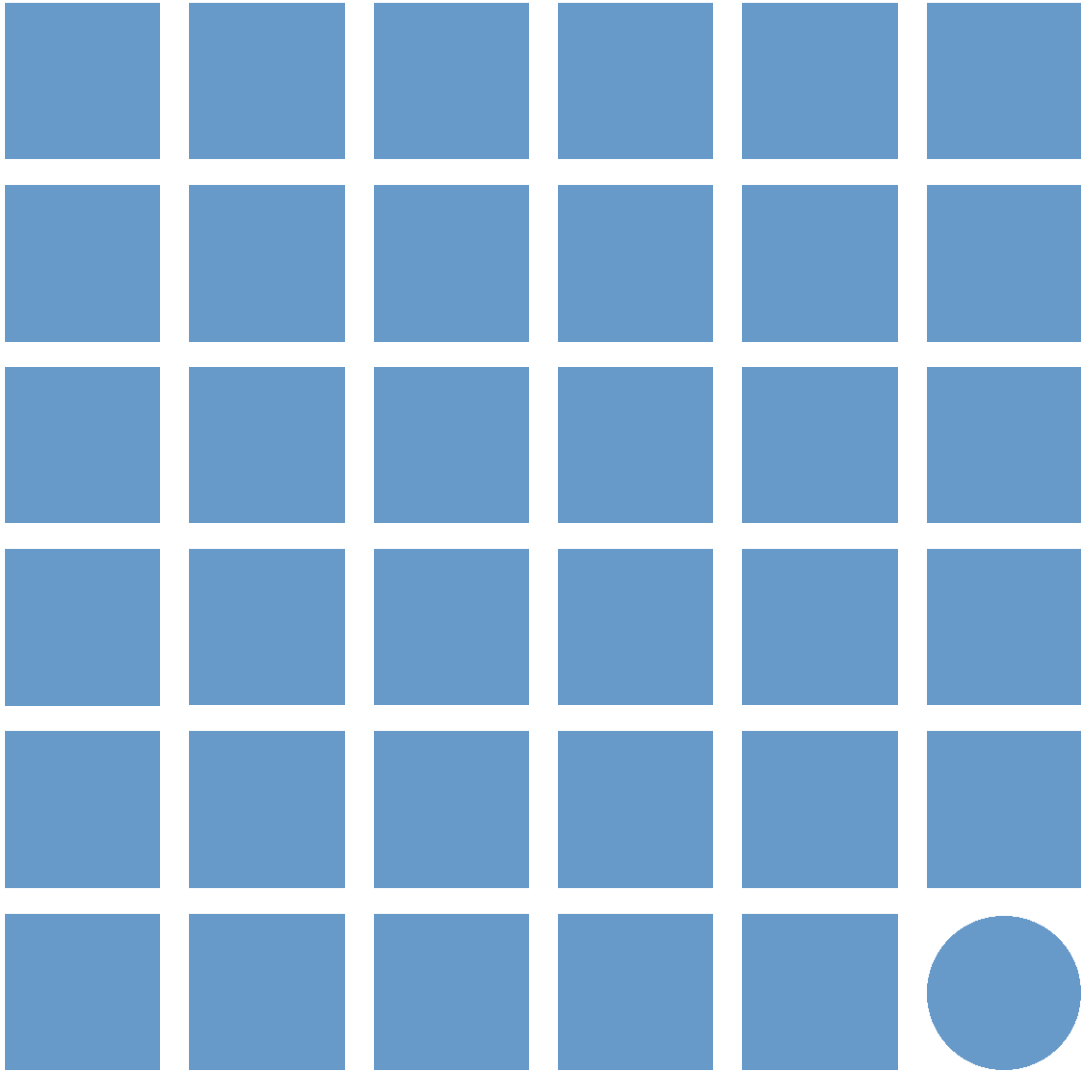


# UCSF Osher Center for Integrative Medicine



Your life, your health, your choice.



San Francisco

Harvard

# Healthcare, the curable crisis.

Our nation's healthcare system is in a state of crisis and it affects us all. It even affects those who live in the right zip code and are fortunate enough to benefit from unparalleled advances in new medical technology.

The progress made during the 20th century in preventing and treating infectious diseases was breathtaking, resulting in saved lives and lengthened life spans. During the latter part of the century, the focus shifted to the treatment of non-infectious diseases such as heart attacks, and scientific advances were made that resulted in people surviving acute episodes and living longer with a chronic condition.

