

The Community Cure: Transforming Health Outcomes Together

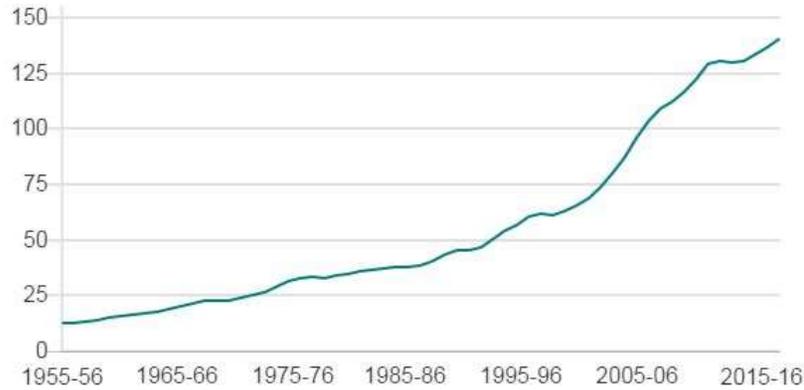
James Maskell

IPM Congress 2023



How the NHS budget has grown

Health spending in the UK (£bn in 2016-17 prices)

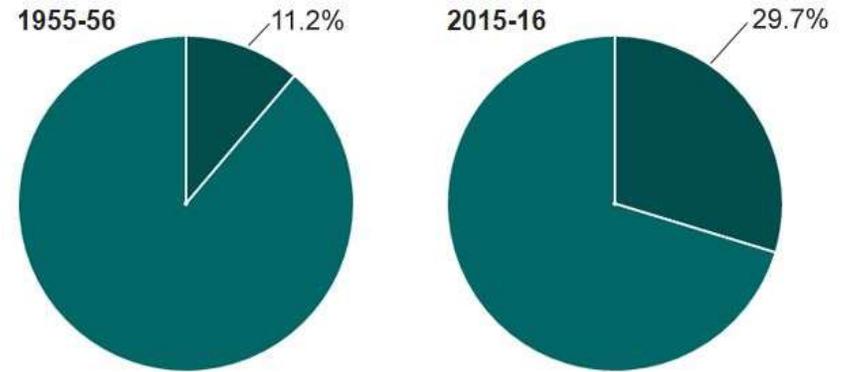


Source: IFS



Change in proportion of public services budget spent on health

■ NHS ■ Rest of budget



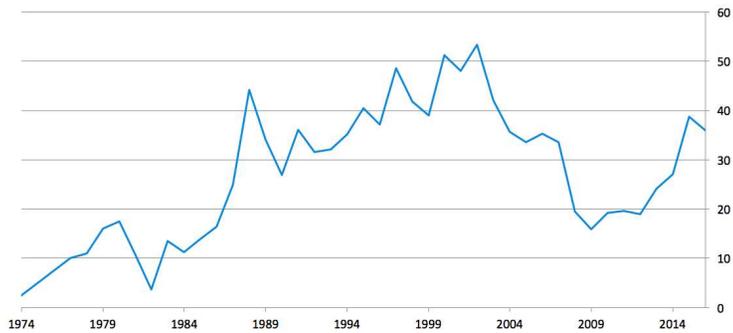
Source: IFS



The NHS is almost always a key issue

Annual averages of percentage mentioning "NHS", "Hospitals" or "Healthcare" as important in MORI issues index. Data source: Ipsos MORI

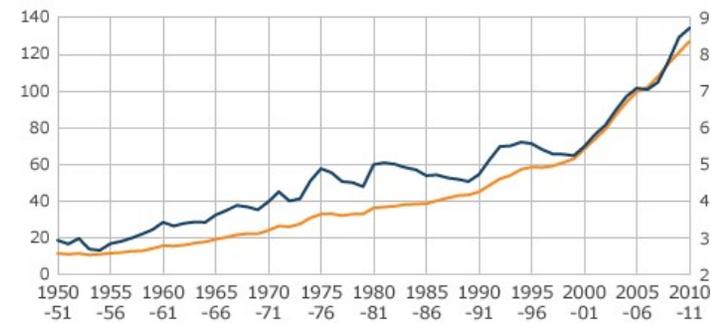
Number Cruncher Politics
www.NCPolitics.UK



Spending on the NHS

Real net spending at 2010/11 prices
£ billion

As % of GDP



Source: King's Fund

Is chronic disease reversible?



