

# **Integrative Health Model in Rural Hospitals**

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# What is *Integrative Health*?

# **Why would you care about Integrative Health?**

# **What is the evidence for Integrative Health within Critical Access Hospitals?**

# **What is the business model for Integrative Health?**

# Three Sustainability Levels for Integrative Health: The Business View

## Consumer Sustainability

- Relative advantage
- Compatibility
- Simplicity
- Trialability
- Observability
- Customization

## Market Sustainability

- Identifiable segments
- Accessible
- Substantial
- Unique Needs
- Durable

## Triple Aim

- Improving patient experience of care (quality & satisfaction)
- Population health improvement
- Reduced per capita cost

# **What are the strategies for implementing Integrative Health?**