

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. invitation	WHCCAM reception at George home (partial) (1 page)	03/15/2001	b(6)

COLLECTION:

Federal Records

White House Commission on Complementary and Alternative Medicine Policy [WHCCAMP]

OA/Box Number: 43231

FOLDER TITLE:

WHCCAM Town Hall Meeting Commissioner's Briefing Book, Minneapolis,
Minnesota, March 16, 2001 [2]

2011-0568-S

kc800

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]



Woodwinds
Health Campus

**PHOTOCOPY
PRESERVATION**



A COLLABORATION BETWEEN

HEALTHEAST CARE SYSTEM AND

CHILDREN'S HOSPITALS AND CLINICS

PHOTOCOPY
PRESERVATION



Woodwinds
Health Campus

Julie Schmidt
Chief Executive Officer

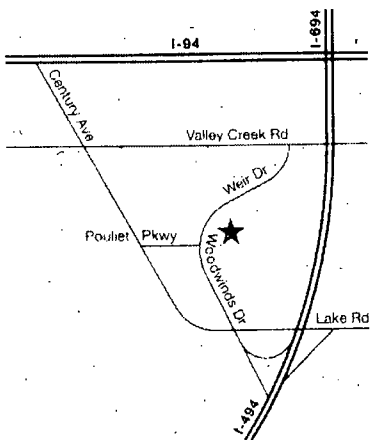
PHONE 651/232-6881

FAX 651/232-6888

E-MAIL jschmidt@healtheast.org

1925 WOODWINDS DRIVE, WOODBURY, MN 55125

A COLLABORATION BETWEEN HEALTHEAST CARE SYSTEM & CHILDREN'S HOSPITALS AND CLINICS



The Natural Care Center at Woodwinds

the Natural Way to Good Health

Located on the
Woodwinds Health Campus
1875 Woodwinds Drive
Woodbury, MN 55125

For more information, please call:
651.232.6830



Woodwinds
Health Campus



NORTHWESTERN
HEALTH SCIENCES
UNIVERSITY

Discover



The Natural Care Center at Woodwinds

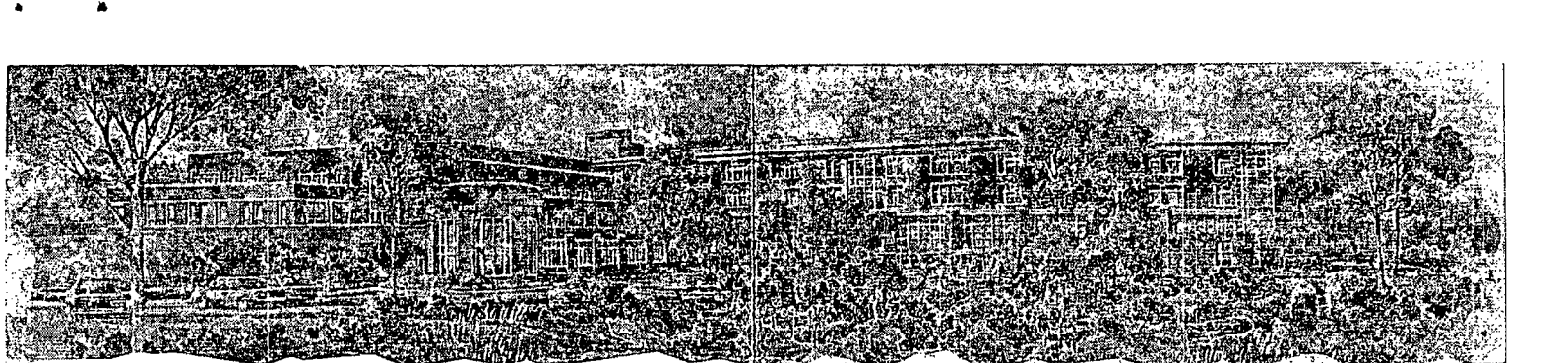
the Natural Way to Good Health

Patient Services

**Chiropractic
Acupuncture
Massage Therapy
Oriental Medicine
Naturopathy
Health and Wellness Assessments**

Located on
Woodwinds Health Campus
Woodbury, MN

THE NATURAL CARE CENTER AT WOODWINDS IS A COLLABORATION BETWEEN
NORTHWESTERN HEALTH SCIENCES UNIVERSITY AND WOODWINDS.
WOODWINDS IS A JOINT PROJECT OF HEALTHEAST HOSPITALS AND CLINICS
AND CHILDREN'S HOSPITALS AND CLINICS.



Imagine

*a health care center where you can choose
from a variety of natural health care options,
set amid protected wetlands,
and located on a new medical campus.*

Imagine

*a community focused on encouraging and
supporting good health and optimal wellness.
A place dedicated to life balance,
where the integration of wellness
into your daily choices is achievable.*

located in Woodbury and dedicated to health and wellness through natural health care choices, public education, scientific research and quality natural care products.

The Natural Care Center at Woodwinds will feature a team of health care providers who will work together to help you achieve good health. Among the services available are **chiropractic, acupuncture, massage therapy, oriental medicine, naturopathy and health and wellness assessments.**

We are located on the Woodwinds Health Campus, which features a healthy collaboration between conventional medicine and natural health care. The campus is dedicated to achieving a wealth of new solutions, new choices and new possibilities for the nature of care.

The Natural Care Center at Woodwinds is a collaboration between **Northwestern Health Sciences University and Woodwinds.** Woodwinds is a joint project of **HealthEast Hospitals and Clinics and Children's Hospitals and Clinics.**

The Woodwinds Health Campus includes a 70-bed hospital, plus adult and pediatric primary and specialty medical care physicians, along with an outpatient center. The medical and natural care services at Woodwinds will continually seek ways of collaboratively developing and promoting **natural care delivery** that integrates with the Woodwinds campus environment as fully as possible. This paradigm of health care delivery is among the first in the United States to offer such a diversity of health and well-being services.

At Woodwinds, you will be encouraged to take an **active role in your own health practices.** We respect the primary role you and your family have in the management of your health experience, and we will strive to work in partnership with you to develop the best approaches possible to your health and wellness.

Quality natural health care products, ranging from nutritional supplements to pillows and health and wellness books, will be available in The Natural Care Center at Woodwinds. You are welcome to shop here on your own, or to purchase the products available as part of an overall health and wellness program developed by your natural health care provider.

For more information or to make an appointment, please call the Woodwinds Natural Care Center at **651.232.6830.**

**PHOTOCOPY
PRESERVATION**



Does your
health plan include
Woodbury's
new

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PRESERVATION

complete coverage at Woodwinds.

Open enrollment for health plans begins in the fall. That means if you aren't already in a plan that includes Woodwinds Health Campus in its provider network, you can switch to a plan that does. After all, now that there's a new hospital so close to home, shouldn't you be able to take full advantage of it?

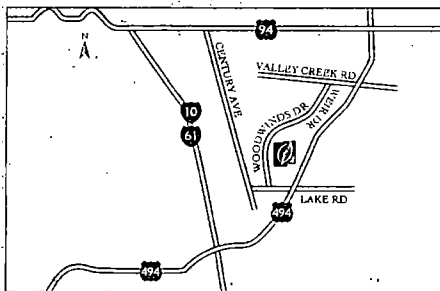
Health plans that include Woodwinds:

- HealthEast Care
- Blue Cross/Blue Shield
- HealthPartners
- PreferredOne
- Medicare
- Medicaid
- Buyers Health
- Care Action Group
- Araz
- UCare

Medica and Select Care health plans have chosen *not to include the hospital at Woodwinds* in their provider networks despite exhaustive efforts on Woodwinds' behalf to secure full coverage for residents living and working in the southeast metropolitan area.

