public school children receive nutrition counseling; 36 medical students are educated.

## 2018 Fundraising Goals

- \$210 funds culinary equipment for one medical student
- \$230 funds one medical student and one CPS student
- \$1,000 funds curriculum development time by our pediatrician
- \$2,500 funds the chef and food for one Cooking Up Health elective
- \$7,500 funds a full kitchen set-up for a new classroom to train additional medical students
- \$10,000 funds medical faculty time for classes
- \$20,000 funds research on impact of program
- \$25,000 funds national dissemination and training of curriculum at medical schools across the country
- \$25,000 – \$40,000 funds production of curriculum on-line to share with institutions nationally

## Overview

The Osher Center's **educational** programming is at the forefront of the health industry, enabling new practitioners, students and existing physicians **to learn and to apply** the most cutting-edge methodologies. Educational focus areas include:

- Physicians sharing their integrative expertise and providing hands-on experience for medical students
- Continuing education for physicians and allied health professionals
- Hosting international scientific conferences and academic grand rounds at Northwestern

## Impact

- **Fellowships – Clinical and Research;** started both clinical and research fellowships.
  - ♦ **RESULT:**
    - **Clinical fellow** helped develop new culinary **curriculum**, new **pediatric consult service** at Osher and new **research project with Lurie Children's Hospital**.
    - **Research fellow** developed **summer internship program** for undergraduates, awarded two prestigious **grants** and is in process of training **180 medical students** on resilience.
  - ♦ **2018-2019 STRETCH Goal:** two clinical fellows; two research post-doc fellows.
- **Education for Practicing Physicians and Allied Health Professionals**
  - ♦ **RESULT:**
    - **Faculty Scholars Program** has educated **36** physicians and professionals in integrative medicine over the course of three years.
    - **Grand Rounds – Four** Grand Rounds offered. Over **300** physicians, researchers and professionals attended.
  - ♦ **2018-2019 STRETCH Goal:** Four scholarships to attend Faculty Scholars Program.
- **Education from undergraduates through practicing physicians**
  - ♦ **RESULT:** Over **400** undergraduates, medical students, residents, fellows, practicing physicians and allied health professionals **participated** in Osher's **educational opportunities** in the past year (**each physician** will touch about **10,000 patients** in their career).
  - ♦ **2018-2019 STRETCH Goal:** Develop our own Osher curriculum for clinical fellows.

## 2018 Fundraising Goals

- \$5,000 funds one year of Grand Rounds
- \$36,000 funds Faculty Scholars Program for the entire year
- \$40,000 funds one clinical fellow through a matching funds program
- \$100,000 funds Curriculum Development for clinical fellows
- \$3-5 million endowment for our education program to ensure sustainability

## Overview

The Osher Center collaborates with local and national partners to support ongoing clinical research to ensure faculty, students and providers are equipped with the necessary knowledge to treat patients with evidence-based integrative approaches to health. **Philanthropy provides seed funding for innovation and novel research opportunities.**

Our research is focused in three primary areas:

- The links between emotions, emotion regulation and health and mind-body approaches more broadly.
- How nutrition, supplements and herbal medicine helps prevent disease and promote well-being.
- How practices like acupuncture, massage, Tai Chi and Qi-Gong maintain health and treat chronic conditions.

## Impact

- Hosted the **inaugural Osher Center Research Conference** in January 2017
  - ♦ **RESULT:** Over 100 Northwestern University faculty, students and staff members learned about the intersection of integrative medicine, research and Western medicine.
- Funded research projects through the IM AWARE Research Pilot Grant Program
  - ♦ **RESULT: Three** new research collaborations within Northwestern Medicine Departments (Fertility & Reproductive Medicine & Preventative Medicine/Population Epigenetics Laboratory) and the Ann and Robert H. Lurie Children's Hospital (Pediatric Cardiac Transplant).
- Osher Center **Postdoctoral Research Fellowship**
  - ♦ **RESULT:** Elaine Cheung, PhD, was awarded our **first postdoctoral fellowship**. She has been awarded **two high-profile grants within her first year** of post-doctoral work. She is currently **researching and training 180 medical students** to cope more effectively with **empathy decline and physician burnout**.
- Recruited more than **600** patients for the Patients Receiving Integrative Medicine Interventions Effectiveness Registry (PRIMIER) study that examines the impact of different integrative therapies on patients' pain, depression, fatigue and physical functioning.
  - ♦ **RESULT:** Research showed **Osher patients** had **improved sleep** quality, **reduced pain** interference and intensity and **improved physical functioning**, as well as increased confidence in their ability to take a proactive role in managing their own health.