However, these advances also had the effect of separating medicine from its roots of engaging patients on a personal level. The day of the family physician is gone; physicians are now specialists. And with increasing specialization, physicians spend most of their time working on a specific body part or disease. There is little or no focus on the whole person - which is what we need to not only cure disease, but to also maintain our health and live as fully as possible.

While the human factor is paramount in any discussion of healthcare, the numbers alone demand that it is time to create a complete system of care to support and maintain our health. The annual economic impact on the U.S. economy of the most common preventable chronic diseases is estimated to be more than \$1 trillion and could balloon to nearly \$6 trillion by mid-century. That has to change and the time is now.

# The potential impact is great.

Many of the estimated costs are avoidable. Assuming modest improvements in preventing and treating disease, the nation could avoid 40 million cases of chronic disease by 2023. This would reduce the economic impact by 27% annually.

While the economics are very compelling, we must also take a philosophical look at healthcare in this country. We believe the research, education and new clinical models being developed at the UCSF Osher Center for Integrative Medicine can help us gain widespread support among the general public. This will shift the focus of healthcare to include prevention, health maintenance, early intervention and patient-centered care.

Now, more than ever, being healthy requires expanding our definition of medicine. Let's support the health of the whole person by integrating established practices from around the world with the best that modern medicine has to offer. That's integrative medicine.

At the UCSF Osher Center and our sister centers at Harvard and Karolinksa, Integrative Medicine holds the power to improve public health and reduce care-related costs.

# Leading the new wave of change in healthcare.

We began our fight to restore the national healthcare system and empower patients in 1997 when, under the visionary leadership of UCSF School of Medicine Dean Emeritus Haile T. Debas, M.D. and the generous support of the Bernard Osher Foundation, we launched the UCSF Osher Center for Integrative Medicine.

The ancient idea of integrating the mind and body is consistent with the modern ethical imperative to maintain human relationships in healthcare. In our view integrative medicine is neither alternative nor complementary. It is a complete solution that puts the patient back at the center of healthcare.

From robotic surgery to acupuncture, meditation and biofeedback, the UCSF Osher Center combines the best of modern medicine with established practices from around the world.

# Our integrative programs in research, education and patient care are changing the landscape of medicine worldwide.

Change is happening. Over the past decade we have trained more than 500 medical students and implemented 25 new hours of required integrative medicine curriculum. Our research program received a Center of Excellence Award from the National Institutes of Health and its funding has increased six-fold. Our clinic has seen more than 20,000 patient visits.

Whether translating science into hope or discovery into care, UCSF is advancing health worldwide through activism, education, scholarship and research.

A healthier future requires us to challenge preconceptions and biases about practicing good medicine. We are challenging the rules established by competing healthcare providers, drug companies and those looking to protect vested interests and maintain the status quo.

# A solid foundation for change.

In order to advance health, our work needs to reside at the leading edge of medicine. We are researching treatment innovations and new models of care to transform medicine and better serve all people. Our goal is to maintain the high standard of care and provide access to established treatments from around the world.

Once we obtain seed funding for a pilot study, we are able to begin researching these treatments. We then apply to the National Institutes of Health (NIH) for major funding. To date, our success in securing NIH funds has been remarkable. However, the grants we receive do not cover the full cost of the research and/or administration of each project. This creates a need for supplemental support for each grant. Disseminating our findings to medical professionals and the public also requires resources typically not covered by grants.

Our financial challenge is great, as most of our clinical services are not yet reimbursable by insurance. Therefore, one of our primary goals is to find effective treatments and clinical models that can be used to influence healthcare policy and lead to insurance reforms.

We need your help to achieve this vision.

# Join us!

This is a pivotal moment for the UCSF Osher Center. Since the center's inception, our start-up funds have underwritten 70% of the center's annual needs, while private philanthropy has funded the remaining 30%. By 2010 the initial start-up funds will be expended, but an endowment will ensure that the center continues to meet its annual need of approximately \$1.5 million.

Endowments provide permanent, stable sources of funding. By making a contribution to our \$25 million campaign, you will help ensure our sustainability and underwrite a number of key activities.

Your contribution makes it possible for us to integrate new technologies with established healing practices, conduct essential research, develop new models of clinical care and train the next generation of doctors.

# A united force.

Currently there are 42 U.S. academic health centers that belong to The Consortium of Academic Health Centers for Integrative Medicine. These include top-ranked academic hospitals such as UCSF, Harvard, Mayo Clinic and Duke University Medical Center.