For more information about Woodwinds, call 651-232-4000. Or see www.woodwinds.org.

To find out about switching health plans, ask your employer for details.



Woodwinds Health Campus is conveniently located at 1925 Woodwinds Drive, Woodbury, MN 55125.

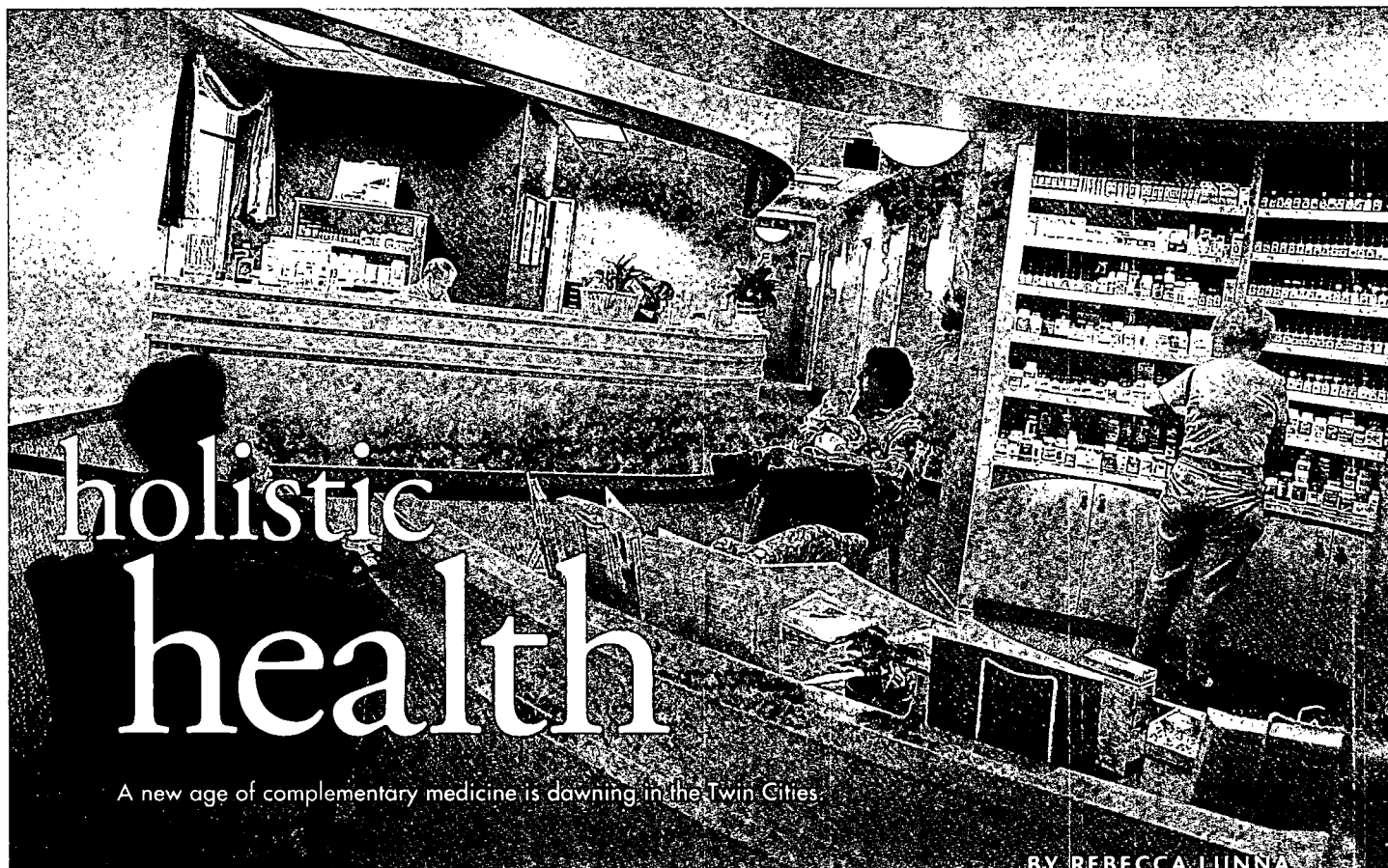


Woodwinds
Health Campus

1925 Woodwinds Drive
Woodbury, Minnesota 55125

PHOTOCOPY
PRESERVATION

A COLLABORATION BETWEEN HEALTHEAST CARE SYSTEM & CHILDREN'S HOSPITALS AND CLINICS



holistic health

A new age of complementary medicine is dawning in the Twin Cities.

BY REBECCA HUNNA

TWENTY YEARS ago, if you mentioned to your doctor that you were pursuing acupuncture for migraines or therapeutic massage to ease the side effects of chemotherapy, you might as well have said you were consulting a psychic healer for health-care advice. It used to be that alternatives to conventional medicine were used infrequently, and when they *were* used, it was only because people had diligently—and sometimes surreptitiously—sought them out.

Patient demand has since dictated that medicine become less high-tech and more high-touch—and the use of complementary therapies like chiropractic, oriental medicine, and herbal remedies has steadily risen. A study conducted by the *Journal of the American Medical Association* in 1997 shows that nationwide expenditures on complementary therapies have increased 45.2 percent to \$21.2 billion in the past decade—and locally based Allina Health System backs up those figures. Allina's findings indicate that approximately 48 percent of Minnesotans have tried a complementary therapy of one kind or another.

The trend hasn't gone unnoticed by those in conventional, western medicine. Many Twin Cities hospitals incorporate complementary—also referred to as holistic, alternative, or integrated—therapies into their care. One, the newly opened **Woodwinds Health Campus** in Woodbury (651-232-4000), has taken a holistic approach to healing in everything from its guiding philosophy to the calming interior decor throughout its hospital and clinics.

The integrative health-care facility, a collaboration between HealthEast and Children's Hospitals and Clinics, was brought to fruition in part by CEO Julie Schmidt. Woodwinds' vision, according to its mission statement, is to be the innovative, unique, and preferred resource for health in the Twin Cities by creating a new kind of health-care experience.

One of the hospital's principles is to create and sustain a healing environment that promotes health and quality of life in harmony with nature and spiritual awareness. "We've created a unique environment that is very patient- and family-centered," Schmidt says, "and our focus is on

providing compassionate service." This may seem like a no-brainer, but sometimes patient care gets lost amid the wonders of technology and the rush of doing business. Not so at Woodwinds, where customer service is key and a patient's experience differs from the norm from the moment he or she crosses the threshold.