Imprecision Medicine

For every person they do help (black), the ten highest-grossing drugs in the United States fail to improve the conditions of between 3 and 24 people (white)

1. ABILIFY (aripiprazole)

Schizophrenia



2. NEXIUM (esomeprazole)

Erosive Esophagitis



3. HUMIRA (adalimumab)

Arthritis



4. CRESTOR (rosuvastatin)

Primary prevention of cardiovascular events



5. CYMBALTA (duloxetine)

Depression



6. ADVAIR DISKUS (fluticasone/salmeterol)

COPD exacerbation



7. ENBREL (etanercept)

Arthritis



8. REMICADE (infliximab)

Arthritis



9. COPAXONE (glatiramer acetate)

Multiple Sclerosis



9. NEULASTA (pegfilgrastim)

Infections after stem cell transplant



Based on published number needed to treat (NNT) figures. For a full list of references, see Supplementary Information at go.nature.com/4dr78f.



FUNCTIONAL MEDICINE MATRIX

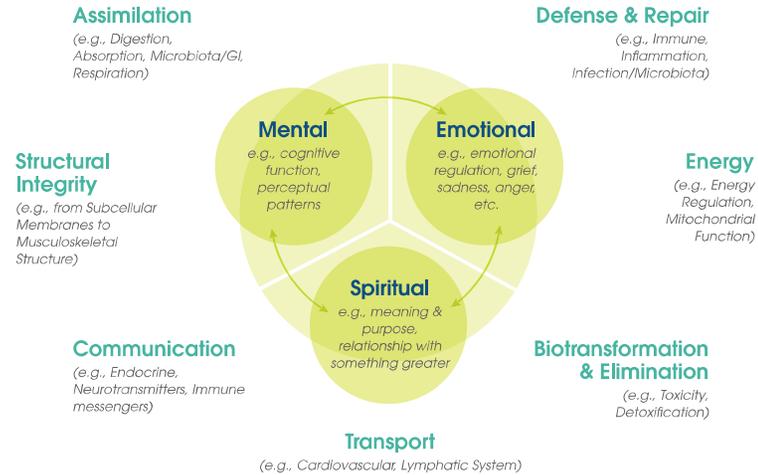
Retelling the Patient's Story

Antecedents
(Predisposing Factors—
Genetic/Environmental)

Triggering Events
(Activators)

Mediators/Perpetuators
(Contributors)

Physiology and Function: Organizing the Patient's Clinical Imbalances



Modifiable Personal Lifestyle Factors

Sleep & Relaxation

Exercise & Movement

Nutrition

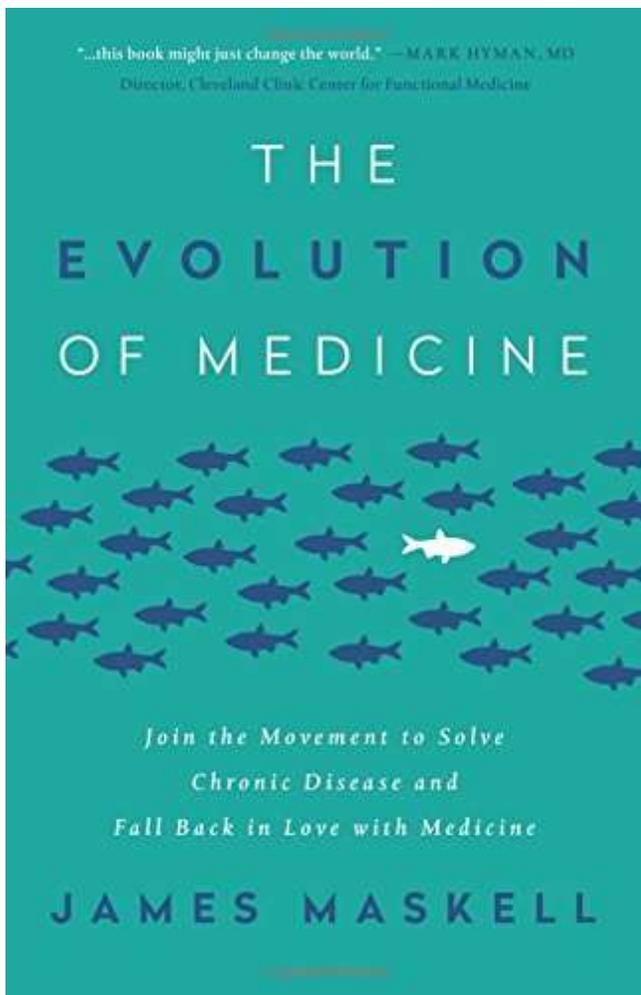
Stress

Relationships

Name: _____ Date: _____ CC: _____

© 2015 Institute for Functional Medicine
Version 3





EVOLUTION
OF MEDICINE™
HEALTHCARE FROM SCRATCH

**ACCELERATING
THE EVOLUTION OF
MEDICINE** 





whole-person
health
CONFERENCE 23



Can chronic disease be reversed at
the scale that it exists?