The UCSF Osher Center was the very first to have established programs in all three areas: research, education and clinical care. As an integral part of UCSF we have direct access to one of the world's leading biomedical research institutions and a steady stream of scientific knowledge and clinical achievements. In addition the UCSF schools of medicine, nursing, pharmacy and dentistry all rank among the nation's most prestigious advanced study programs in the health sciences.

To further enhance the quality of our programs, we have collaborative projects with our sister centers at Harvard and the Karolinska Institute in Sweden.

The new endowment will support the following:

17%

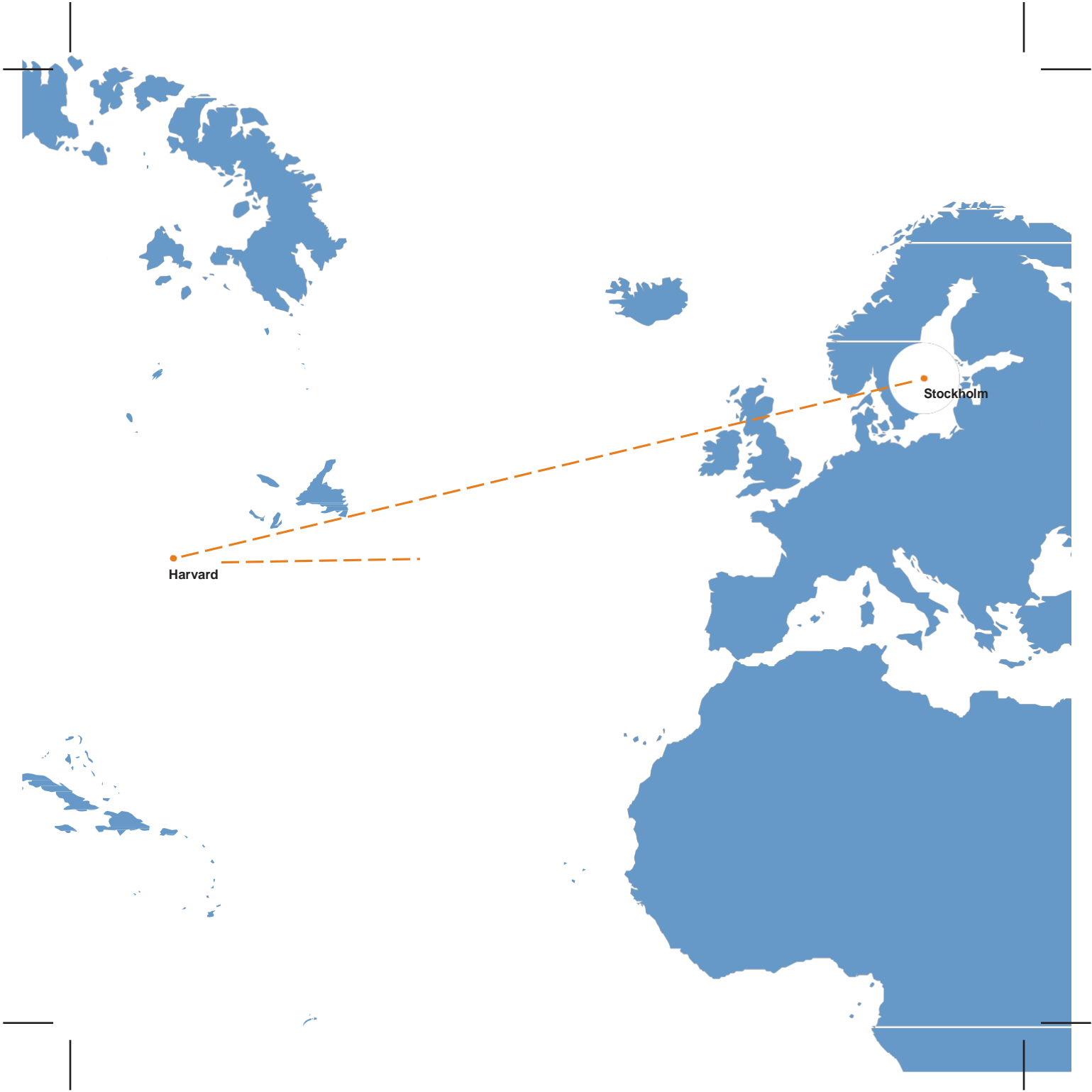
# Your life, your health, your choice.

Please join us in creating the future of healthcare. Your investment will help transform health and ensure a more complete healthcare solution for all.

For information about donations, pledges or naming opportunities please contact:

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