For starters, the hospital more closely resembles an Adirondack lodge than the sterile environment we associate with most medical facilities. Stone, brick, wood, and iron are key elements and create a homey, natural feel. Fireplaces and aquariums have replaced televisions in waiting areas. Soft music fills the air, and floral vines are hand-painted on the walls of each of the seventy private rooms. The main entry overlooks a large, open area that houses the hospital's café, a comfortable sitting area (complete with grand piano), and soaring windows that look out onto lush wetlands. The \$80 million facility's posh, upscale feel may raise skeptics' eyebrows, making them wonder if a hospital stay here will be the cost equivalent of a summer-home rental in the Hamptons. Yet Woodwinds' costs are

Woodbury's new Woodwinds Health Campus features a holistic approach to health care, right down to its on-site pharmacy (left) and soothing decor.

comparable to other HealthEast-hospital charges. And the soothing surroundings just may help people get well faster. "Over the past five to ten years we've learned more about the importance of creating healing environments," Schmidt says. "What's unique to us is that we got to do it in the whole hospital and really pay attention to it throughout."

The difference in a patient's experience is more than just atmospheric. Say you're a first-time father. You enter the hospital, nerves jangled, helping your tense wife breathe through contractions. Instead of waiting to check in, you're led to a private room where the admitting department comes to you. Then, you, your wife, and the physician have a kind of huddle to talk about the plan of care and delivery expectations. "Instead of just telling the patient what's going to happen to them, we'll be involving them more in choices," says Cindy Bultena, executive lead of healing and clinical coordination. "Not that everything can be totally their choice, but we'll be partnering with patients and providing care in a different way."

Much of the hospital's day-to-day procedures differ from the norm as well. There are no visitation limitations, so family and friends can stay with loved ones around the clock. Sliding doors hide necessary but cold-looking hospital equipment when it's not in use, and supplies like blankets, pillows, and even snacks are kept outside the rooms so that patients can tend to their own creature comforts. Loved ones awaiting word on a family member or friend are given beepers so they can stretch their legs, sit quietly in the meditation center, or stroll the facility's thirty-acre grounds.

And, while the hospital encourages patients *and* family to slow down and focus on getting well, it recognizes the need for people to stay connected to the outside world and thus provides phones, faxes, photocopiers, and computers in a high-tech room dubbed the "business center."

Woodwinds also brings complementary medicine into the fold. Its Natural Care Center—a joint venture with Northwest-



ern Health Sciences University in Bloomington—offers patients such services as chiropractic, acupuncture, massage therapy, oriental medicine, naturopathy, and health and wellness assessments. Staff collaboratively integrate complementary-medicine techniques into a patient's healthcare plan.

Woodwinds does its part to ensure that everyone gets access to the center by providing two points of entry. For instance, if a person with chronic back pain has heard that massage therapy can help and would like to give it a try, the system is set up to respond to that patient's needs. But if a migraine sufferer comes in for help and has never heard that acupuncture may be

used as a healing aid, physicians or the hospital's complementary-care coordinator will offer that as an alternative to pharmaceuticals.

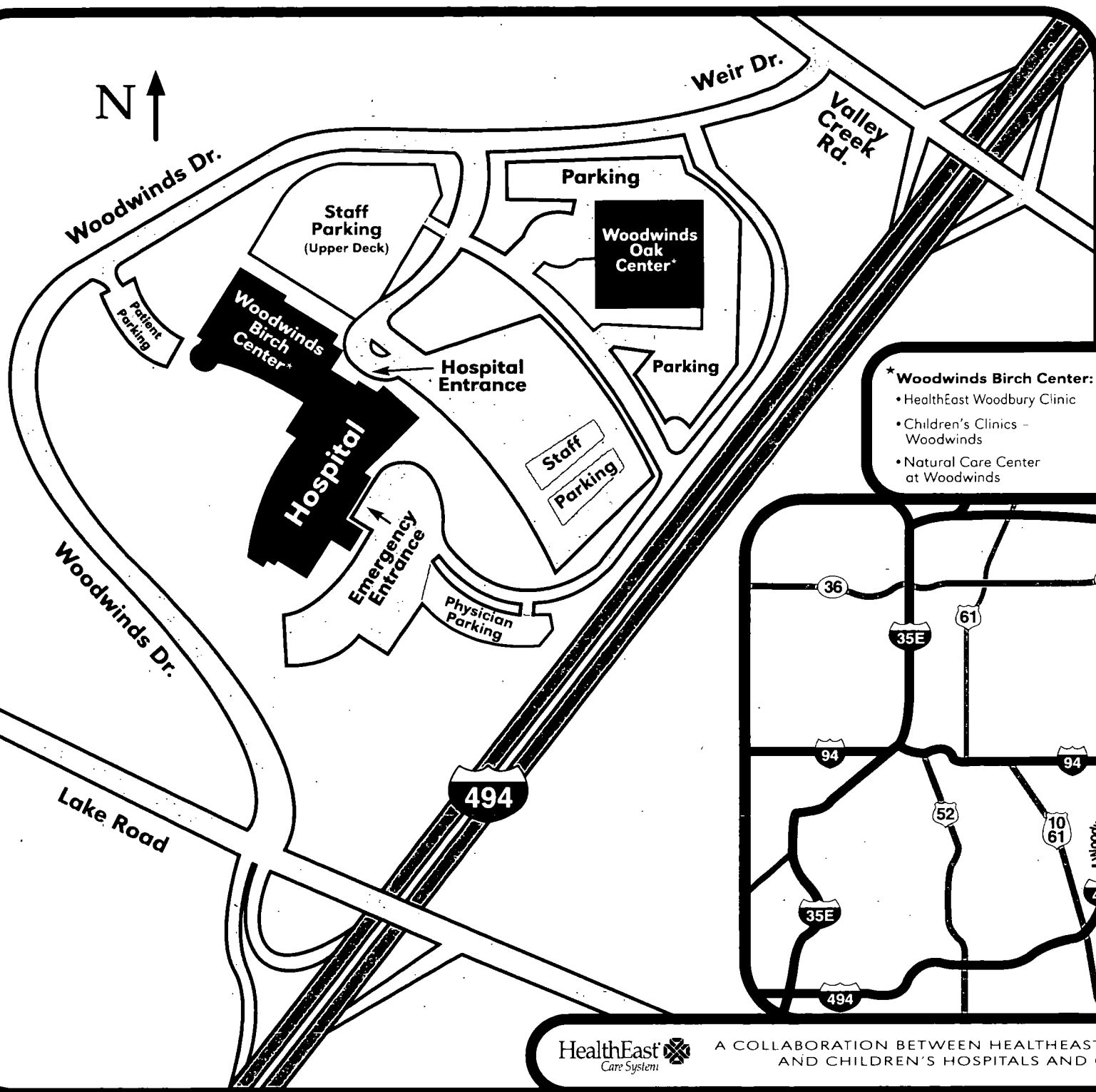
"The stage was set for the integration of complementary care in the system before a spade was even set into the ground," says chiropractor Stephen Bolles, vice president of university advancement at Northwestern Health Sciences University. "We've created the richest possible environment for it to grow." ■

Rebecca Lunna is a content manager at wwwrri.net in Minneapolis.