THE
**COMMUNITY
CURE**

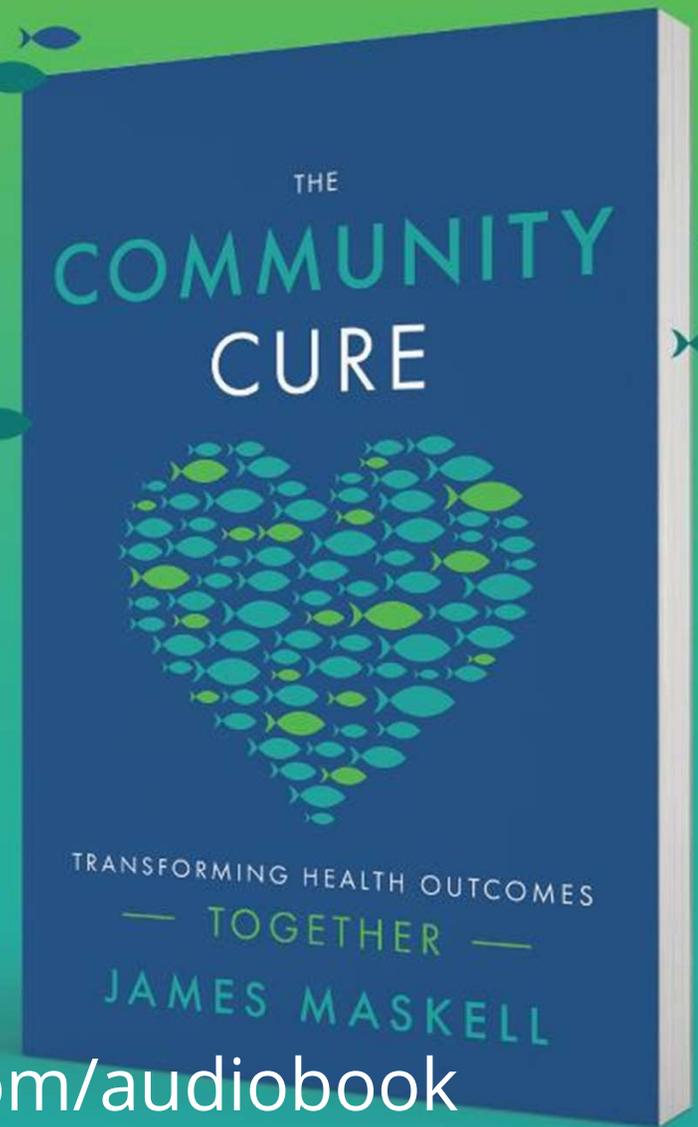
TRANSFORMING HEALTH
OUTCOMES **TOGETHER**

JAMES MASKELL



AVAILABLE NOW

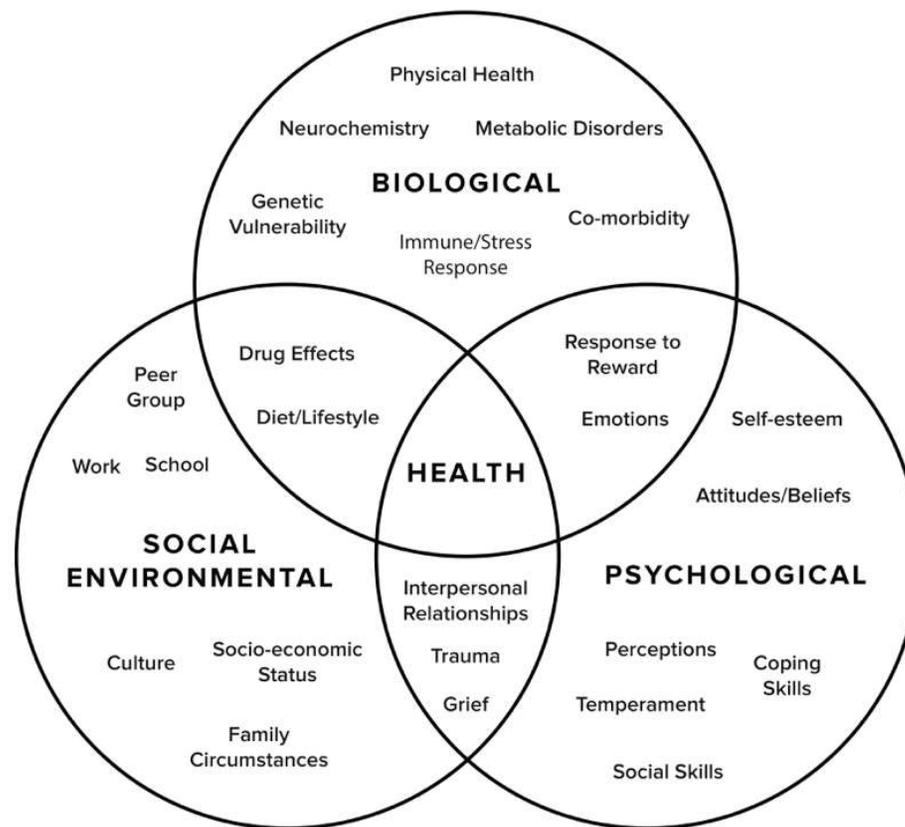
Download free at thecommunitycure.com/audiobook



