Integrative Care for the Future 2011: the Future of Integrative Medicine in Cancer Care
Amsterdam, March 11-12, 2011

This one and one-half day conference includes a half-day Round-Table symposium with international Health Policy leaders, followed by a full-day plenary session of lecturers representing various regions of the world.

Friday, March 11: Round-Table Symposium on Integrative Oncology in Health Policy:
Obstacles and Opportunities: The economic, political, regulatory, educational and professional landscape that integrative medicine faces as it attempts to develop a larger presence in the health care systems of a diverse group of nations, with a special emphasis of the impact of complementary therapies on patient compliance and the cost of cancer care.

Round-Table Discussion:

Moderator: Richard (Buz) Cooper, MD, Prof Medicine and Health Economics, University of Pennsylvania, Philadelphia, USA.

1. Michael Baum MB, ChB, FRCS, ChM, MD(hon), FRCR(hon), Professor Emeritus of Surgery and visiting Prof of Medical Humanities, University College London. Chair of CAM reviews & Guidelines, United Kingdom.

2. Barrie R. Cassileth, MS, PhD, Laurance S. Rockefeller Chair in Integrative Medicine, Chief, Integrative Medicine Service, Memorial Sloan-Kettering Cancer Center, New York, USA.

3. Prof Ping Cheung (P.C.) Leung, MD, Director, Institute of Chinese Medicine, Chinese University of Hong Kong, China.

4. Aviad (Adi) Haramati, PhD, Georgetown University School of Medicine, Washington DC, USA.

5. Prof Clyde Jensen, Dean of Science, Mount Hood Community College, Gresham, Oregon, USA.

6. Prof Michael Silbermann, MD, Haifa, Director, Middle East Cancer Consortium, a unique partnership of Cyprus, Egypt, Israel, Jordan, Palestinian Authority (Gaza and West Bank), and Turkey.

7. Prof Stephen Sagar, MD, McMaster University & Juravinski Cancer Centre, Canada

8. Peter Zweifel, Professor of Economics, SOI University of Zurich, Switzerland.

9. Prof. Carin Uyl, Professor of Economics, cancer and economical evaluations, Erasmus University Rotterdam, Netherlands.
The Round-Table Discussion will take place on stage with an audience of conference attendees and invitees.

---18.00-19.30: Cocktail Reception---

Saturday, March 12, 2011

Integrative Care for the Future 2011: Plenary Session on Current Activity Internationally

09.00-9.30  Coffee Welcome Reception

Moderator: Barrie Cassileth

09.30-10.00  Welcome and Conference Overview
Mischa Nagel, Director, Supplement+, Amsterdam, The Netherlands
Barrie Cassileth, MS, PhD, Memorial Sloan-Kettering Cancer Center, New York, USA.

10.00-10.45  Integrative Oncology and Mainstream Care in Europe
Prof George Lewith, MD, Director, Complementary Medicine Research Unit, University of Southampton medical school, UK.

10.45-11.30  Integrative Medicine and Mainstream Care in North America
Prof Clyde Jensen, Dean of Science, Mount Hood Community College, Gresham, Oregon.
President and Consultant, Continuum Biomedical Consultants, USA.

11.30-12.00  Break

12.00–12:45  Integrative Oncology in Middle-Eastern Countries
Prof. Michael Silbermann, MD, Haifa, Director, Middle East Cancer Consortium, a unique partnership of Cyprus, Egypt, Israel, Jordan, Palestinian Authority (Gaza &West Bank), Turkey

Michael Baum MB, ChB, FRCS, ChM, MD(hon), Prof Emeritus of Surgery & Visiting Prof of Medical Humanities, University College London. Chair of CAM reviews & Guidelines. UK.

13.30-14.15  Lunch

14.15-15.00  Integrative Oncology and Mainstream Care in South America
Pablo Mountford, MD, Fondeleau Fundaleu Leukemia Hospital, Buenos Aires, Argentina.

15.00-15.45  The Role of Acupuncture in Modern Cancer Care
Prof Ping Cheung (P.C.) Leung, MD, Director, Institute of Chinese Medicine, Chinese University of Hong Kong, China.