Woodwinds Health Campus

1925 Woodwinds Drive
Woodbury, Minnesota 55125
www.woodwinds.org
651.232.4000

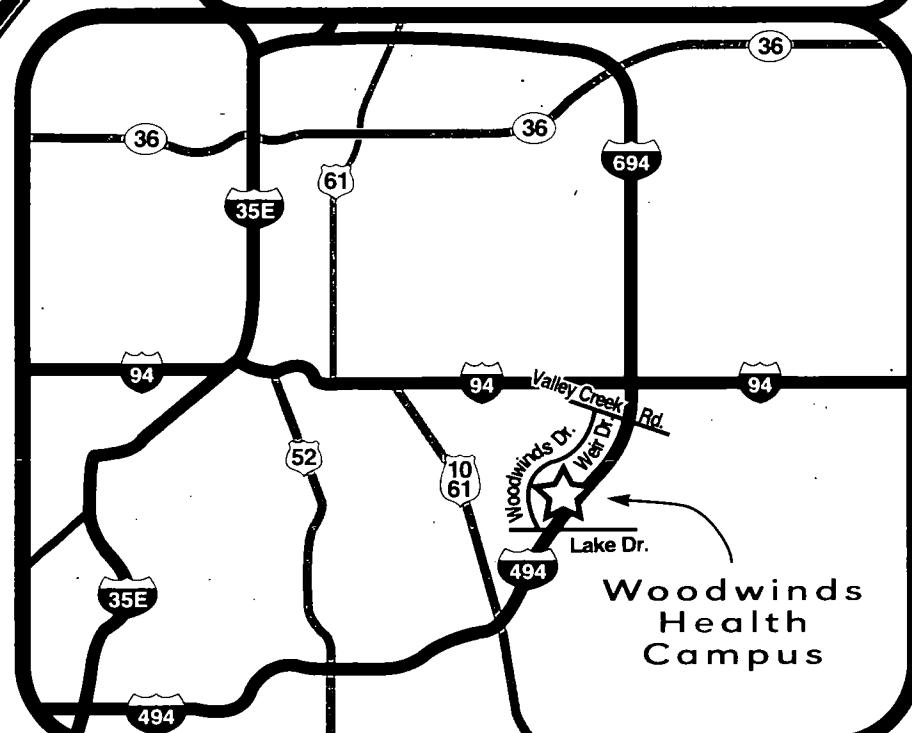


* Woodwinds Birch Center:

- HealthEast Woodbury Clinic
- Children's Clinics - Woodwinds
- Natural Care Center at Woodwinds

* Woodwinds Oak Center:

- HealthEast Optimum Rehabilitation
- Children's Clinics - Woodwinds Developmental and Rehabilitation Services
- Peace of Mind Day Care



HealthEast
Care System

A COLLABORATION BETWEEN HEALTHEAST CARE SYSTEM
AND CHILDREN'S HOSPITALS AND CLINICS

Children's
CLINICS

Julie Schmidt Testimony
White House Commission on Complementary and Alternative Medicine
Minnesota Town Hall Meeting
March 16, 2001

Members of the White House Commission on Complementary and Alternative Medicine....Thank you for giving me an opportunity to speak briefly at this Minnesota Town Hall Meeting. I am the CEO at Woodwinds Health Campus in Woodbury, Minnesota.

To understand fully the role of Complementary and Alternative Medicine at Woodwinds, it helps to understand the history of our campus. We admitted our first patients just over seven months ago on August 3, 2000. Opening our doors was the culmination of more than five years of planning.

In 1995, HealthEast Care System and Children's Hospitals and Clinics initiated planning for a new health campus to be located somewhere in the southeast quadrant of the Twin Cities. The planning was undertaken by what we called a "Design Team," composed of eight community residents and eight staff members who were chosen for their innovative thinking. The Design Team conducted community forums involving 250 people. They did a survey of area residents with a goal of designing a health care delivery model that would better meet the needs of our community.

Out of that Design Team's work came a set of Guiding Principles. They included things like: "delivery patient and family centered service that encourages and supports active involvement in one's own health care", and

“create and sustain a healing environment that promotes health and quality of life in harmony with nature and spiritual awareness.”

Another key guiding principle was the following: “Foster choice by providing a spectrum of care with integration of select complementary approaches to health and well being.” In other words, the community was telling us they didn’t like the fact that traditional western medicine and complementary medicine were so distant from one another and they wanted them integrated in their future vision of health care.

Accomplishing this principle is no easy task. We concluded right away that we would need to collaborate with others to make it happen. We acknowledged that we in traditional medicine didn’t have the capabilities to do this. HealthEast, Children’s and Woodwinds partnered with Northwestern Health Sciences University and the University of Minnesota Center for Spirituality and Healing to address the community request of offering an Integrative approach to care. The result is a proactive effort to link traditional and complementary medicine at Woodwinds Health Campus on several fronts:

1. You’ve already heard from Dr. Chris Foley who, as an internal medicine physician in the HealthEast Clinic on the campus has been very busy providing integrative medicine in the clinic setting.
2. A key to successful integration is the role of our Integrative Health Services Leader. We hired into this role Lori Knutson. She is a certified Holistic Nurse. The components to her role as Integrative Health Services Leader included: education of all staff, including physicians,

regarding the foundation of holistic care; training of nursing staff in specific complementary modalities that are components of their bedside care. These modalities include Aromatherapy, Healing Touch, Guided Imagery, Acupressure, Massage and healing music; facilitate the utilization of alternative medicine services from our Natural Care Center to the inpatient population; identifying research opportunities and finally providing community education. Lori's role is vital to fully actualizing holistic, integrative health care on our campus.

3. Northwestern Health Sciences University and Woodwinds partnered to create the Natural Care Center on the Woodwinds Health Campus. It took us two years of relationship building before we were comfortable actually doing something together. The Natural Care Center offers chiropractic, acupuncture, massage therapy and naturopathy. In addition, it has a certified Master Herbalist on staff. The Center has far exceeded anyone's expectations in terms of community demand.

Accomplishing true integration as opposed to peaceful co-existence will be a long journey. But, we have made progress. Today, 50% of the referrals to the Natural Care Center come from other physicians or the hospital on the Woodwinds Health Campus. In addition, there have been cases where:

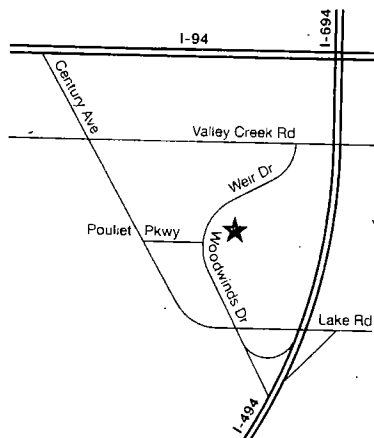
- The Emergency Room physicians at the Woodwinds Hospital have recommended patients with acute pain for acupuncture and an Acupuncturist has come from the Natural Care Center to the Emergency Room to perform the procedure.

- The Emergency Room physicians have referred patients with low back pain from the Emergency Room to the Natural Care Center for chiropractic treatments, as well as inpatients for treatment.
- A maternity patient of East Indian origin utilized yoga to help her through five hours of labor.

As I said, we have a way to go yet to get to full integration of traditional and complementary medicine, but we are committed to making that journey. The community physicians who use our facility have become accepting of this concept and some are embracing it.

Today, our work involves primarily a limited number of complementary modalities. As the body of scientific evidence grows to demonstrate effectiveness of other modalities, we will add those to the array of treatments available on the Woodwinds campus. At a federal level, the work of the National Institutes of Health in research of complementary medicine is an important ingredient. We encourage you to advocate continued research as an important part of the federal public policy agenda.

Again, thank you for giving me time to speak with you today. We look forward to working with all who advocate the continued pursuit of providing health care consumers a variety of appropriate approaches to healing.



