



2012 ANNUAL REPORT



# BOARD OF DIRECTORS



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## OUR MISSION

is to create a flourishing society through the scientific exploration of wellness and whole-person healing.

## OUR VALUES

### Service to the public:

As a nonprofit service organization, Samueli Institute serves as a facilitator of research on wellness and healing—making discoveries, developing relationships, conducting research and building rigorous scientific evidence that results in shared knowledge, improved patient care, enhanced resilience and performance, and healthful living.

### Scientific exploration:

Samueli Institute supports science grounded in observation, investigation and analysis, and has the courage to ask challenging questions within a framework of systematic, high quality research methods and the peer-review process.

## OUR VISION

is a world in which healing processes are the formative concept for improving performance, preventing illness, achieving and maintaining wellness, and ameliorating chronic disease.

### Integrity in all we do:

Samueli Institute acts with the highest respect for the public it serves by ensuring transparency, responsible management and ethical practices from discovery to policy and application.

### Reflection in action:

Samueli Institute recognizes that healthy cultural change occurs through the actions of individuals and organizations that balance self-care and reflection with a willingness to take transformative risks and a desire to serve others compassionately.

## NEW BOARD MEMBER



*Kathryn E. Johnson*

In 2012, Samueli Institute was honored to welcome Kathryn E. Johnson to its Board of Directors. Ms. Johnson retired after 25 years as the Chief Executive Officer for Health Forum where she provided health care leaders access to new information and fresh ideas to strengthen their organizations' performance, and to improve the health of the communities they serve. She is an active consultant to health care organizations in the U.S. and abroad.



## A MESSAGE FROM

*Susan Samuelli & Wayne Jonas*

2012 has been a year of expansion for the Institute during which there continued to be an unwavering focus on knowledge translation. Our influence in the Department of Defense, the Veterans Administration and civilian health care sites and now, workplaces, continues to grow. We have expanded not only our staff, by adding 15 new employees, but were honored to expand our board of directors.

Our strong commitment to knowledge translation endures through the formalization of our service offerings that include educational workshops and trainings, research services, a speakers bureau, and a variety of assessments and evaluation services. In fact, a key feature of our new website is the Knowledge Center, which offers a searchable online repository of hundreds of peer-reviewed journal articles, books, and reports published by Institute researchers and staff. And in 2012, we disseminated the results of our work and research through 84 journal articles, two books and eight book chapters, 148 presentations, and 18 scientific conferences and meetings.

As we continue to grow, cultivate new relationships and widen our sphere of partners, we invite you to join us in our efforts to transform health care through the science of healing.



*Susan Samuelli, PhD, Chair  
and Wayne B. Jonas, MD, CEO*

“Over the past decade, Samueli Institute has grown into a thriving organization that has produced innovative research; new knowledge in the fields of complementary, alternative and integrative health care; and transformational policy initiatives. We are enormously proud of Samueli Institute’s researchers, supporters and collaborating partners and we invite you to join us in exploring the science of healing.”

– Susan Samuelli  
*Co-Founder, Samueli Institute*

### 2012 ACCOMPLISHMENTS



**84** Journal Articles



**8** Book Chapters



**2** Books



**148** Presentations



**18** Samueli Institute  
Conferences & Meetings

# OUR IMPACT

Samueli Institute

SAMUELI INSTITUTE'S GOAL IS TO CREATE A



FLOURISHING SOCIETY

THAT BETTER SERVES



INDIVIDUALS



WARFIGHTERS



SYSTEMS

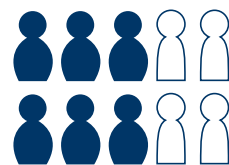
**1 IN 2 AMERICANS** has a chronic disease\*



**7 OF 10 DEATHS** are from preventable chronic diseases†



**MORE THAN 300,000** service members suffer from PTSD or severe depression§



**MORE THAN 60%** of potential recruits are unfit for duty\*\*



**LESS THAN 5%** of every health care dollar is spent on prevention or public health††



**\$1.2 TRILLION** of our annual health care costs could be avoided by changing lifestyle practice

(Milken Institute) (diabetes, obesity, hypertension, heart disease, cancer, etc.)§§

THROUGH



RESEARCH



INNOVATION



EDUCATION



Established **3 INTERNATIONAL RESEARCH CENTERS:**

- Washington, D.C.**  
Central Operations & Government Programs
- Los Angeles, California**  
Integrative Medicine Programs
- Berlin, Germany** Environmental & Mindfulness Research