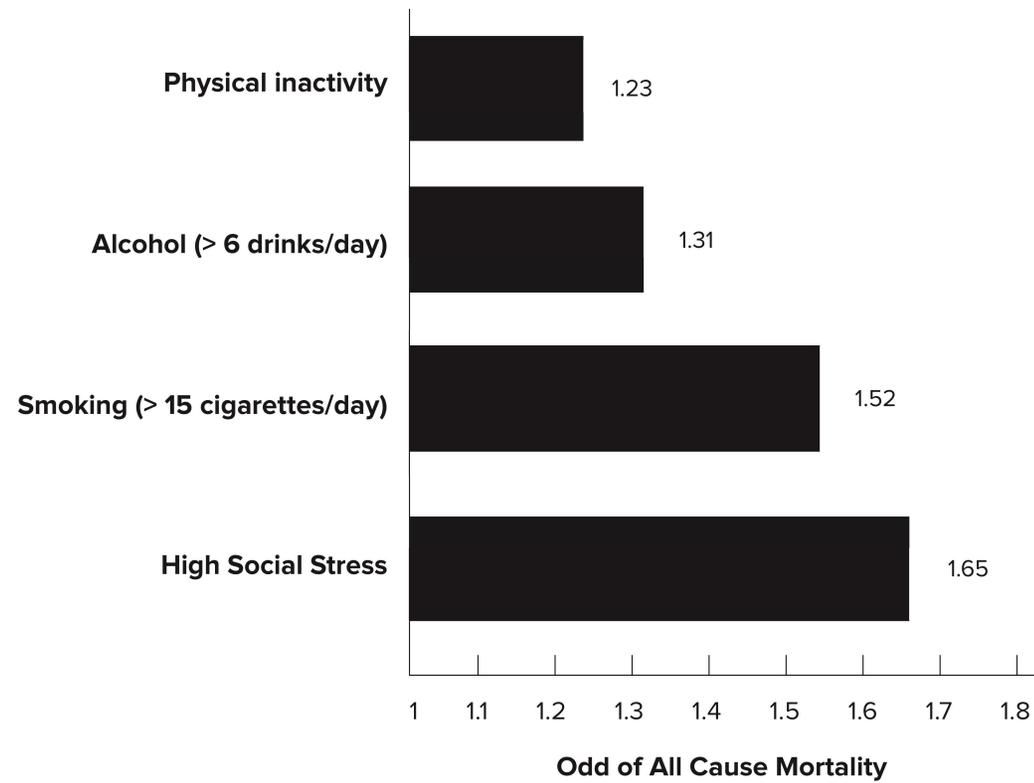
“Shouting “self-care” at people who
need “community care” is how we
fail people”

