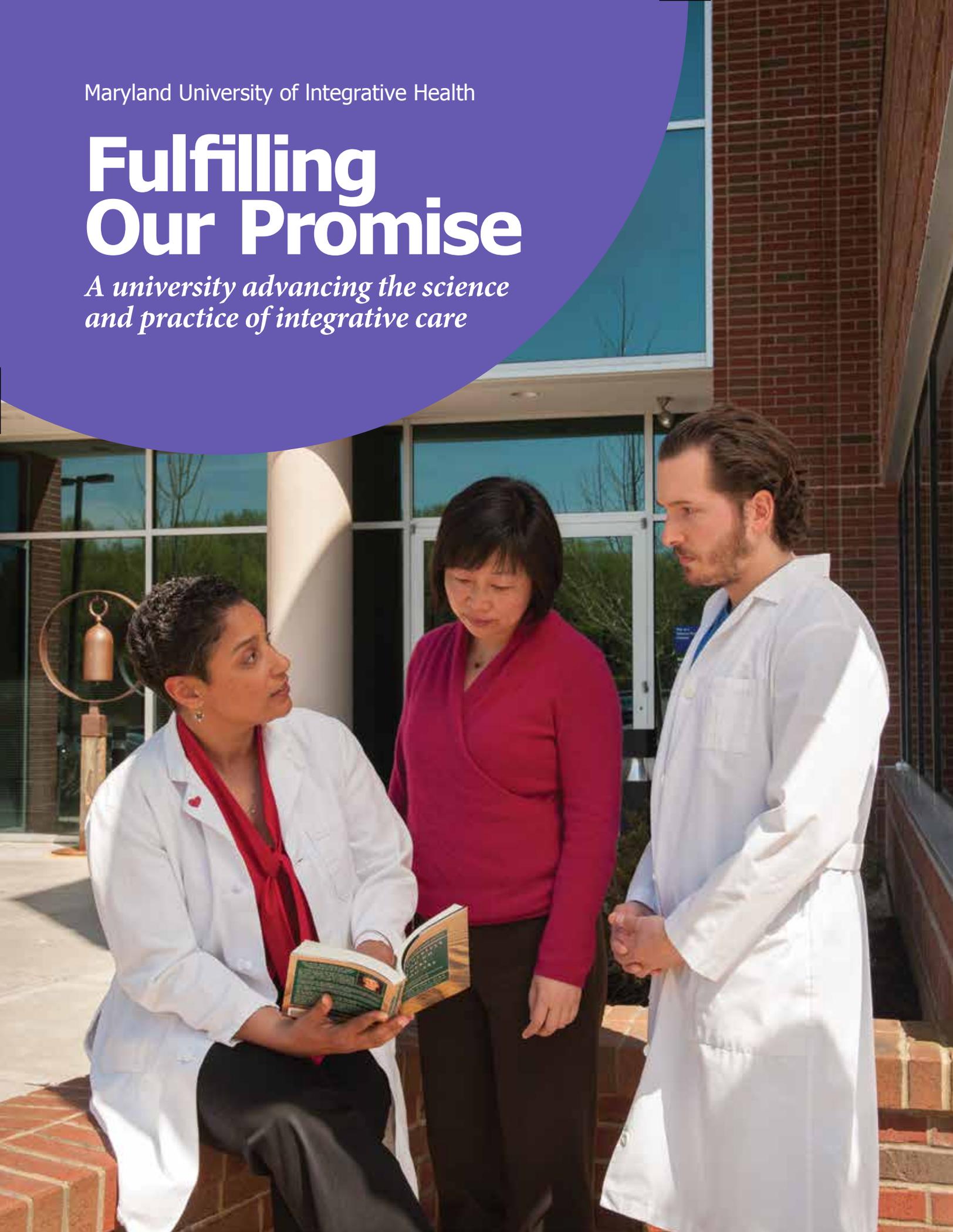


Maryland University of Integrative Health

Fulfilling Our Promise

*A university advancing the science
and practice of integrative care*



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My training at MUIH opened me up to a broader perspective of patient health. Viewing the whole patient through a holistic lens that includes all the expressions of who they are, rather than just their symptoms, has helped me understand how a patient will truly be able to flourish in life.

Now, working in a multi-disciplinary integrative center, this skill is one of the things that helps us make the difference between getting a patient to make a change for a better symptom or change for a better life.

—Cory Jecmen, M.Ac., L.Ac.
Alumnus, MUIH
Acupuncturist, Casey Health
Institute

A Call to Heal

To be well. To thrive.

The foundations of a good life.

At Maryland University of Integrative Health, we are called to help heal health care. Our work enables people to thrive through all the cycles of life.