15.45-16.15  Break

16.15-17.00  Making Diet & Physical Fitness a Feature of Integrative Cancer Care
Prof Martin Halle, MD, director, Department of Prevention, Rehabilitation and Sports Medicine, Technische Universität, Munich, Germany.

17.00-18.15  Bringing Evidence-Based Integrative Therapies into Modern Cancer Care
Prof. Stephen Sagar, MD, McMaster University & Juravinski Cancer Centre, Canada
18.15–18:45  Yesterday & Today: Wrap-up and Q&A Discussion
Moderator Richard (Buz) Cooper, MD, Prof Medicine and Health Economics, University of
Pennsylvania, Philadelphia, USA
**Professor Michael Baum**

Current position: Professor Emeritus of Surgery and visiting Prof. of Medical Humanities, University College London.

Michael Baum qualified in medicine at Birmingham University medical school in 1960. He held chairs of surgery at Kings College London 1980-1990, the Institute of Cancer Research 1990-1995 and University College London 1995-2001. In the past he has been President of the British Oncology Association, the European Breast cancer conference and chairman of the Psycho-social committee of the National Cancer Research Institute. He has been awarded the William McGuire prize at San Antonio Texas, the Charles Gross prize in France, the St Gallen prize in Switzerland, the gold medal of the International College of surgeons for his research into the treatment of breast cancer and most recently the gold medal for therapeutics from the worshipful society of apothecaries in London. He established the first clinical trials centres in the UK, was one of the first to challenge the doctrine of radical mastectomy, lead the first trial that demonstrated the potential of tamoxifen to prolong life amongst breast cancer victims and was also the first to describe psychometric instruments to measure quality of life in cancer sufferers. Most recently he has lead the first trial to demonstrate the equivalence of intra-operative single dose of radiotherapy with 6 weeks post-operative treatment. His recently published auto-biography “Breast Beating: One man’s odyssey in the search for an understanding of breast cancer, the meaning of life and other simple questions”

http://www.anshan.co.uk/pages/breastReview.html

**Barrie R. Cassileth, MS, PhD**

Dr. Cassileth is the holder of the Laurance S. Rockefeller Chair and Chief of the Integrative Medicine department at Memorial Sloan-Kettering Cancer Center. As a researcher, educator and planner, Dr. Cassileth has worked in integrative medicine and psychosocial aspects of cancer care for over 30 years. She developed prototypic programs in patient and family support, medical education, homecare and hospice, and research in integrative medicine while a faculty member in Medicine and Associate Director of the Comprehensive Cancer Center at the University of Pennsylvania in Philadelphia. In 1999 she was recruited to Memorial Sloan-Kettering to create an integrative medicine department, which has become an international prototype. She is founding president of the international Society for Integrative Oncology and Founding Editor-in-Chief of its Journal, and associate editor or advisory board member of eleven medical journals internationally. She was a founding member of the Advisory Council to the National Institutes of Health Office of Alternative Medicine, now the Center for Complementary and Alternative Medicine. She was on the national Board of Directors of the American Cancer Society and is now on the ACS Eastern Board. She served on many NIH, ASCO and other national panels and committees. Her publications include 160 articles in the medical literature 40 medical textbook chapters and 20 books for physicians, patients and families. She is Principal Investigator of several NIH research protocols, heads an NIH “Botanical Research Center,” and was director of the first National Cancer Institute training program in Integrative Oncology for physicians. Primary books include “The Alternative Medicine Handbook: The Complete Guide to Alternative and Complementary Therapies” and Cassileth et al “Herb-Drug Interactions in Oncology” second edition, 2010 and “Integrative Oncology: Complementary therapies in cancer care.” She is proud to serve with Mischa Nagel as co-organizer of this 2010 Amsterdam conference.