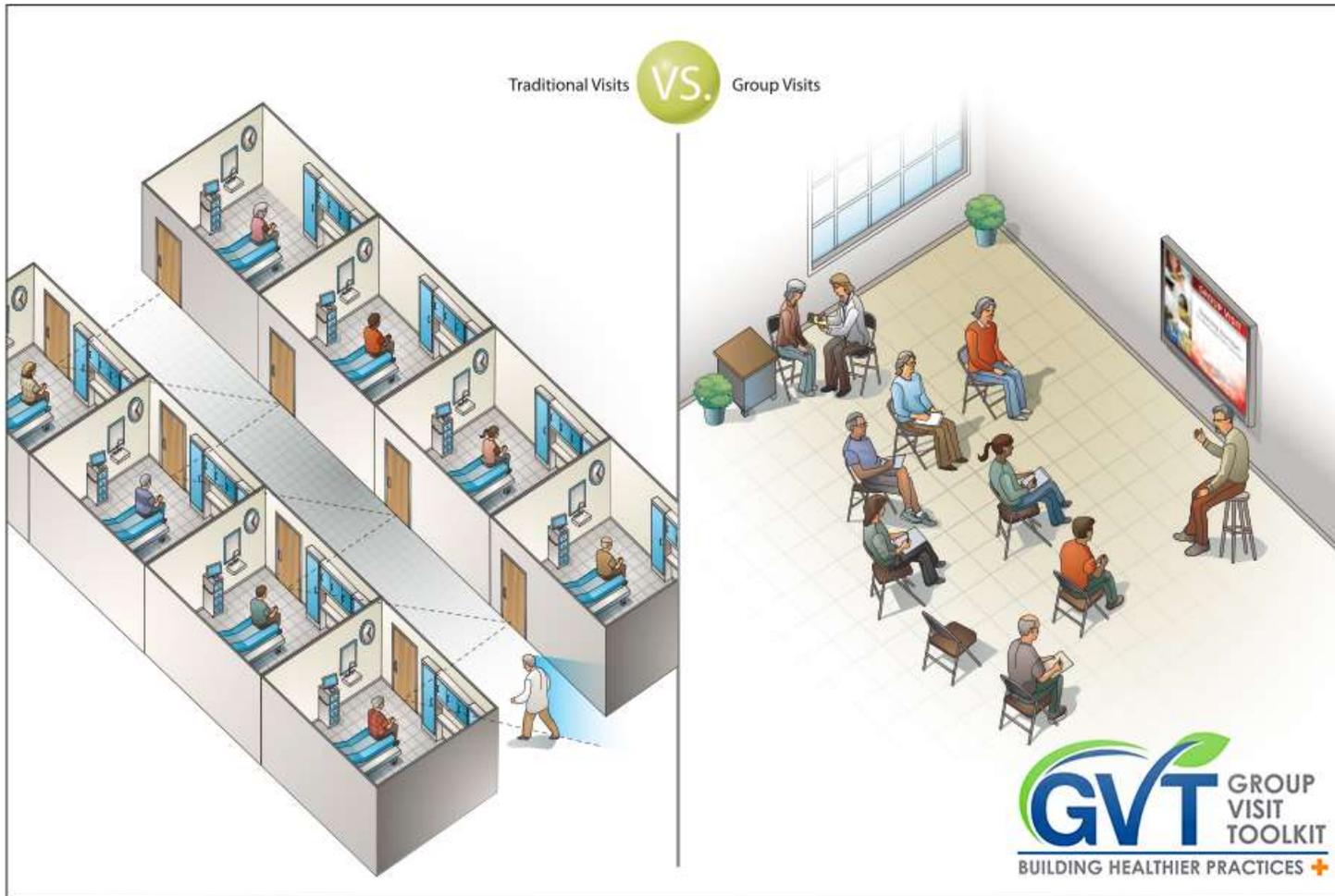
Nakita Valerio





Risk for Chronic Disease-Related Mortality





IF THE GREATER ATTENTION
FROM YOUR HEALTH
PROFESSIONAL CAN
INDUCE A LARGER
PLACEBO RESPONSE,
THEN WHAT CAN THE
EXQUISITE ATTENTION
OF FIFTEEN PEOPLE DO?

from THE COMMUNITY CURE *by* JAMES MASKELL
TRANSFORMING HEALTH OUTCOMES TOGETHER



Groups Mapped to Biopsychosocial Model

Individual

- Self-Efficacy
- Self Regulation of emotions
- Mindfulness
- Engagement in Life
- Self-Monitoring
- Health-Directed Behavior
- Skill or Technique Acquisition
- Constructive Attitude and Approach

Interpersonal

- Empathy
- Social integration and Support
- Interpersonal Learning
- Affiliation with Clinician
- Altruism

Organization

- Efficient care
- Self-care
- Timely Care
- Health Service Navigation
- Peer to peer delivery of value

Community

- Larger Support Network
- Community Resources
- Resilience
- Problem Solving



PERSONALIZED
MEDICINE IS
DEFINITELY THE
FUTURE, BUT FOR
PEOPLE WHO ARE
DISEMPOWERED,
IT IS A FAIRYTALE.

from THE COMMUNITY CURE *by* JAMES MASKELL
TRANSFORMING HEALTH OUTCOMES TOGETHER



What is personalized medicine?