D I V E R S I T Y

A New Model of Health Care: Individualized, Innovative, Intimate

This is an extraordinary time for health and wellness. Medicine is shifting to patient-centered, patient-driven care, empowering individuals to take charge of their own health and healing. This new model focuses on healing the entire person, not just on curing a disease.

This holistic model has been at the heart of MUIH's teachings for 40 years. Our faculty have been leading the way in teaching and practicing relationship-centered and whole-person medicine since our founding.

INTEGRATIVE HEALTH SPENDING

Nearly 40% of U.S. adults report using some form of complementary or integrative health practice, spending an estimated \$33.9 billion out-of-pocket annually on these services. That represents 1.5% of total healthcare spending, and 11.2% of out-of-pocket healthcare spending in the United States.

By 2015, global spending on integrative health care is expected to grow to \$115 billion. Insurance companies are taking note, and increasingly covering complementary and integrative health services, including acupuncture, nutrition consultations, and yoga therapy.



When people have the opportunity to open their hearts, minds, and souls to the power within themselves and are able to discover their personal journey to better health through the choices they make, they take small steps that can make a huge difference in their lives.

MUIH has been a tremendous asset to me personally and professionally. I'm a former shock trauma nurse who currently owns a chain of health clubs. Additionally, I'm a health and wellness coach now studying nutrition at MUIH. By joining the diverse ways of being and thinking from all of my education and practices, I'm able to create a deeper, more expansive way of viewing health and wellness.

—Lynne Brick, RN
President and Founder, Brick Bodies
Alumna and Student, MUIH

I N T E R C O

What Is Health?

At MUIH, we define health as a state of personal wellbeing where the individual can fulfill and adapt to the demands of daily life, while maintaining a state of equilibrium within and among the physical, intellectual, emotional, spiritual, and social aspects of their life.

What Is Integrative Health?

Integrative health is a model of health care that coherently nurtures all aspects of an individual's life through the appropriate and coordinated use of multiple healing disciplines.

At MUIH, we believe that integrative health care incorporates the following elements:

- Restoring, maintaining, and enhancing health and wellbeing.
- Addressing all facets of an individual: body, mind, and spirit.
- Treating an individual within the context of community and environment.
- Empowering individuals to understand their role in the healing process.
- Actively engaging individuals in identifying and achieving health goals.
- Facilitating an individual's innate powers of self-healing and regeneration.
- Utilizing multiple healing disciplines in a personalized and collaborative manner.
- Combining modern evidence-informed practices with traditional wisdom.

It is by design that our definition of integrative health incorporates the five MUIH foundational principles: holism, diversity, interconnection, resilience, and transformation.

N N E C T I O N

Our programs recognize that the field of nutrition extends beyond the bundle of nutrients that comprise our foods.

To understand people's food choices, we believe it is also important to consider the social, environmental, economic, health, and spiritual aspects of food.

To make an impact on nutrition, we must be able to partner with and support each client on their individual healing journey.

—Maya Maroto, Ed.D.,
M.P.H., RD
Director, Academic
Programs, Nutrition and
Integrative Health





What Is Healing Presence?

We have a founding belief in the power of relationships to heal and in the basic wholeness within each individual. Core to our curriculum is the development of the capacity to be a healing presence. Beyond technical training, our students develop and demonstrate qualities such as empathy, respect, service, self-reflection, and mindfulness.

This healing presence is what Maryland University of Integrative Health is known for.

Our students have a depth of experience in creating positive relationships central to healing. We teach and empower them to offer deeply compassionate care and to educate clients so that they can better care for themselves. Our students and graduates serve as true partners on each client's journey to wholeness.

R E

S I L I E N C E



I was seriously injured while traveling in India, and after several surgeries for a broken elbow, arm, and concussion, was left with ongoing pain and balance issues. Acupuncture has helped to restore my sense of self-efficacy and hope during the healing process.

My acupuncturist Craig, a graduate of Maryland University of Integrative Health, is someone who is attuned to the larger questions of mind/body wholeness. His wisdom, skill, and wonderful sense of humor have helped me to see that pain is a message, not a barrier to life or enemy to be fought. He has brought me to a turning point in my journey and I have begun to work through the fear of loss of mobility.