Funded more than **150 RESEARCH PROJECTS** at more than **50 UNIVERSITIES AND INSTITUTIONS** around the world resulting in more than **550 ARTICLES** in peer-reviewed journals since 2001

WIN

Advanced a public-private partnership to improve the nation's health through **WELLNESS INITIATIVE FOR THE NATION (WIN)**



**COUPLING CUTTING-EDGE TECHNOLOGY WITH TRADITIONAL AND INTEGRATIVE MEDICINE** to build smart-home devices that empower patients with traumatic brain injury and stroke



**CREATED A CURRICULUM** to teach military medical students how integrative medicine can help patients reduce stress, heal from trauma and flourish



**TRAINED HOSPITAL EXECUTIVES** in principles of building an optimal healing environment

IN CONCLUSION



Our work creates a world in which healing processes are the formative concept for improving performance, preventing illness, achieving and maintaining wellness, and ameliorating chronic disease.

\* "Chronic Care in America," Robert Wood Johnson Foundation and Johns Hopkins University, 2012  
 † Health Affairs, Nolte and McKee, 2008  
 § RAND, 2008  
 \*\* "Mission: Readiness," 2010  
 †† CMS National Health Expenditures, 2009  
 §§ Milken Institute, 2007

# 2012 HIGHLIGHTS

Samueli Institute

## New Integrative Cancer Treatment Evaluation Project

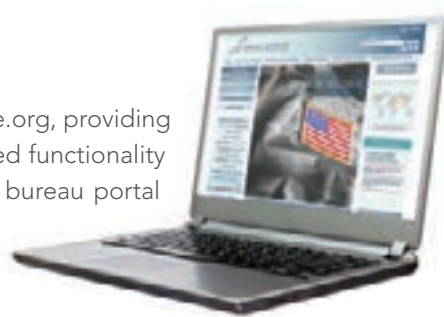
Funded by the Lotte and John Hecht Memorial Foundation, this \$2.3 million project will be the first comprehensive, prospective evaluation of the impact of integrative health care treatment on patients with cancer, compared to purely conventional cancer care. The study will be conducted at InspireHealth, an integrative cancer clinic in Vancouver, British Columbia. Samueli Institute scientists will partner with InspireHealth and the British Columbia Cancer Agency to conduct this unique research project.

## Systematic Review Portfolio Expands

Samueli Institute's systematic review services and educational programs gained recognition in 2012. A workshop entitled "Introduction to Systematic Reviews" was developed and utilized to train 40 researchers at Samueli Institute's Alexandria, Vir. offices. Additionally, three Samueli Institute systematic reviews or Rapid Evidence Assessment of the Literature (REAL®) were published in peer-reviewed journals. Nine additional systematic reviews were submitted for publication consideration.

## New Website Launch

In September 2012, Samueli Institute launched a new website, SamueliInstitute.org, providing additional engagement, storytelling and analytics reporting capabilities. Added functionality includes a searchable database of peer-reviewed journal articles, a speakers bureau portal that provides access to our subject matter experts, added capacity to accept online donations, and online recruiting and job seeker resources with built in reporting capabilities.



## Major Presence at International CAM Conference

The Institute presented more than a dozen key breakout sessions, oral abstracts and posters at the 2012 International Research Congress on Integrative Medicine in Portland, Ore. in April 2012. Popular sessions presented by Samueli Institute staff included topics on measuring and enhancing contextual factors in healing, evaluating basic scientific mechanisms of complementary and alternative medicine (CAM) therapies; strengthening integrative medicine and health across the U.S. military with research, evidence and collaboration; and building an integrated understanding of scientific and methodological issues in biofield and bioenergetic therapies.

## New Senior Leaders

The Institute was pleased to welcome two new members to the leadership team—Kevin Berry, MD, as vice president for Military Medical Research and David Eisenberg, MD, as executive vice president for Health, Research and Education. Dr. Berry most recently served as medical research and development portfolio manager in the U.S. Air Force Medical Service Agency. Dr. Eisenberg was the founding Director of the Osher Research Center at Harvard Medical School and the founding Chief of the Division for Research and Education in Complementary and Integrative Medical Therapies.

"Throughout our history, military medicine has been interested in providing the most effective means of keeping our warriors healthy and restoring them to function if they are injured, ill or combat wounded. Integrative medicine modalities have proven utility in maintaining and restoring health—our physicians, nurses and others need to be aware of their potential to help."