**Prof. Richard (Buz) Cooper**

Richard (Buz) Cooper, MD is a Professor of Medicine and Senior Fellow in the Leonard Davis Institute of Health Economics at the University of Pennsylvania in Philadelphia. During almost 50 years as a physician, he has practiced and taught hematology and oncology, conducted experimental hematology research, created and directed the University of Pennsylvania Cancer Center, served as Dean and Executive Vice President of the Medical College of Wisconsin, and both created and directed the Medical College’s Health Policy Institute. During the past 15 years, Cooper’s efforts have been focused on critical issues in health care policy, principally related to the health care workforce.
Contrary to the conventional view in the 1990s that the US, Canada and England were developing physician surpluses, his “Trend Model” projected physician shortages of a magnitude now being experienced. Similarly, contrary to the conventional views of today that geographic variation in health care is a manifestation of waste and inefficiency, Cooper’s “Affluence-Poverty Nexus” has shown the critical role of socioeconomic factors in health care utilization and outcomes. Cooper is recipient of the Casterline Award from the Federation of State Medical Boards and honorary degrees from the A.T. Still University, the New York Institute of Technology and the Medical College of Wisconsin.

Professor Martin Halle M.D.
Martin Halle is Professor of Internal Medicine and Sports Medicine and Chair - Department of Prevention, Rehabilitation and Sports Medicine, Center for Internal Medicine at the Technical University Munich, Munich, Germany.

Professor Halle completed medical training at a number of prestigious institutions including the Christian Albrecht University, Kiel, Germany and Albert Ludwig University, Freiburg, Germany; the University of Florida Medical School, Gainesville, Florida, U.S.A.; the National Heart Institute, and King’s College, School of Medicine and Dentistry, London, England.

From 1990 to 1999, Dr. Halle completed an Internship and Fellowship for Internal Medicine at the Albert Ludwig University, Freiburg, Germany in the Department of Internal Medicine, Division of Prevention, Rehabilitation and Sports Medicine. In 1999, Dr. Halle worked as an Assistant Professor in the Center for Internal Medicine, Department of Cardiology and Pneumology at Georg-August-University, Goettingen, Germany and since 2003 has held his current appointment. Professor Halle has received numerous scientific awards and has published widely but primarily on the role of exercise on cardiovascular risk factors and atherosclerosis.

Professor Aviad Haramati, PhD.
Aviad (Adi) Haramati is a tenured Professor in the Departments of Physiology & Biophysics and Medicine at Georgetown University School of Medicine. A graduate of Brooklyn College at the City University of New York, he received a PhD in Physiology from the University of Cincinnati College of Medicine and came to Georgetown in 1985 after spending 5 years at the Mayo Clinic. For over 25 years, Dr. Haramati’s research focus was on regulation of kidney and electrolyte physiology during growth and in pathophysiological states such as heart failure. Currently, his activities are more centered on medical education and rethinking how health professionals are trained. However, his first love is teaching, and he has been recognized with 9 Golden Apple awards from medical and graduate students at Georgetown University, and selected by faculty and alumni for the Magis Master Teacher Award. He also received the Kaiser-Permanente Excellence in Teaching of the Basic Sciences, the Arthur C. Guyton Teacher of the Year award by the American Physiological Society, the Alpha Omega Alpha Robert J. Glaser Distinguished Teaching Award from the Association of American Medical Colleges, and the Master Scholar Award from the International Association of Medical Science Educators (IAMSE). He is the past-president of IAMSE, past Vice-Chair of the Consortium of Academic Health Centers for Integrative Medicine, and president of the USA Chapter of the Israel Medical Association’s World Fellowship. He currently chairs the Organizing Committee for the 2012 North American Research Conference on Complementary and Integrative Medicine to be held in Portland in May 2012. Dr. Haramati received NIH support to fund a broad educational initiative aimed at incorporating complementary, alternative (CAM) and integrative medicine into the medical curriculum at Georgetown University. The goal of the initiative is not to train practitioners of CAM, but rather to educate skillful, knowledgeable physicians who understand the role of CAM in healthcare and are capable of discussing these issues with their patients. Dr. Haramati has a deep interest to improve medical education across the globe, especially with regard to the intersection of science, mind-body medicine and professionalism. He currently works with a number of medical schools deans and educators in North America, Europe and Israel.
**Professor Clyde B. Jensen, Ph.D.**
Professor Clyde Jensen is distinguished as the only person to have served as president and professor in colleges of allopathic, osteopathic, naturopathic and oriental medicine. The colleges that he has led include public, private, domestic, foreign, doctoral and entry-level higher education institutions. His uniquely broad scope of experience in medical education and health profession’s philosophy has permitted him to testify before U.S. congressional and state legislative committees, edit peer reviewed scientific journals and review requests for federal NIH and NASA funding. In the summer of 2010, Dr Jensen (whose Ph.D. is in physiology and pharmacology) accepted the position of Dean of Science at Oregon’s Mount Hood Community College where he is developing a collaborative healthcare program that teaches that all healthcare professionals are connected on a common continuum.