PERSONAL HEALTH

We Could All Use a Health Coach

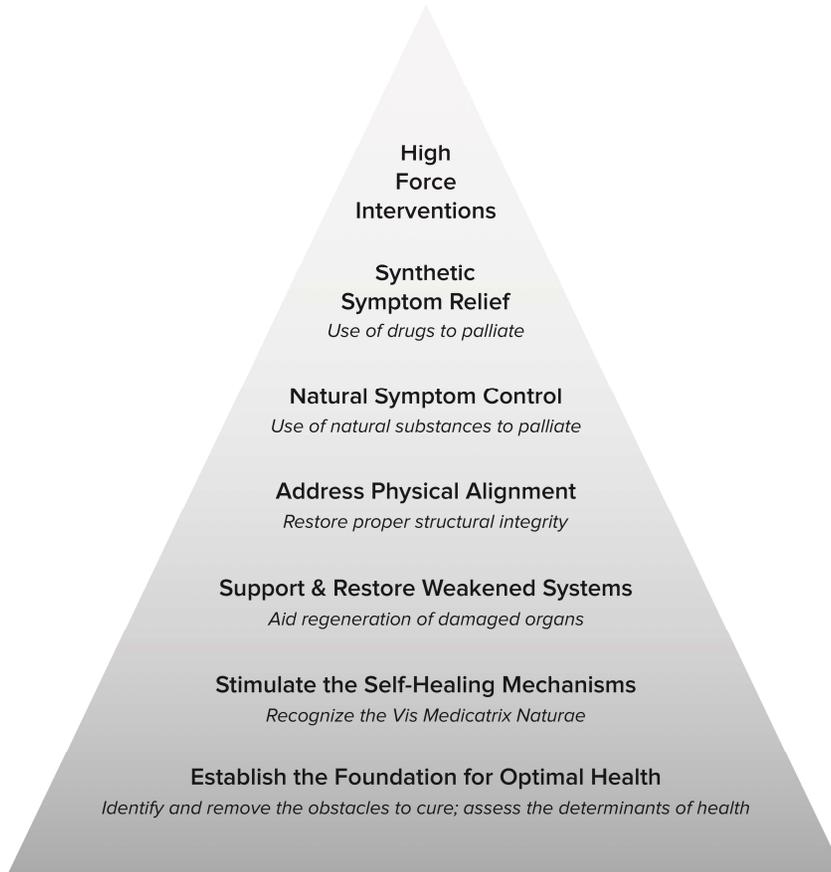
Health coaches can give patients the tools they need to improve their own care and well-being, but they aren't widely available.

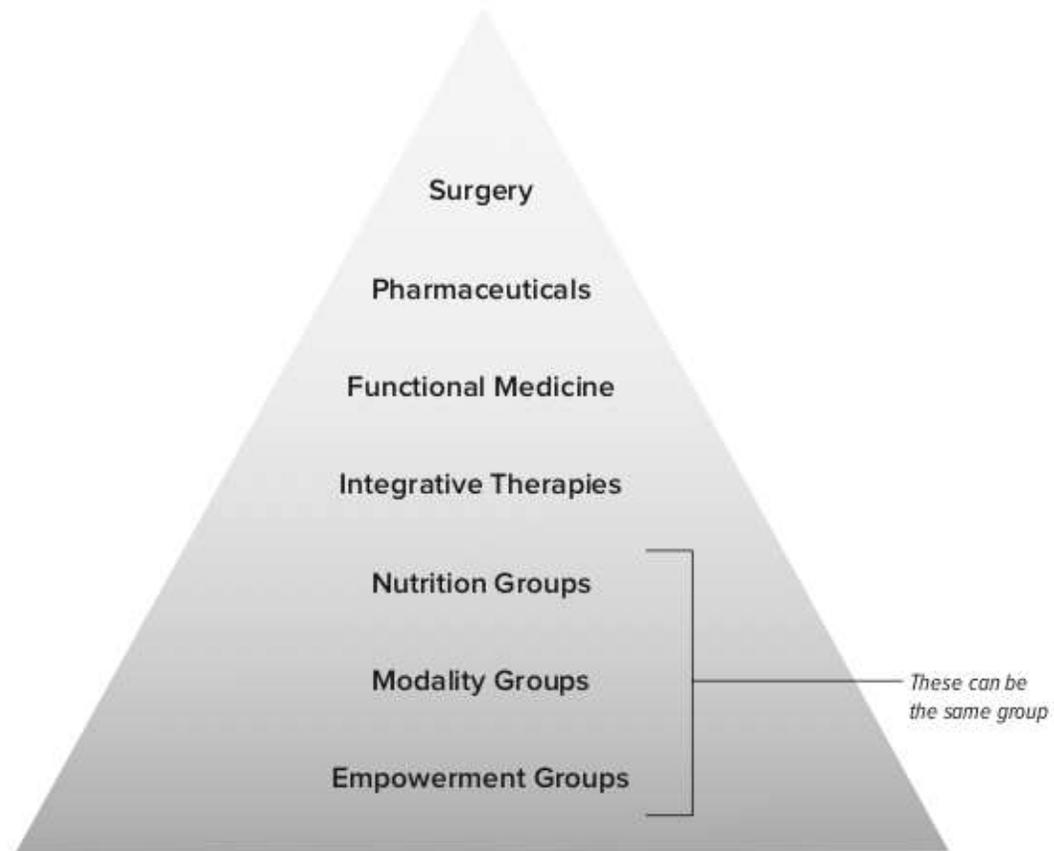


**One day you will tell
your story of how you
overcame what you
went through and it
will be someone
elses' survival guide**