— Lt. General (retired) Eric Schoomaker, MD, PhD  
immediate past U.S. Army Surgeon General



# 2012 YEAR IN REVIEW

## Center for Brain, Mind and Healing

In 2012, the Center for Brain, Mind & Healing (BMH) continued to develop and expand efforts in placebo research. BMH organized and ran three days of events in January 2012 focused on the science of placebo and its potential applications to medical practice and human performance in the military and for elite athletes. With funding provided by Theophrastus Stiftung (a German philanthropic group) and in collaboration with NIH's National Center for Complementary and Alternative Medicine (NCCAM), the National Institutes of Drug Abuse (NIDA), and the Agency for Healthcare Research and Quality (AHRQ), Samuelli Institute brought together policy makers with international experts in placebo research. The meeting was preceded by a one-day conference at the Uniformed Services University of the Health Sciences (USUHS) on placebo and human performance co-sponsored with the Human Performance Resource Center (HPRC) at USUHS. A summary of these meetings and their key findings is posted on the Samuelli Institute website.

In January 2012, with funding from the Lotte and John Hecht Memorial Foundation, Samuelli Institute began to perform an evaluation of InspireHealth, an integrated medicine clinic for cancer patients based in Vancouver, BC. The team completed a Claims Assessment Profile (CAP) report and developed a path model for assessing healing claims at InspireHealth clinic. Our researchers will test this model during the study itself and Samuelli Institute scientists will partner with the British Columbia Cancer Agency to conduct this unique research project.

Over the past three years, the European operations of BMH - Ludwig Maximilian University (BMH-LMU) collaborated with the Henry Samuelli School of Engineering, University of California, Irvine (UCI) to develop Assistive Technologies for Social, Personal and Health Interaction: Optimal Healing Environments. Through this relationship we are leveraging cutting-edge health technologies developed at UCI with BMH expertise in cultural and social embedding to develop easily used and adopted tools for monitoring and managing personal health at home, in the field, and in the clinical setting. Most of the funding for this endeavor came from a Bavarian - California technology exchange program. In August 2012, Samuelli Institute published a book compiling the papers prepared by the collaborators in this transformative effort that describes the biomedical technologies that have arisen from this endeavor.

BMH acquired a subcontract from our research partner the University of California, San Diego (UCSD). UCSD was awarded the grant from the Greater Good Science to conduct a two-year research project entitled "Gratitude in Pre-symptomatic Heart Failure: Effects on Health-Related Physiological Outcomes and Clinical Disease Progression" to determine the role that gratitude plays in cardiovascular health and potential prevention of disease progression to symptomatic Stage C heart failure.



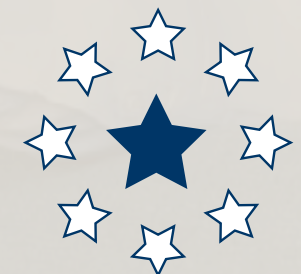
"Collaborating with Samuelli Institute on an evaluation of our centres helped identify the most important patient impacts of our integrative medicine oncology practice so that we can better document, test and replicate our success."

- Hal Gunn, BSc, MD  
Chief Executive Officer, InspireHealth,  
British Columbia, Canada



## INNOVATION

Hosted two international conferences convening an all-star collection of leading researchers to **discuss use of placebo in clinical practice** as well as placebo's role in peak performance for sports and military medicine.



## Center for Military Medical Research

Military leaders are increasingly interested in addressing the optimization of human performance by promoting a whole-systems approach to health care and healing far beyond individual physical fitness and disease management.

Faced with more than 10 years of combat deployment, the U.S. military is motivated to find innovative solutions to sustained problems. Samueli Institute's collaborations with the U.S. military expand drugless pain management, alleviate post-traumatic stress disorder (PTSD), develop resilience and promote Total Force Fitness.

The concepts of well-being and resilience depend upon a wide array of tangible and intangible resources that both prevent impairment and facilitate rehabilitation, recovery and reintegration. To achieve resilience one must holistically address the domains of mind, body, spirit, and social cohesion of relationships in military families, units, local communities, and military service cultures. Our systematic appraisal of the body of evidence and our own direct research shows "integrative medicine" (IM) approaches better address the physical and psychological wounds of war in a social context and results in whole-person healing and a positive functional adjustment to a new normal.

These IM approaches include practitioner-dependent modalities (e.g., acupuncture, chiropractic) and self-care mind-body skills (e.g., sleep hygiene, nutrition, activity, meditation, yoga, and other relaxation techniques) that individuals can learn and practice independently, promote active self-management skills, and are relatively safe and cost-effective. Military leaders are now seeking the expansion of the evidence base that demonstrates the value of these holistic approaches to restore well-being and resilience from these diverse and complex symptoms across the deployment cycle.

