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

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

**Market Sustainability**
- Identifiable segments
- Accessible
- Substantial
- Unique Needs
- Durable

**Consumer Sustainability**
- Relative advantage
- Compatibility
- Simplicity
- Trialability
- Observability
- Customization

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What are the strategies for implementing Integrative Health?