Woodwinds Health Campus

1925 Woodwinds Drive, Woodbury, MN 55125
(I-494 at Valley Creek/Lake Road)

For information, please call: (651) 232-6880.

Be sure to visit our web site

www.woodwinds.org

For information about leasing, please call:

651-291-5766

HealthEast
Care System

Children's
CLINICS

A COLLABORATION BETWEEN HEALTHeAST CARE SYSTEM & CHILDREN'S HOSPITALS AND CLINICS

#7717/2.99

The
science of



healing.



The
nature of



care.



Woodwinds
Health Campus

A COLLABORATION BETWEEN HEALTHeAST CARE SYSTEM & CHILDREN'S HOSPITALS AND CLINICS

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The science of healing has evolved into a healthy collaboration between conventional and complementary medicine, achieving a wealth of new solutions, new choices and new possibilities for the nature of care.

PHOTOCOPY
PRESERVATION

Patient-centered Healing

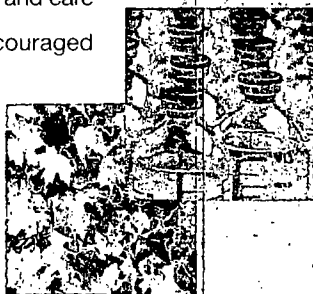
Imagine a health care resource where you can choose among options in conventional and complementary medicine. Imagine a coordinated system in one convenient location, encompassing your primary physician, a full spectrum of specialists, a state-of-the-art hospital, and a comprehensive range of outpatient services. Imagine only having to give them your address and insurance information once.

the concept.

You'll find the best health care imaginable at Woodwinds Health Campus in Woodbury. We set out to challenge the traditional roles and rules. We looked at every part and process from the patient's point of view and set out to create a new standard in personalized care.

Throughout Woodwinds Health Campus, you'll find numerous points of difference—each designed for comfort and care of the patient and the family. And you'll be encouraged to take an active role in your own well-being. The result is a remarkable difference in the way you'll experience health care.

Peace of mind is a powerful healer. You'll find it in abundance here.



A Restorative, Natural Setting

Built into the side of a hill, overlooking protected wetlands, Woodwinds was designed to be a healing environment, beautifully integrated with its natural surroundings. Countless windows and cleverly designed glass corridors allow patients to keep an eye on the wildlife year-round. Patios, decks, and walking paths provide a welcome breath of fresh air.



The indoor spaces at Woodwinds are soothing and comfortable, with a warm, calming color scheme and soft, indirect lighting. Patients can adjust the room temperature controls to their comfort. Peace and quiet are maintained by limiting overhead paging to emergencies only. The Resource Center provides health education opportunities for patients, families, visitors, and staff. A Business Center provides conveniences such as phones, faxes, photocopiers, and computers.

Inside and out, directional signs are easy to see and understand. Parking is convenient, accessible, and free.

the campus.

Open in January 1999, the Woodwinds medical building includes adult and pediatric primary and specialty care physicians, along with complementary medicine practitioners. An Outpatient Center and 70-bed St. Joseph's Hospital are scheduled to open in the summer of 2000.

At Woodwinds, you'll find health care in its natural habitat.

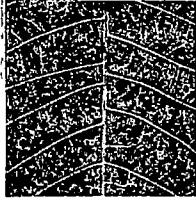
**PHOTOCOPY
PRESERVATION**

Multi-dimensional Services

Woodwinds Health Campus is one of the first health care campuses in the nation to offer such a diversity of health and well-being services.



Primary care services and clinics: • Family Practice
• Internal Medicine • Ob/Gyn • Pediatrics



Specialty care services and clinics (both adult and pediatrics): • Ear/Nose/Throat
• Cardiology • Pulmonary • Dermatology
• Gastroenterology • Urology • Neurology
• Mental Health • Oncology • Orthopedics
• Rehabilitation

Complementary services: • Acupuncture • Chiropractic
• Massage Therapy • Herbal Medicine • Therapeutic Touch

the care.

Additional capabilities will be added with the opening of the Hospital and the Outpatient Center. The campus will encompass emergency medicine, urgent care, ICU and surgical care, birthing and nursery, testing and laboratory services, radiology, and more.

And Woodwinds is designed to foster active collaboration between all these disciplines. Centralized communications and computerized medical records tell practitioners in the system what you need them to know about your history and care.



the collaboration.

A Partnership of HealthEast Care System and Children's Hospitals and Clinics.

Two of the Twin Cities leading health care organizations have joined forces for this ground-breaking project. In the mid 90's **HealthEast** made a commitment to the southeast metro area to evaluate the health care needs and provide the necessary services. Through Woodwinds, **HealthEast** fulfills its promise to bring quality, innovative health care to these communities. Together, with **Children's Hospitals and Clinics**, the two partners form the largest, most comprehensive health care provider in the region.

Patients at Woodwinds will benefit from other partnerships as well. Our on-site 3M research laboratory will provide access to the latest, most innovative medical developments. And Woodwinds has already begun to forge partnerships with area residents, businesses, religious institutions, and

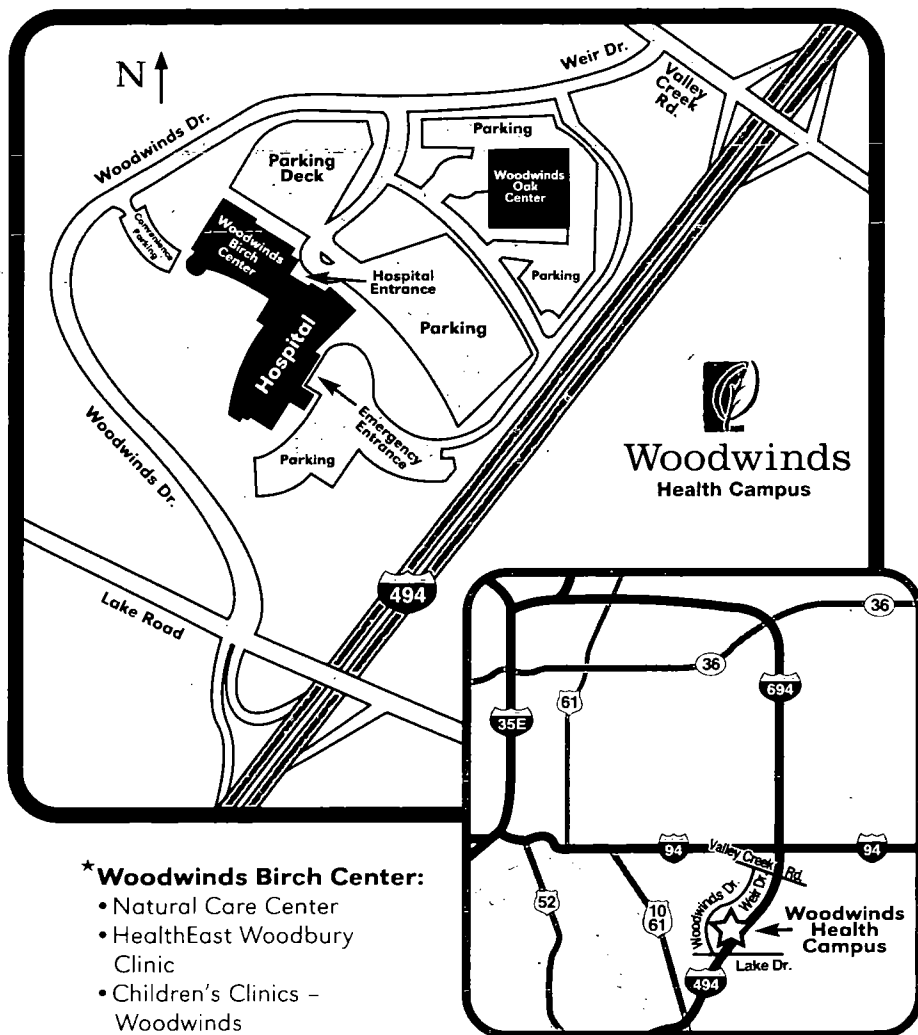


schools in our planning, educational, and outreach activities. These connections ensure that the campus will grow with the community and continue to meet its needs both now and in the future.