In 2012, the Military Medical Research team made great strides in contributing to the evidence base of these modalities in military populations by conducting and reporting the results of research in this area. Our core research initiatives fall into four areas: pain management; whole systems approaches to human flourishing; stress management; and process improvements for better internal and external coordination.

At Fort Hood, Texas, Samueli Institute conducted a needs assessment to determine if military leaders have the necessary knowledge, tools, and opportunity to promote and maintain resilience for themselves, their subordinates and families. Our researchers gathered information on leadership challenges, needs, and stressors associated with the last decade of war marked by multiple deployments for many individuals, and reviewed current resources, services, programs, gaps and opportunities for improvement. Data was collected through online surveys and in-person focus groups and interviews. The Institute is currently working with Army leaders and discussing whole systems approaches to resiliency. Low trust, poor downward communication, and persistent stigma against seeking help seemed to be at the root of many of the leadership challenges and issues that emerged during this assessment.

In another research project at Fort Hood, we evaluated the Warrior Combat Stress Reset Program (Reset) a unique program for the treatment of combat stress and PTSD that combines multiple treatment interventions ranging from behavioral health, mind-body treatments, and complementary and alternative medicine modalities. Preliminary results showed clinically significant improvement for soldiers in all three major health outcomes (symptoms of PTSD, depression, anxiety). The hospital Commander was particularly pleased with the reported high satisfaction scores and the validation of the value created by the Reset program.

In September 2012, Samueli Institute published the results of research done with Scripps Center for Integrative Medicine to create a randomized controlled trial of returning combat-exposed Marines at Camp Pendleton, Calif. The study found that combat Marines receiving Healing Touch combined with guided imagery treatments showed a significant reduction in PTSD than their peers who received treatment as usual.

Working with key stakeholders in the Camp Lejeune-Onslow County, N.C. community, researchers from Samueli Institute conducted a comprehensive environmental scan to survey the scope, structure and processes of existing programs that provide medical, mental health, resilience and wellness programs to Marines, Sailors and their Families. Using the Total Force Fitness (TFF) domains as an organizational framework, the programs were grouped into each domain. The final report found that there were many promising programs on the Marine Corps Base Camp Lejeune that could warrant further evaluation. Plans are underway to pursue a collaborative program improvement project with one of the identified programs.



## RESEARCH



**14%** decrease in PTSD stress scores for Marines

Combat Marines receiving Healing Touch combined with guided imagery treatments showed a significant reduction in PTSD and a significant improvement in quality of life over Marines receiving treatment as usual.



# 2012 YEAR IN REVIEW

Continued

## Center for Optimal Healing Environments

Samueli Institute's Optimal Healing Environments (OHE) framework has matured to the point that health care organizations are interested in understanding their performance related to the framework and are incorporating it into their strategic plans. Two hospitals, Lions Gate Hospital in Vancouver, BC, and Cape Coral Hospital in Cape Coral, Fla., completed the OHE 360° Assessment, a self-administered inventory that provides organizations with a comprehensive, multi-disciplinary look at their strengths and areas for growth in the four domains of the OHE Framework and were presented with their results with recommendations for next steps. A large hospital system on the West Coast chose OHE as the theme of their annual executive retreat. Executives learned about the OHE framework through presentations and personal experiences with healing-oriented practices. The CEOs of the individual hospitals committed to integrate select mind-body practices in their surgical care areas. Dow Chemical used the OHE framework to guide the development of their patient-centered care model and the design of the new clinic space for their Midland, Mich. plant.

The OHE framework was translated for relevance to the workplace by experts from Samueli Institute, Truven

Analytics (formerly Thompson Reuters) and Emory University. The Optimal Healthy Workplace (OHWP) framework serves as a holistic approach to understanding the relationship between health and work, and as a guide to optimize health and well-being of employees. The framework was tested by a group of corporate, federal, and military experts in the U.S., and will be presented to a multinational group of corporate experts and experts from the World Health Organization.

In partnership with the Institute for Patient and Family Centered Care (IPFCC), Samueli Institute is assisting the Department of Defense in evaluating family empowerment programs designed to help patients and families cope with health related stress and trauma. To that end, Samueli Institute sponsored a special track on mind-body programs within the context of patient- and family-centered care at the 2012 Institute for Patient- and Family-Centered Care national conference, and commissioned eight papers on creating, implementing, and evaluating mind-body programs and practices in a patient- and family-centered context to be published in a leading health care journal.