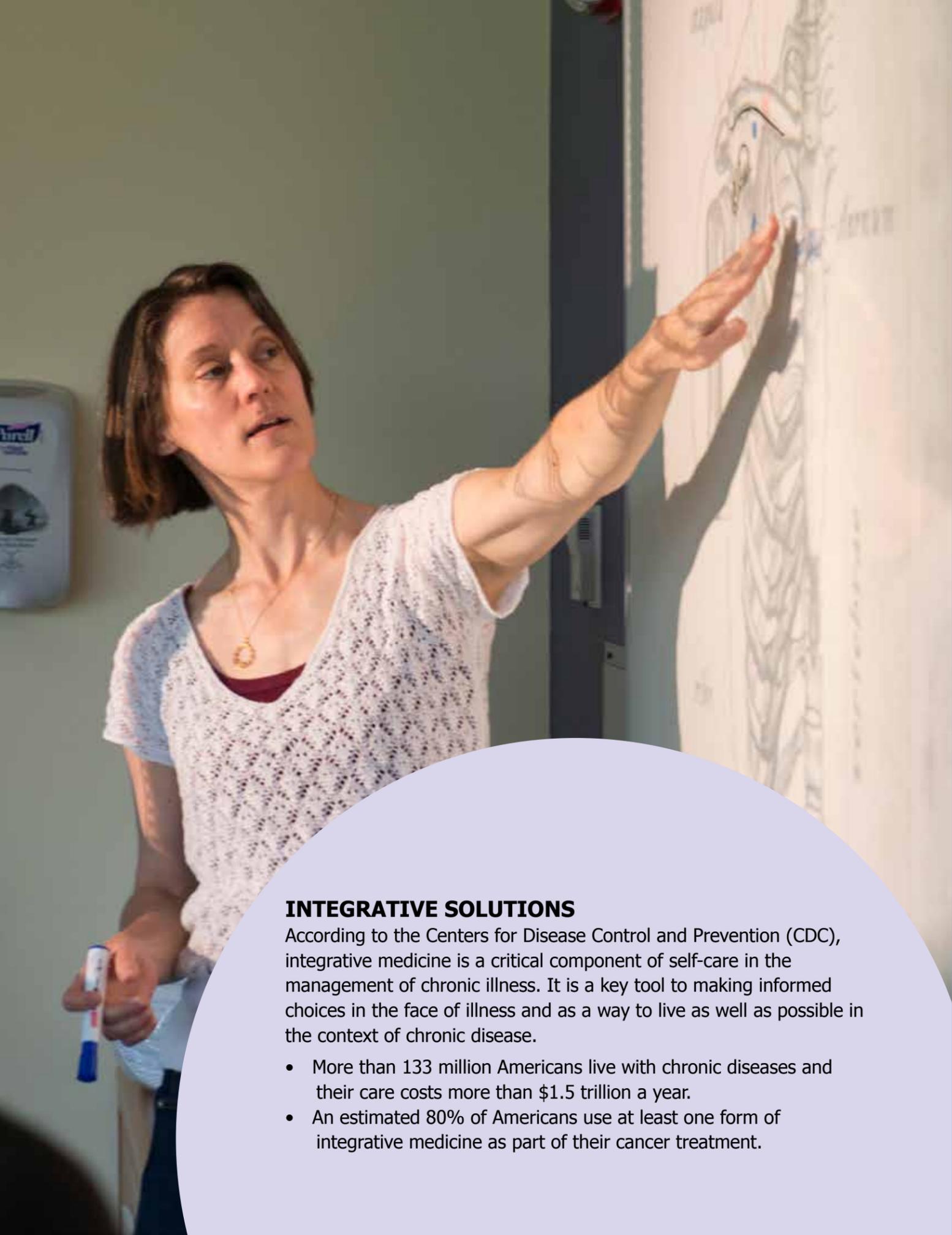
—Shari Basner Zaret, M.A., M.S.
Acupuncture patient

A University 40 Years in the Making

Over the last 40 years, we have secured and reinforced our position as a national leader and engaged proponent for the field of integrative health. While preserving and building upon our inherent philosophies and teaching principles, a course was set in 2009 to significantly expand academic offerings, attract the best and most talented faculty, and achieve university status.

By the end of 2013, we had achieved every one of these ambitious goals. In just four years, MUIH's academic programming grew from four degree and certificate programs to 18, and graduate student enrollment nearly doubled to approximately 800. Also in 2013, we earned university status, making MUIH the only regionally accredited university on the east coast exclusively dedicated to integrative health and natural wellness.

Through our on-campus Natural Care Center and community outreach settings, we offer compassionate, affordable and highly effective health care from student interns and professional practitioners who deliver more than 35,000 clinical treatments and consultations each year.