The spirit of partnership is reflected in everything we do: the dialogue between conventional and complementary medicine, mutual respect between patients and professionals, the shared goals of our campus and the community — even the collaboration between nurture and nature.

It all adds up to care designed with you in mind. Discover the difference of Woodwinds.

**PHOTOCOPY
PRESERVATION**



***Woodwinds Birch Center:**

- Natural Care Center
- HealthEast Woodbury Clinic
- Children's Clinics - Woodwinds

***Woodwinds Oak Center:**

- HealthEast Optimum Rehabilitation
- Children's Clinics - Woodwinds Developmental and Rehabilitation Services
- Peace of Mind Day Care

About Woodwinds

"Promoting health
and healing of body,
mind and spirit
for all-through
relationships, choices
and learning."



1925 Woodwinds Drive
Woodbury, Minnesota 55125
www.woodwinds.org
651.232.4000



WOODWINDS HEALTH CAMPUS

- (f) Designed to embrace healing elements from nature, Woodwinds Health Campus in Woodbury offers patients an unprecedented hospital experience.
- (f) Private rooms feature contemporary décor and restful views of wooded wetlands, while fireplaces and tranquil music add a peaceful ambiance in guest waiting areas and day rooms.
- (f) Architecturally and conceptually unique, Woodwinds' holistic approach to healing includes state-of-the-art medical care and natural healing therapies.

HOSPITAL

The hospital and outpatient center at Woodwinds offer a full spectrum of care services to meet your medical, health and wellness needs. The campus also caters to the comfort requests of patients and families with a unique Guest Services program.

- | | |
|-------------------------------------|--|
| (f) Emergency Care | (f) Community Resource Center |
| (f) Critical Care | |
| (f) Maternity Care Center & Nursery | (f) Auditorium and conference rooms |
| (f) Outpatient Center | (f) Woods Café |
| - Heart and Lung Center | (f) The Lodge at Woodwinds |
| - Radiology | - Unique gifts and floral arrangements |
| - Surgery | - Patient comfort and self-care items |
| - Lab | - Convenience amenities |
| (f) Chapel | |

WOODWINDS BIRCH CENTER

Conveniently located next to the hospital, the Woodwinds Birch Center is where you will find primary and specialty care services for both adults and children, the Natural Care Center and a variety of other professional medical and health care services.

- (f) **HealthEast Woodbury Clinic**
Family Practice, Internal Medicine, OB/GYN and Pediatricians for Health
- (f) **Children's Clinics – Woodwinds**
Pediatric specialty clinics including: endocrinology/diabetes, pulmonology, cardiology, asthma education and mental health services
- (f) **The Natural Care Center at Woodwinds**
Chiropractic, acupuncture, oriental medicine, naturopathy, massage therapy and retail health and wellness products

WOODWINDS OAK CENTER

Providing easy and convenient access to a full range of rehabilitation services as well as quality childcare, the Woodwinds Oak Center is just a quick walk from the hospital and Birch Center.

- (f) **HealthEast Optimum Rehabilitation**
Physical and occupational rehabilitation for adults and children
- (f) **Children's Clinics - Woodwinds Developmental and Rehabilitation Services**
Occupational and physical therapy as well as speech-language pathology services for children
- (f) **Peace of Mind Day Care at Woodwinds**
Quality childcare for infants, toddlers and pre-school age children

PURPOSE

Promote health and healing of body, mind
and spirit for all - through relationships, choices
and learning

VISION

To be the innovative, unique and preferred
resource for health by fundamentally creating
the health care experience in a way that has
not been done before

VALUES

Compassionate Service
Ethical Practice
Meaningful Collaboration
Human Potential

"To be the innovative,
unique and preferred
resource for health,
by fundamentally
creating the health care
experience in a way
that has not been
done before"

LIVING THE VISION

How the Woodwinds Guiding Principles are transforming
the health care experience.



Woodwinds
Health Campus

1925 Woodwinds Drive, Woodbury Minnesota 55125
www.woodwinds.org
[p] 651.232.4000



Woodwinds
Health Campus

A COLLABORATION BETWEEN HEALTHEAST CARE SYSTEM & CHILDREN'S HOSPITALS AND CLINICS

Deliver service that is patient and family centered, encouraging and supporting active involvement in one’s own health care

- Family areas designed into all private patient rooms, including overnight accommodations for visitors.
- Visiting hours as desired by the patient
- Pagers are available for family members to roam, yet stay in touch
- Patients and families are treated as partners in care, invited to conference with care givers, view medical records and discuss approaches to health care
- Pediatric services and waiting areas are uniquely designed to reduce anxiety of young patients.
- Child Life Specialist available to provide comforting distractions, support and information to pediatric patients and their families
- Guest Services department created to address the non-clinical needs of patients and visitors, featuring concierge and "Earth Angel" services provided by uniquely qualified volunteer staff

Promote a seamless system that truly supports an environment of customer service, maximizing the collaborative nature of the campus

- Admitting information for inpatients and Emergency Care Center patients is collected at the bedside instead of in a formal admitting department, with registration information collected and stored as part of patient’s computerized medical record
- Many services brought to the patient, rather than patient going to the service
- Primary and specialty care services available at one location
- Department locations are uniquely arranged to enhance efficiency and encourage collaboration

Use all resources responsibly, remembering the impact on the overall financial health of the organization

- Cross trained and skilled staff promotes flexibility in staffing
- Sponsoring organizations to provide corporate and structural support in many areas, including: information systems, telecommunications, medical records, purchasing and finance
- Financial support from both HealthEast and Children’s Foundations earmarked for key areas of need on the campus, with funds raised through meaningful donor opportunities and memorial designations

Challenge the status quo and apply innovative thinking by continuously embracing and implementing change

- Create a hospital in a non-traditional hospital setting, incorporating healing environment research and philosophy into all aspects of the patient experience
- Integrate traditional and complementary therapies
- Foster holistic care by hiring compassionate staff dedicated to putting the patient first
- Encourage interaction between volunteers and patients that helps nurture healing
- Create a work environment that optimizes attention to patient needs; decentralized work stations, supplies in and near the rooms, laptop computers for bedside charting

Create and sustain a healing environment that promotes health and quality of life, in harmony with nature and spiritual awareness