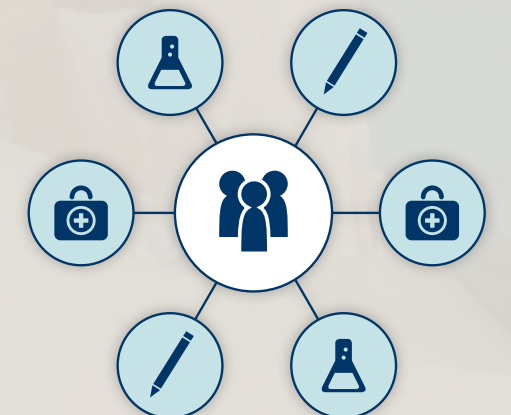
"At Cape Coral Hospital, our business goals are supported and complemented by following the Optimal Healing Environment framework from Samueli Institute. The focus on person-centered care helps individuals find deeper meaning and purpose in their work. Our patients and families benefit greatly. Frankly, we all do."

— Scott Kashman  
Chief Administrative Officer  
Cape Coral Hospital (Southwest Florida)



## EDUCATION

**Patients at the Crossroads** symposium brought patients, clinicians, administrators, researchers, and educators together to listen, learn and discover the essence of patient-centeredness in practice, health care systems, education and research.





# 2012 YEAR IN REVIEW

Continued

## Center for Health Information Technology and Data Management (CHITDM)

CHITDM continues its work developing innovative and cost-effective solutions to conducting research and translating the science of healing. In a strategic partnership with Microsoft Corporation and iLink Corporation, Samueli Institute is developing a Windows 8 compatible mobile application for Health 360 based on the domains of the Total Force Fitness (TFF) framework. This application will assist patients with tracking and mapping their personal goals and well-being to the TFF framework.

Collaborating with the University of California, Irvine, Samueli Institute launched the Smart Home for Brain Health project, with a goal to design, implement, and evaluate a personalized home-based, smart care environment for Service members suffering from Traumatic Brain Injury (TBI). In-home tools and techniques for evaluating TBI symptomology and optimizing health and recovery will be delivered through technology-assisted intervention strategies.

## Center for Health Research and Education

Samueli Institute's Center for Health Research and Education leads several projects focused on optimizing community and individual performance to foster human flourishing.

leaders to define terms and identify core components of a resilient community.

The Well Community Project: Moving Beyond Health, a collaboration between Samueli Institute, CommonHealth ACTION, and Institute for Alternative Futures, and sponsored by the W. K. Kellogg Foundation, is designed to deepen our understanding of the meaning of community wellness, and develop tools for communities to achieve greater health and well-being. The project is setting a movement to direct us away from the conventional view of health to developing healthy communities that promote whole-person wellness. In 2012, the Well Community Project convened a community scoping group that assembled community leaders, policy makers, and thought

In 2012, Samueli Institute's Metabolic Defense (MET DEF) program hosted a workshop in collaboration with National Institute on Alcohol Abuse and Alcoholism, NIH entitled "Nutritional Armor for the Warfighter: Can Omega-3 Fatty Acids Enhance Stress, Resilience, Wellness, and Military Performance?" The workshop drew more than 300 attendees from around the world including military and civilian scientists, health care professionals and government officials. The workshop evaluated scientific information on the potential contribution of Omega-3 fatty acids to improve resilience and physiological and psychological well-being of military personnel. Proceedings from the meeting are slated for publication in a peer-reviewed journal in 2013.



"We opened the eHealth Collaboratory to serve as a testing ground for innovative and patient-centered health care technologies. The Smart-Home for Brain Health grant from Samueli Institute gives us the opportunity to develop and deploy solutions that can assist those who have served our country. This is very necessary and important work, and we're honored to participate."

- G.P. Li  
Director, Calit2



## RESEARCH

Since its founding in 2001, Samueli Institute has funded **more than 150 research projects** at more than **50 universities and institutions** around the world.



## Samueli Institute for Information Biology/DBA/Samueli Institute

Samueli Institute's financial records were independently audited by Gelman, Rosenberg & Freedman of Bethesda, Maryland, according to auditing standards set forth in the Government Auditing Standards of the Comptroller of the United States. For additional information, please contact the Controller's Office at Samueli Institute.

## Statement of Activities and Change in Net Assets

For the Year Ended September 30, 2012 with summarized financial information for 2011.