This Is Our Time

At MUIH, we are building a bold and spirited university designed to lead the future of integrative health care:

- **We emphasize interdisciplinary cooperation.** Our graduates are equipped to work with other holistic practitioners as well as medical professionals.
- **We design cross-programmatic coursework.** Herbalists and yoga therapists sit in class together, learning about how the same material impacts their fields differently. This sets the stage for integration of their future practices. It also is an efficient and cost-effective practice that allows us to expand and enhance academic programs quickly.
- **Our programs integrate contemporary science with healing traditions.** Our students are taught the most up-to-date research in the field of integrative health as well as ancient healing wisdom.
- **Our philosophy and healing presence are woven into coursework.** Each student is assessed on their ability to develop a healing presence in addition to excellence in their chosen discipline through thoughtfully designed curricula.
- **We embrace academics with a business mindset.** We assess gainful employment opportunities for every program before it launches so that students can follow their calling and find viable employment.
- **We have institutional agility and adaptability.** Recognizing the value of being able to respond to consumer demands and market trends, we hire leaders who are adept at seeing and responding to the shifting wellness environment and have set up nimble academic systems.

We are proud of our rapid growth and achievements, secure in our leadership and pioneering role, and eager to advance the emerging wellness paradigm.

INTEGRATIVE SOLUTIONS

According to the Centers for Disease Control and Prevention (CDC), integrative medicine is a critical component of self-care in the management of chronic illness. It is a key tool to making informed choices in the face of illness and as a way to live as well as possible in the context of chronic disease.

- More than 133 million Americans live with chronic diseases and their care costs more than \$1.5 trillion a year.
- An estimated 80% of Americans use at least one form of integrative medicine as part of their cancer treatment.

Our Promise

The MUIH promise to our community and to the nation includes:

- Graduating the most skilled practitioners for tomorrow's healthcare workforce.
- Offering nationally-recognized, highly progressive academic programs in health and wellness.
- Defining and delivering a meaningful and transformational student experience.
- Hiring and developing outstanding faculty and staff.
- Working collaboratively with graduate students, faculty, alumni, and the greater healthcare community.
- Conducting evidence- and effectiveness-based clinical research to support and bring increased credibility to these fields.
- Building business and academic partnerships that align with our vision and further our mission.

Over 20% of today's public health workforce is currently eligible to retire. To replenish the workforce, schools will need to train three times the current number of graduates over the next decade.

The opportunity to deepen our service in the world is now.



T R A N S F O R M A T I O N

My experience as a student at MUIH has been personally transformational, especially related to the University's concept and practice of "being a healing presence." It is best described as a way of being in the world that can deeply and positively change a person and inspire others to do the same.

Through my studies, I learned specific practices that helped shift the way that I engage with and relate to the world, my environment, and other people.

I have found that this is an ideal way to live in the world. It leads to more personal happiness, more true healing, and more harmony to all interactions. It sets the foundation for a much more "well" world.

—Rohan Jasani
Alumnus and Student, MUIH

Join Us

Help us to deliver on our promises to heal in a more expansive, inclusive way. With your support, we'll be able to grow and deepen our academic programs, expand our clinical services, prepare more integrative healthcare providers and leaders, and, in turn, impact countless lives for the better.

Everyone deserves to thrive throughout all cycles of life. Please join us in fulfilling our promise.



Our Vision for the Future

Understanding that we are all connected and that when one part of our system flourishes, it all has the potential to flourish, your support becomes a catalyst for tremendous forward movement. Here are the groups that will benefit from your generosity.

Our Students

Through powerful **new courses** that include mindfulness, empathy, and self-reflection, all MUIH students will develop a healing presence that distinguishes them among their peers.

Innovative new **doctoral programs** will focus on health with an integrative approach and graduates of this program will be national advocates for wellness.

Scholarships will enable more students to realize their dream of being a healer.

New **clinical partnerships** will give our students optimal learning experiences in various settings.

A comprehensive **career services center** will empower students with the tools to help them launch and maintain successful careers.

An enhanced **technology center** will serve future generations of students.

Our Patients and Clients

To **serve the underserved** in our communities, we will establish funds to subsidize patient and client care.

We will develop and deliver the **Living Well with Cancer Program**, an integrative model of compassionate care for patients facing cancer.

We will enhance our Natural Care Center into a **state-of-the-art integrative healthcare center** and serve as an exemplary model of innovative team care.

Our Faculty, Staff, and Campus

With high demand for more programs, we will need to deepen our bench of world-class **faculty and dedicated staff**.

As a university, our faculty must be funded to conduct **original research** that advances an integrated approach to health.

Our **facilities and infrastructure** must keep up with our academic growth.

Our Alumni

We will create a first-rate **school of professional studies** to offer professional development and continuing education to our graduates and other healthcare professionals from all disciplines.