- Calming, restful interior design featuring individual temperature controls and adjustable lighting for relaxing ambience
- Distinct location amid wooded wetlands and unique architectural design
- Continuous views of nature and surrounding wetland preserve.
- Serene waiting areas with comforting distractions such as fireplaces and aquariums
- Computerized staff tracking system eliminates need for overhead paging
- Chapel allows open and easy access to spiritual reflection and meditation

Foster choice by providing a spectrum of care with integration of select complementary/alternative approaches to health and well-being

- Natural Care Center to offer chiropractic, acupuncture, naturopathy and massage therapy
- Integrative health leader provides education for patients, staff and physicians
- Employee self-care programs designed to include natural care approaches to wellness
- Patient choices and preferences integrated into treatment plan upon consultation with care providers

Improve the health of the community by actively partnering with our neighbors to identify and address priority needs of the community

- Community Advisory Board developed to gain valuable insight and input from community members on a variety of topics, from physical design to operations
- Community Resource Center designed to support the informational needs of the community, with wide-ranging multi-media resources and references, offering a full spectrum of medical, health and wellness options at one convenient location
- Auditorium accommodates the meeting needs of the surrounding community, in addition to offering informational and educational opportunities
- Partnering with community-minded agencies to promote health and health care education, including initiatives involving smoking cessation, child abuse and media violence

Create a culture supporting individual well being, fostering equal and respectful relationships and responding to the challenges of the future

- Extraordinary customer service expectations supported by orientation and training through the Woodwinds Compassionate Service program
- Behavioral Assessment tool utilized as part of hiring to determine values match
- Staff are familiar and knowledgeable about the campus, and seek out opportunities to assist patients and families
- Innovative thinking is celebrated and rewarded
- Healing environments, including a smoke-free campus and on-site day care, are shared with staff in support of a strong philosophy of work-life balance

Serve as a learning laboratory for sponsor organizations, integrating new systems and processes, while relying on existing systems for support

- Create “observation beds” within the Emergency Care Center
- Acute Care Nurse Practitioners to provide house coverage
- Digital Radiology department allows flexibility and access to digital images for providers both on and off site
- 3M Research Laboratory located within the hospital, allowing interaction and useful dialog between scientists, physicians and staff in a dynamic medical environment.
- Physician access to electronic patient records both on and off site
- Meal delivery is decentralized to allow choices in timing and amount

Apply the efficiencies of ambulatory/outpatient services to the systems and processes across the entire campus

- Pre-registration is supported and encouraged throughout the hospital and outpatient center, allowing patients to proceed immediately to area of service
- Convenient access and ease in way-finding as a result of clear signage and directional architectural elements
- Ample, free parking for patients visitors and staff
- Emergency Care Center, Radiology and Lab are located on the same level to promote patient convenience
- Patient treatment areas are designed to serve both inpatients and outpatients to achieve maximum efficiency

Woodwinds Purpose

Promote health and healing of body, mind and spirit for all through relationships, choices and learning.

Woodwinds Vision

To be the innovative, unique and preferred resource for health by fundamentally creating the health care experience in a way that has not been done before.

Woodwinds Values

- ① **Compassionate Service:** Placing the needs of those we serve above our own; treating individuals with dignity, respect and empathy.
- ① **Ethical Practice:** Demonstrating the highest standards of integrity, honesty and loyalty.
- ① **Meaningful Collaboration:** Working together with patients, families, co-workers and outside partners to strengthen mutually beneficial collaborative relationships.
- ① **Human Potential:** Growing through personal development, fulfilling work and continual teaming while encouraging growth in others.



Woodwinds
Health Campus

Woodwinds Guiding Principles

- (f) Deliver **patient and family centered service** that encourages and supports active involvement in one's own health care.
- (f) Promote a "**seamless**" **system** that truly supports an environment of customer service – maximizing the collaborative nature of the campus.
- (f) Use **all resources responsibly** – remembering the impact on the overall financial health of the organization.
- (f) Challenge the status quo and apply **innovative thinking** by continuously embracing and implementing change.
- (f) Create and sustain a **healing environment** that promotes health and quality of life in harmony with nature and spiritual awareness.
- (f) Foster choice by providing a **spectrum of care with integration of select complementary approaches** to health and well being.
- (f) **Improve the health of the community** by actively partnering to identify and address their priority needs.
- (f) Create a **culture supporting individual well being**, fostering equal and respectful **relationships** and responding to the **challenges** of the future.
- (f) Serve as a **learning laboratory** for the sponsor organizations – integrating new systems and processes when it is the right thing to do and utilizing existing systems where appropriate.
- (f) **Apply the efficiencies of ambulatory/outpatient services** to the systems and processes across the entire campus.



Woodwinds
Health Campus

A collaboration between HealthEast Care System and Children's Hospitals and Clinics, Woodwinds Health Campus is a comprehensive medical, health and wellness facility serving residents throughout the southeast metro area.

HOSPITAL • MATERNITY CARE • EMERGENCY CARE • SURGERY

- Ⓟ 70 PRIVATE PATIENT ROOMS, including critical care, acute care and maternity care
 - Ⓟ BIRTHING SUITES designed for labor, delivery and recovery with family accommodations and nursery
- Ⓟ 24-hour EMERGENCY CARE CENTER with enhanced pediatric focus, including "Kids Care" services.
 - Ⓟ CHILD-FRIENDLY DESIGN and care delivery throughout, including emergency, radiology & surgery.

5 SURGICAL SUITES • DIGITAL IMAGING • FIXED MRI • RADIOLOGY

- Ⓟ HEART AND LUNG CENTER offering cardiac rehabilitation, cardio/pulmonary diagnostic and testing as well as neurological testing
- Ⓟ COMMUNITY RESOURCE CENTER designed as a multi-media medical and health reference and resource facility, open to community members, patients, visitors and staff. Includes a full spectrum of online and text-based journals and publications for consumers and physicians.
- Ⓟ Woodwinds AUDITORIUM and conference areas can accommodate both small and large groups with seating available for up to 220 people at one time.

CHAPEL • GIFT SHOP • CAFE

- Ⓟ WOODWINDS BIRCH CENTER: progressive natural care choices, primary and specialty clinic services from both HealthEast and Children's Clinics, plus other professional medical and health care services.
 - Ⓟ The NATURAL CARE CENTER: offers holistic healing therapies such as chiropractic, acupuncture, oriental medicine and naturopathy. The Natural Care Center is an integral part of Woodwinds commitment to provide a wide variety of health and wellness approaches.
- Ⓟ WOODWINDS OAK CENTER: outpatient rehabilitation for both children and adults, including occupational, physical and speech-language pathology. An on-site childcare facility offers quality, family-centered care for the staff, patients and the community.

Conceptually and architecturally unique, Woodwinds Health Campus incorporates healing environment designs into every aspect of the patient care experience, with priority emphasis on comfort, compassion and choice.



**PHOTOCOPY
PRESERVATION**



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Integrative Medicine and Cultural Care Program
Children's Hospitals and Clinics
Minneapolis, Minnesota
And
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University of Minnesota

Transcript of Oral Statement

4th White House Commission on Complementary and Alternative Medicine Policy
Town Hall Meeting
Friday March 6th
Cowles Auditorium
Hubert Humphrey Institute
University of Minnesota

Children's
Minneapolis

Children's
St. Paul

Children's
Ridges

Children's
Roseville

Children's
Woodwinds

Affiliates

Children's
Foundation

Children's
Physician
Hospital
Organization

Children's
West



Introduction

My Name is Tim Culbert, I am a developmental/behavioral pediatrician and serve as Medical Director for the Integrative Medicine and Cultural Care program at Children's Hospitals and Clinics in the Twin Cities. The Children's system includes 4 hospital sites and 5 outpatient locations in the metro area. I am also a member of the new American Academy of Pediatrics Task Force on Complementary and Alternative Therapies.



