

New Study Confirms Why Doctors Abandon Conventional Practices for Integrative Medicine

Groundbreaking research shows physicians practicing integrative medicine have improved quality of life and spend significantly more time with patients

Northampton, Mass., August 15, 2017 — The first-ever [Integrative Physician Market Landscape study](#), conducted by Pure Branding, addresses a lack of market intelligence about the rapidly growing practice of integrative medicine among Medical Doctors (MD) and Doctors of Osteopathy (DO).

“I have never seen such a rigorous and insightful study of the integrative physician community,” said Leonard A. Wisneski, MD, FACP, professor of medicine at Georgetown University, George Washington University and University of Colorado. “For anyone wishing to understand and engage with the field of integrative medicine, this research study and its insights will be invaluable.”

A rapidly growing number of doctors are exploring integrative approaches to clinical care as a solution to perceived inabilities to offer better healthcare options to their patients through conventional medical practices.

The study provides a consensus on the definition of integrative medicine, with respondents identifying the top five factors as:

- Treating root causes versus symptoms
- Treating the patient as a whole being
- Focusing on optimal health versus disease management
- A personalized approach emphasizing the physician-patient relationship
- Accounting for patient lifestyle and environment

“Anyone distressed about the state of healthcare in America need look no further than this inspiring community of integrative physicians for hope,” says Yadim Medore, founder and CEO of Pure Branding. “These cutting-edge doctors are at the forefront of a paradigm shift in medicine, that will significantly impact the value chain from healthcare systems and payers to medical schools and suppliers.”

Key Findings:

- **Income and quality of life:** 67% reported quality of life as much better or somewhat better since beginning to practice integrative medicine. Only 19% said that their income has increased since transitioning.

- **The gender gap:** Similar to conventional medicine, there is a gender pay gap. While over half (56%) of integrative doctors are female, they make 24% less than their male counterparts.
- **Length of appointment:** On average, integrative doctors spend at least twice as much time with their patients as conventional doctors.
- **Timing to transition:** Younger doctors are more likely to make a quicker transition to integrative medical practice — a trend that is expected to continue.
- **Adoption of integrative medicine philosophy:** Despite a lack of training in integrative medicine in conventional medical schools, most (55%) integrative doctors adopted an integrative philosophy post-schooling.
- **Use of dietary supplements:** 84% of these physicians utilize nutritional protocols to support their patients' health.
- **Significance of spiritual life:** 83% of integrative doctors feel that the spiritual life of a patient is a critical factor when addressing the patient's health.

This research study included 1,133 integrative MDs and DOs from 49 states, the largest pool of currently practicing integrative physicians ever surveyed for a landscape report. Lists were provided by association and media partners including Academy of Integrative Health & Medicine (AIHM), Academy of Integrative Pain Management (AIPM), American College for Advancement in Medicine (ACAM), American Academy of Medical Acupuncture (AAMA), Functional Forum and *Today's Practitioner*, and numerous commercial sponsors.

“The findings in this report are representative of the integrative medical community as a whole, with a confidence level of 95% and the margin of error at +/-2.9%,” said Mr. Medore.

Information about the study can be found at: <http://www.purebranding.com/integrative>

About Pure Branding

[Pure Branding](http://www.purebranding.com) is a strategic consulting, market research and brand development agency for health and wellness companies. Since 1999, they have helped global clients build loyalty and grow market share through innovative research and actionable insights. For more information: www.purebranding.com

About the American Academy of Medical Acupuncture (AAMA)

The American Academy of Medical Acupuncture is the professional society of physicians (MDs and DOs) in North America who have incorporated acupuncture into their traditional medical practice. The AAMA was founded in 1987 by a group of physicians who were graduates of the "Medical Acupuncture for Physicians" training programs sponsored by University Extension, UCLA School of Medicine. For more information: www.medicalacupuncture.org

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