## 2018 Fundraising Goals

- \$15,000 funds one pilot project, with the aim of future successful, extramurally funded research grants
- \$45,000 funds three pilot grants
- \$150,000 funds two years of one postdoctoral research fellow focused on one of our primary research areas
- \$300,000 funds support of two postdoctoral fellows for two years each
- \$3-5 million endowment for our research program to ensure sustainability

## *Overview* of Osher Center and Integrative Medicine

**Q: What is integrative medicine?**

A: Integrative Medicine reaffirms the importance of the relationship between practitioner and patient, addresses the full range of physical, emotional, mental, spiritual and environmental influences that affect health, and includes evidence-informed diagnostic and therapeutic traditions around the globe.

**Q: What is the Osher Center for Integrative Medicine?**

A: The Osher Center takes an “options first” approach to empower patients to heal and strengthen their minds, bodies and spirits through a blend of Western medicine and integrative practices from around the world.

**Q: What are some examples of integrative methods that the Osher Center applies to its patients?**

A: We care for the whole patient based on their individual needs and conditions. For example, we use practices like acupuncture and massage to treat chronic pain, as well as herbal medicine and nutrition to prevent disease and to promote well-being.

**Q: What are the primary areas of focus for the Osher Center?**

A: In 2018, we are focusing our fundraising efforts on four primary areas where we believe we can make the most impact and further our goals:

- **Chicago Community** – we provide financial assistance to patients who would not normally be able to access integrative medicine services.
- **Education** – we invest in the education of the next generation of physicians to ensure integrative medicine is incorporated into daily practices.
- **Culinary Medicine/Food as Medicine** – we offer a program that teaches medical students about the benefits of a healthy diet to achieve optimal health and prevent disease.
- **Research** – we fund innovative research projects that showcase the tangible benefits of integrative medicine.

**Q: Which area has the Osher Center made the greatest impact?**

A: We’ve made great strides in all four of our focus areas and our hope is to raise more than \$500,000 at our 2018 annual benefit to further our impact in integrative medicine.

One area that we are really excited about is our Food as Medicine program which teaches medical students about the role food has in keeping our bodies healthy and more resilient against potential illness. To date, we have had 24 medical students go through the program and in turn, teach 120 Chicago Public School children in an at-risk community about the benefits of healthy eating.

**Q: What is the IM AWARE advisory council?**

A: IM AWARE is a philanthropic advisory council for The Osher Center for Integrative Medicine at Northwestern Medicine. Our goal 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’s initiatives.

**Learn more** about this dynamic group of individuals helping shape the future of medicine at [imaware.net](http://imaware.net).

## *Overview* of the Osher Center for Integrative Medicine Benefit

**Q: When and where is the Osher Center Annual Benefit?**

A: Our annual benefit will be held on Wednesday, April 18 from 6 – 9 p.m. at The Four Seasons Hotel in Chicago. The event will start with a cocktail reception from 6 – 7 p.m., followed by a delicious, healthy dinner and inspiring program from 7 – 9 p.m.

**Q: What is the benefit's fundraising goal?**

A: Our goal is to raise more than \$500,000 to support innovative research, educational and clinical initiatives at the Osher Center.

**Q: If the Osher Center is part of Northwestern Medicine why does it need extra funding?**

A: The Osher Center is a self-sustaining clinic, so the money that is made in the clinic is reinvested back into the clinic. All other initiatives, such as our education, research, community and national programs are completely supported from philanthropic donors.

**Q: How much are tickets to the benefit and where can I purchase?**

A: Individual tickets to the benefit are \$500 and there are several other sponsorship options ranging from \$5,000 for a table of 10 up to \$50,000 for the Presenting Sponsor. There are also sponsorship packages available.

**Q: What sponsorship opportunities are involved with the benefit?**

A: We have several available sponsorship options ranging from \$5,000 for a table of 10 up to \$50,000 for the Presenting Sponsor. I can send you our sponsorship package which outlines the different sponsorship levels available and more information.

**Q: What if you are unable to attend the benefit but still want to support the Osher Center?**

A: There are several ways to give to the Osher Center – you can donate online or give an individual gift toward one of our four primary fundraising areas. I'm happy to send you some additional information that provides you with more details around our fundraising focus areas.

**Q: Who typically attends the benefit?**

A: This benefit attracts a wide variety of attendees from all over the Chicago area who all share a common goal of understanding and supporting the benefits of taking an integrative approach to maintaining their health.

**Q: Who are the Co-chairs for the benefit?**

A: This year's benefit Co-Chairs will be Jim Karas, Founder, Jim Karas Intelligent Fitness & Wellness and Karen Malkin, Founder, Karen Malkin Health Counseling.

**Q: Who is the Keynote Speaker for the benefit?**

A: We're excited to feature Tieraona Low Dog, MD, author of "Life Is Your Best Medicine" and internationally recognized integrative medicine expert, as this year's keynote speaker. She will be focusing her talk on the benefits of living a healthy lifestyle and its impact on our physical health.

Learn more about Tieraona Low Dog, MD at [drlowdog.com](http://drlowdog.com).