- Brene Brown







**CASE
STUDY
ONE**

Dr. David Unwin

Type 2 Diabetes remission rates (updated) Norwood Surgery March 2017- May 2022

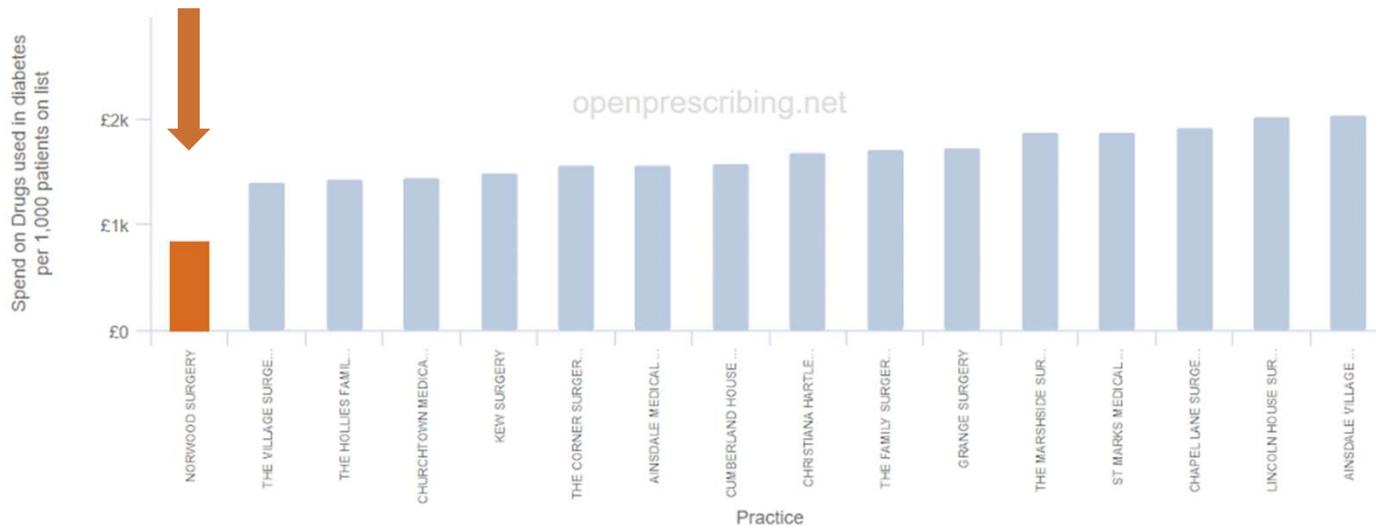
Data collected To:	Mean duration of low carb approach	Number of T2D cases in remission HbA1c <48*	Number choosing the approach	Remission rate for people who choose the low carb approach	Number of T2D patients on the diabetic register	Remission rate for Norwood practice
March 2017	13 months	15	48	31%	416	4%
May 2018	20 months	41	106	39%	454	9%
January 2019	22 months	59	123	48%	469	13%
March 2020	30 months	68	143	48%	485	14%
October 2021	29 months	105	203	52%	473	22%
May 2022	28 months	117	224	52%	536	22%

Type 2 diabetes remission defined as: previous diagnosis of type 2 diabetes (T2D) by WHO criteria and HbA1c <6.5% (<48mmol/mol) without antidiabetes medication.

Spend on antidiabetic drugs (BNF 6.1) vs patients on list by NORWOOD SURGERY and other practices in Southport area.

January 2022

Our surgery, Norwood spends £68,353 less per year on drugs for diabetes than is average for the area



**CASE
STUDY
TWO**

**Cleveland Clinic
Center for Functional
Medicine**

The Root Cause approach *is working*.
In particular, group care is providing the greatest results.

Root Cause Medicine proves better outcomes
than conventional medicine



**Cleveland clinic study finds Root Cause
Medicine model is associated with
improvements in health-related quality
of life**

Functional Medicine addresses the root causes of
chronic diseases

-newsroom.clevelandclinic.org

Better outcomes and lower costs with group
based care vs individual care



Patient outcomes and costs associated
with functional medicine-based care in a
shared versus individual setting for
patients with chronic conditions: a
retrospective cohort study

- bmjopen.bmj.com

**CASE
STUDY
THREE**

Dr. Cheng Ruan

**Texas Center for
Lifestyle Medicine**



Hospitalizations* within our practice:

Out of 3288 patients,
56 have been hospitalized
between January 1 2019 and
December 31 2021
--about 1.7%
of our patient population.