**Professor George Lewith**
Professor George Lewith attended Trinity College Cambridge and graduated with a degree in biochemistry then went onto Westminster Hospital Medical School in London. He has worked as a Senior House Officer and Registrar within the Westminster and University College Hospital Teaching Groups in London completing a residency in internal medicine. After his initial training as a GP, he practiced medicine in Australia before returning to England and completing his family medicine residency. His PhD at the University of Southampton involved developing new approaches to the evaluation of physical therapies such as acupuncture. He continues to lecture at Southampton University’s Primary Care Department and is a member of many organizations within the field of complementary medicine, Professor Lewith holds a Diploma in Acupuncture from Nanking in China, and has acted as a consultant on complementary medicine to the American National Institute of Health and Federal Drug Administration, and the WHO as well as many other national and international bodies.

The University of Southampton awarded a personal chair to George Lewith as Professor of Health Research. He has published over 200 peer review papers and 17 books.

The Times, in an article on September 6th 2008, included George Lewith in The Lifestyle 50, this newspaper’s listing of the "top 50 people who influence the way we eat, exercise and think about ourselves".

**Prof. LEUNG Ping Chung**
Professor LEUNG Ping Chung, OBE, JP, Hon DSc, DSC, MBBS, MS, FRACS, FRCS(Edin), FHKCOS, FHKAM(Orth); is Professor of Orthopaedics & Traumatology, Faculty of Medicine; Director of Centre for Clinical Trials on Chinese Medicine; and Chairman of the Management Committee of the Institute of Chinese Medicine, The Chinese University of Hong Kong.
Professor Leung’s research areas including Orthopaedics, Osteoporosis, Microsurgery Health, Traditional Chinese Medicine and General Education. He is also the author of over 450 scientific manuscripts in journals and 27 books. Examples of publication related in Chinese medicine include: “A Comprehensive Guide to Chinese Medicine”, “Book in preparation: A Scientist View on Traditional Chinese Medicine”, “Limb Salvage for Diabetic Ulceration with Traditional Chinese techniques”, “Treatment of Low Back Pain with Acupuncture” etc. In addition, Professor Leung has also been appointed as editor of 10 International Journals since 1982. Professor Leung has been awarded many different kinds of honors, such as Humanity Award (2009), People Award for Outstanding Contribution of Rehabilitation on China(中國康協肢殘康復第18屆年會2009年度突出貢獻人物獎)(2009), Gusi Peace Prize (2006), Far Eastern Economic Review –Asian Innovation Silver Award (2000), Award for National Harmony of the State Council of the People's Republic of China(中華人民共和國國務院民族和諧獎)(2000), Order of the British Empire (1995) and Liston Victoria Jubilee Prize by Royal College of Surgeons (1990). In his capacity of the Chairman of the
Management Committee of the Institute of Chinese Medicine, Professor Leung has put enormous efforts in modernizing traditional Chinese medicine. He has adopted the Efficacy Driven Approach in Clinical Trials. Currently, there are more than 40 clinical trials research projects underway in the Institute of Chinese Medicine. Extensive network has been developed internationally. Notable international collaborations include two NIH international grants with Harvard University, and Memorial Sloan Kettering Cancer Centre, CNRS of France etc.