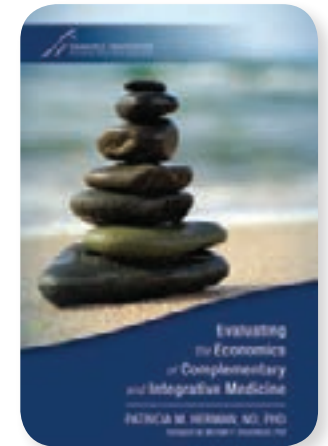
	2012		2011	
	Unrestricted	Temporarily Restricted	Total Expenses	Total Expenses
<b>REVENUE</b>				
Grants and Contracts from Government Agencies	\$ 6,772,184	\$ 0	\$ 6,772,184	\$ 6,955,409
Private Contributions	4,000,000	710,000	4,710,000	4,400,000
Contracts	364,254	0	364,254	250,880
Interest	17,015	0	17,015	13,887
Other Revenue	594,140	0	594,140	646,652
Net Assets Released from Donor Restrictions	1,376,940	-1,376,940	0	0
<b>TOTAL REVENUE</b>	<b>\$ 13,124,533</b>	<b>\$ -666,940</b>	<b>\$ 12,457,593</b>	<b>\$ 12,266,828</b>
<b>EXPENSES</b>				
Program Services	\$ 10,011,530	\$ 0	\$ 10,011,530	\$ 10,570,708
General and Administrative	2,213,490	0	2,213,490	2,058,932
Fundraising	188,575	0	188,575	81,244
<b>TOTAL EXPENSES</b>	<b>\$ 12,413,595</b>	<b>\$ 0</b>	<b>\$ 12,413,595</b>	<b>\$ 12,710,884</b>
Change in Net Assets	\$ 710,938	\$ -666,940	\$ 43,998	\$ -444,056
Net Assets at Beginning of Year	6,189,586	2,394,732	8,584,318	9,028,374
<b>NET ASSETS AT END OF YEAR</b>	<b>\$ 6,900,524</b>	<b>\$ 1,727,792</b>	<b>\$ 8,628,316</b>	<b>\$ 8,584,318</b>

## Books

*Evaluating the Economics of Complementary and Integrative Medicine*  
Patricia Herman, ND, PhD  
Samueli Institute, Alexandria, Va.

*Physician Communication with Patients*  
Jon Christianson, Louise Warrick, PH; Michael Finch, PhD; Wayne B. Jonas, MD  
University of Michigan Press, Ann Arbor, Mich.

*Clinical Research in Complementary Therapies, 2nd Edition*  
George T. Lewith, Wayne B. Jonas, Harald Walach  
Churchill Livingstone, New York



## Select Journal Articles

### Are Complementary Therapies and Integrative Care Cost-effective?

*BMJ Open*, September 2012  
Herman P, Poindexter B, Witt C, Eisenberg D.

### Overweight and Obesity in Military Personnel: Sociodemographic Predictors

*Obesity*, July 2012  
Smith T, Marriott B, Dotson L, Bathalon G, Funderburk L, White A, Hadden L, Young A

### Healing Touch with Guided Imagery for PTSD

*Military Medicine*, 2012  
Jain S, McMahon GF, Hasen P, Kozub MP, Porter V, King R, Guarneri EM

### Acupuncture for PTSD

*Psychiatry*, 2012  
Kim Y, Keo I, Shin B, Crawford C, Kang H, Lim J. A.

### The Combined Effects of Healthy Lifestyle Behaviors on All-Cause Mortality

*Preventative Medicine*, 2012  
Loef M, Walach H

### Acupuncture for Trauma Spectrum Response

*Medical Acupuncture*, December 2011  
Jonas WB, Walter J, Fritts M, Niemtow R

### Towards Primary Prevention of Alzheimer's Disease

*American Journal of Alzheimer's Disease*, 2012  
Loef M, Walach H

### Acupuncture Methods for the Treatment of Headaches Associated with Traumatic Brain Injury

*Medical Acupuncture*, December 2011  
Lee C, Wallerstedt D, Duncan A, York A, Hollifield M, Niemtow R, Burns S, Jonas WB

## More research available online:

Samueli Institute published more than 80 peer-reviewed journal articles in 2012 and more than 550 since its founding in 2001. A complete, searchable database of Samueli Institute research is available online at [www.SamueliInstitute.org](http://www.SamueliInstitute.org).



Connect with us: [www.SamueliInstitute.org/Connect](http://www.SamueliInstitute.org/Connect)



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