(The Children's system has a total of 254 licensed pediatric beds and provides a range of services for primary care through state-of-the-art pediatric subspecialty care with over 12,000 annual inpatient admissions, 64,000 ER visits and 96,000 clinic visits each year. Payor mix includes 22% medicaid, 7% commercial, 62% managed care and 9% other).

Children's has been fortunate to have strong administrative leadership and philanthropic support that allowed for the creation of this one-of-a-kind, system-wide Integrative Medicine Program two years ago. The Integrative Medicine program currently includes eight health care professionals involved in a variety of clinical, educational and research activities. Services include inpatient and outpatient holistic assessment/consultation with regard to use of CAM with children and adolescents.



★

Program focus has been on children with chronic illness and disability, who as a group, are among the highest CAM utilizers. Treatment services include biofeedback, hypnosis, aromatherapy, healing touch, massage, acupuncture, herbals/botanicals, and spiritual guidance and integrative cancer care. Our own survey data indicate that 52% of subspecialty patients in pulmonology, neurology and sickle cell clinics report currently using some form of CAM

★

Support for Pediatric CAM

The challenges to survival for our unique pediatric services are largely economic as opposed to attitudinal.

*Professional colleagues have been very supportive and we are taking the time to “detail” them personally about our service. We are receiving increasing numbers of inpatient and outpatient referrals.

* Numerous surveys attest to the fact that pediatric patients and families are already using CAM (Spigelblatt, 1994)

★

*Feedback suggests that patients and professionals prefer a CAM service program that is affiliated with a well-known, respected healthcare name in the community.

★

*Professional staff realize that in many instances a CAM therapy is cost-effective, less invasive and more desirable for patients in certain circumstances (pain, needle phobia, intractable nausea)

★



Challenges in Pediatric CAM Clinical Services

Coding and billing challenges are the biggest obstacles to sustaining program success.

*I am board certified in both biofeedback and medical hypnosis (which have well proven applications in pediatric disorders), but have found no consistently useful way to bill for these through most insurance plans. To date, we have found almost no reimbursement identified for the majority of our specific CAM therapies (delivered on an inpatient or outpatient basis) through managed care contracts or other third party payors.

*Because incident-to billing is not generally acceptable in Minnesota, we are forced into looking at fee-for-service systems for our massage, acupuncture, spiritual guidance and aromatherapy services. So far, we have been fortunate to have had the benefit of philanthropy to cover many services for inpatients, but that of course will run out. This invariably sets up an inequitable CAM service system that all but excludes patients in lower SES families.

*We continue to explore other creative venues for reimbursement including retail operations and reconsideration of contracts.

★

Credentialing and privileging must be carefully considered in light of risk management issues and specific professional board and legislative guidelines in each state.

★

*We have credentialed an acupuncturist and massage therapist. Fortunately there are beginning to be precedents set/models for this on a national level that help. (Greeley Education Company Materials, 2000; Kaiser Institute, 2001)

★

*National standards for training and certification are important in ensuring competence and safety in all CAM areas and most important in Pediatrics where we must rely on parents to be sensible consumers/advocates on behalf of their children and where safety is paramount. In my opinion, we must establish specialty certification requirements for all CAM practices specific to children and adolescents. Children are NOT just little adults !

★

*Defining guidelines for CAM use by conventionally trained pediatric health professionals (nurses, psychologists, physicians) is complex because of state legislative and board reporting mandates.

★

★

Research and Educational Efforts in Pediatric CAM

Funding for Research and Education specific to Pediatric aspects of CAM is desperately needed.

*Pediatrician's biomedical expertise may not adequately prepare them to consult with patients on CAM issues. More funding for national and regional training efforts is needed.

★ ✱ *There is only one national-level annual conference devoted exclusively to evidence-based practice of CAM specific to children and adolescents which began last year as a collaborative effort between the University of Minnesota, University of Arizona and Boston Children's/Harvard.

✱ *There is also a need in the reverse direction-that is, many CAM practitioners who are currently seeing children would likely benefit from some basic pediatric medical education to understand how to handle acute illness and when to refer

*There is a need for a national-level information clearinghouse on *safety aspects of CAM therapies in children*.

★ *Although our research staff goes after national grants, smaller patient populations make it difficult to compete with adult study proposals

*Less media coverage and less published literature on pediatric aspects of CAM contribute to less philanthropic awareness of/interest in pediatric CAM efforts

★

Closing Statement

Although it would appear that the utilization of CAM in pediatrics is as prevalent as in adults, pediatric-specific CAM activities in terms of training, education and clinical practice are lagging behind the adult field. We need more support for pediatric-specific programs in terms of research and education funding. Advocacy at a local and national level for changes in healthcare reimbursement that will allow for more flexible spending for consumers who prefer an integrative approach for their families is needed immediately. For Pediatric consumers of CAM, safety issues are paramount and could be better supported through clear, consistent licensure and training standards as well as national level educational efforts. Our program has already has enjoyed great enthusiasm and support within our system and in the community, however its long-term sustainability remains a shared challenge.

Withdrawal/Redaction Marker

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. invitation	WHCCAM reception at George home (partial) (1 page)	03/15/2001	b(6)

COLLECTION:

Federal Records

White House Commission on Complementary and Alternative Medicine Policy [WHCCAMP]

OA/Box Number: 43231

FOLDER TITLE:

WHCCAM Town Hall Meeting Commissioner's Briefing Book, Minneapolis,
Minnesota, March 16, 2001 [2]

2011-0568-S

kc800

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

Freedom of Information Act - [5 U.S.C. 552(b)]

P1 National Security Classified Information [(a)(1) of the PRA]
P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
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financial information [(a)(4) of the PRA]
P5 Release would disclose confidential advice between the President
and his advisors, or between such advisors [(a)(5) of the PRA]
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b(4) Release would disclose trade secrets or confidential or financial
information [(b)(4) of the FOIA]
b(6) Release would constitute a clearly unwarranted invasion of
personal privacy [(b)(6) of the FOIA]
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purposes [(b)(7) of the FOIA]
b(8) Release would disclose information concerning the regulation of
financial institutions [(b)(8) of the FOIA]
b(9) Release would disclose geological or geophysical information
concerning wells [(b)(9) of the FOIA]

The White House Commission on Complementary and Alternative Medicine was established in March of 1999. The Commission is charged with reporting to the President on legislative and administrative recommendations that will ensure that U.S. public policy maximizes the benefits of complementary and alternative medicine. The Minnesota Town Hall Meeting will be held March 16th from 8:00 AM - 5:00 PM at the Humphrey Center on the campus of the University of Minnesota.

In honor of the

**White House Commission on Complementary
and Alternative Medicine
Minnesota Town Hall Meeting**

You are invited to a reception
March 15, 2001
From 5:30 - 7:30 PM

At the home of Penny and Bill George

(b)(6)

RSVP to Linda by March 12 at 612-626-5307 at the
Center for Spirituality and Healing
University of Minnesota