Out of the 2991 patients who
received five or less coaching visits,
only 13 were hospitalized
--that's a
0.4% hospitalization rate.

For those who received 5 or
more coaching visits (297
patients in total),
**there were no
hospitalizations.**

*"Hospitalizations" refers to cases where patients needed an in-hospital stay. Keep in mind this data is collected through the height of the COVID-19 global pandemic.

Latest Outcomes!

(June 2022)

Cognitive Function

↑ 60%

For patients who were experiencing below average cognitive function, **60% experienced an increase**

Anxiety

↓ 62.5%

For patients who were experiencing above average anxiety, **62.5% experienced a decrease**

Pain

↓ 68.6%

For patients who were experiencing mild pain or above, **68.6% experienced a decrease**

Sleep

↑ 78.6%

For patients who were experiencing below average sleep, **78.6% experienced an improvement**

Physical Health

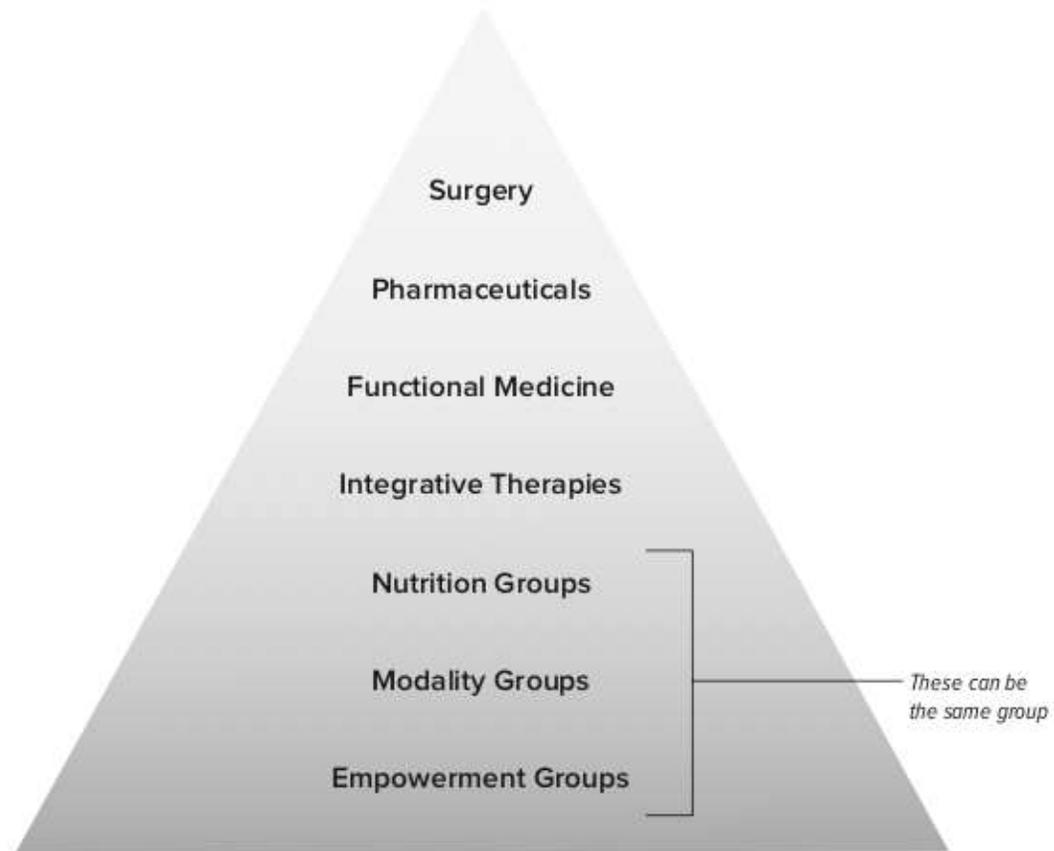
↑ 95.7%

For patients who scored at or below fair physical health, **95.7% experienced an increase**

Mental Health

↑ 67.9%

For patients who scored at or below fair for mental health, **67.9% experienced an increase**



Rebuilding Healthcare on Community

“We need to more deeply appreciate the relationship between loneliness, social connection, and physical & emotional health.”

Vivek H. Murphy
US Surgeon General

“Only 2.7% of americans lead a healthy lifestyle.”

Mayo Clinic



Value = ↑↑ Quality ↓↓ Cost

Join my workshop tomorrow



Top Take Aways

1. Chronic disease reversal not scalable as currently practiced
 2. Social stress leading cause of disease and mortality
3. Group based interventions – great outcomes, lower cost, more scalable
4. Care can be personalized by the practitioner and by the patient
 5. Personalized + Group – New optimal standard?



The Community Cure: Transforming Health Outcomes Together

James Maskell

IPM Congress 2023