**Pablo Mountford, MD,**

Pablo Mountford is a prestigious hematologist oncologist in Buenos Aires- Argentina- who was accepted as a member of ASH (American Society of Haematology) and ASCO (American Society of Clinical Oncology). Pioneer in the field of integrative medicine in his country. He is the chief of the Integrative Medicine Service of Fundaleu (Foundation to fight against Leukaemia), a model institution born in 1956 devoted to research and treatment of patients with hematological malignancies, that in this days has expanded its focus also to all oncologic tumors and is one of the largest stem cells transplantation center in Latin America with more than 1000 transplants performed since 1989 (17 per year). Dr. Mountford is founder president of ASOI, Asociación de Ontología Integrativa, a non profit organization dedicated to disseminate in Latin America and Spain (Spanish speaking countries) the concept of integrative medicine for the whole person (patient, their families, and medical staff). He is a member of the Clinical Practice Committee of the SIO (Society for Integrative Oncology) and has been trained in the fields of Palliative Care, Acupuncture and Mind Body Medicine (Harvard Medical School – with Dr. H. Benson. Dr. Mountford works as an Oncology consultant for Latin American Patients of the Memorial Sloan Kettering Cancer Center Integrative Medicine Service in New York.He is editor for the Iberoamerican Cancer Magazine for Integrative Medicine in Palliative Care.He is a professor of the UCA (Universidad Católica Argentina) for postgraduate psyco-oncology program.

**Professor Stephen M. Sagar, BSc (Hons) MB BS MRCP FRCR FRCPC**

Dr. Sagar is a full professor in the Departments of Oncology and Medicine at McMaster University, Hamilton, Ontario, and a radiation oncologist at the Juravinski Cancer Centre, Hamilton Health Sciences, and the Brain-Body Institute. Sagar graduated from Kings College and St. Georges Hospital, London, UK with a first class honors BSc in pharmacology and a distinction in pathology. He has published about 70 manuscripts, 8 book chapters and one book. He is on the international editorial boards of the evidence-based journals, ‘Focus on Alternative and Complementary Medicine’, ‘Integrative Cancer Therapies’, ‘Current Oncology’, and the Journal of the Society for Integrative Oncology. He is Past- President of the Society for Integrative Oncology. His main research interests are natural health products in oncology and the brain-body reciprocal relationship using acupuncture and massage therapies for the supportive care of cancer patients.

**Professor Michael Silbermann,DMD, Ph.D., Executive Director of the Middle East Cancer Consortium (MECC)**

Professor Michael Silbermann (D.M.D.; Ph.D., and certified specialist in oral and maxillo-facial surgery; Chief Resident at Boston City Hospital in Oral and Maxillo-Facial Surgery, Ph.D. at Tufts University Medical School (Boston, MA), Post-doc at USC in Los Angeles, CA and the NIH, Bethesda, MD) was head of the laboratory for musculoskeletal research at the Faculty of Medicine in the Technion – Israel Institute of Technology, Haifa, Israel. He has gained international reputation through multinational research projects related to bone and cartilage development, metabolism and senescence. He has been awarded research fellowship grants by the American Association of Dental Research, The Fogarty Foundation (Bethesda, MD), EMBO, Max Planck Society, and Japan Society for the Promotion of Sciences. He has undertaken a number of senior national and international administrative duties especially in the field of biomedical research: Chairman of the Department of Anatomy and Cell Biology, Faculty of Medicine; Dean of the Faculty of Medicine, Technion, Haifa,
Prof. Dr. Peter Zweifel

Peter Zweifel was born in 1946, right in the city of Zurich. He is reported saying that he would have never dreamed of becoming a professor of this city's university. Maybe a stay as an exchange student in the United States during his secondary education constituted the first step in this direction because it caused him to become interested in the social sciences. After two terms of sociology at the University of Zurich, he changed to economics, graduating in 1974 based on a dissertation on empirical research into consumer demand in Switzerland. Having somewhat lost interest in business cycle analysis and macroeconometric models of the Swiss economy, he discovered health economics as a brand new field of research during his stay in Madison at the University of Wisconsin in 1974/75. In 1982, he became eligible as a professor, having submitted his thesis, Ein ökonomisches Modell des Arztverhaltens (An Economic Model of Physician Behavior) which he had written against the conviction even of his friend economists, viz. that medical behavior could not be successfully analyzed using economics. After one year service as an invited professor at the University of the Armed Forces in Munich, he became an Assistant Professor of International Economics at the University of Zurich in 1983 and an Associate Professor of Economic Policy in 1984. This promotion caused him to extend his fields of research to include the economics of insurance and its (de)regulation, energy economics, and decision theory. Since 1990, he is a Full Professor of Economics.