Our Community

Our doors will always be open to anyone seeking wellness, personal growth, and transformation. **Free and low cost programs**, activities, and services will be available to all.

Our Nation

We are collaborating with the foremost thought leaders in integrative health to build a compassionate, affordable, and sustainable **model of health care** for all.

Our alumni are becoming the new wellness workforce with the knowledge and skills to influence **national healthcare policy**.





Maryland University
of Integrative Health

You are welcome here

We invite you to be part of this exciting
and transformative community at a
critical point in our history.

Let's heal ourselves. Let's heal each
other. Let's heal health care. Together.

Our Priorities

Your support impacts our entire community and beyond.

Each fund below is unique and operates within its own budget. Be assured that 100% of your gift will be used for the fund of your designation.

GIFT OF LEGACY

Naming Opportunities

- The University:** \$25 million
 - School of Professional Studies:** \$2.5 million
 - Career Services Center:** \$1 million
 - Natural Care Center (NCC):** \$1 million
 - Student Teaching Kitchen:** \$1 million
- For other naming opportunities see muih.edu

GIFT OF SCHOLARSHIP

Goal: \$25 million

The Scholarship Fund: to make the dream of being a student at MUIH possible, particularly to the less financially fortunate

GIFT OF RESEARCH

Goal: \$5 million

Research Fund: to enable faculty to conduct original research, provide resources for faculty to represent MUIH at professional conferences, and to enable faculty to form collaborations with faculty from other institutions world-wide

GIFT OF LEARNING

Goal: \$10 million

- Sherman Cohn Library Fund:** for resources and facilities
- Technology Fund:** for campus, classrooms, and online learning
- Curriculum Development Fund:** for new programs and enhancing existing programs
- Faculty Support Fund:** for ongoing faculty development
- Facilities Maintenance & Expansion Fund:** to meet ongoing and growing needs
- Guest Lecturers Fund:** to provide cutting-edge learning opportunities

GIFT OF PRACTICE

Goal: \$15 million

- Natural Care Center (NCC) Expansion Fund:** to further develop the student teaching clinic
- Living Well with Cancer Program Fund:** to develop and deliver an integrative model
- NCC Client Fund:** to make treatments affordable for clients of the student clinic
- Visiting Practitioners Fund:** to broaden student clinical experience

MISSION

A distinctive community of scholars, researchers, practitioners, and advocates, Maryland University of Integrative Health promotes whole person, relationship-centered health care.

Through discovery and exploration, we deliver progressive educational programs, advance innovative clinical models, build mutually beneficial partnerships, and provide opportunities for fulfilling careers.

VISION

Serving as a leader in the global transformation of health and wellness, we integrate healing traditions and contemporary science, acknowledge the wisdom of the body and nature as a teacher, and focus on the interconnection of mind, body, and spirit.

Our work enables people to thrive through the cycles of life.

FOUNDATIONAL PRINCIPLES

At Maryland University of Integrative Health, we commit, individually and collectively, to remembering these foundational principles. We use these to guide our behavior, inform our decisions, and shape our preferred future.

Interconnection

Everyone and everything in the universe is intrinsically connected. Modern science and ancient healing traditions both reflect our interdependence with the environment.

Health care research shows that individual well-being is directly connected to the health of both the social community and ecological environment. Ancient healing traditions assert that individually and collectively people shape the world in which they live through their words, actions and thoughts.

Holism

A person, organization, or system is more than the sum of its parts and can ultimately only be understood and explained as a whole. This holistic perspective significantly impacts healthcare, research, and community life.

Working from this orientation, practitioners take into consideration the entirety of a person (body-mind-spirit); researchers apply systems approaches rather than reductionist models to the study of therapeutic disciplines; and educators, policy makers, and community members make decisions and take action within the context of the whole.

Transformation

People, communities, and organizations have the potential for profound and ongoing change. Transformation is catalyzed by the environment and receptivity to change.

The availability of resources and a sense of empowerment are central to positive transformations. Time-honored traditions assert that living in harmony with nature, cultivating mindfulness, and serving others are paths to individual and community transformation.

Diversity

Diversity underlies the health of any system. In the natural world, biological diversity generates and reflects a sustainable ecology. Diversity of people within an organization or community contributes to creativity, adaptability, and the checking of group bias.

Recognition of diverse explanatory models of health and disease, the value of different healing modalities, and the uniqueness of each person provides the foundation for an inclusive and robust model of healthcare.

Resilience

Resilience is the process of navigating change and effectively recovering from challenges. It is a type of adaptation that involves maintaining core integrity while adjusting to meet the demands of shifting circumstances. At its best, resilience involves not only meeting a challenge but also evolving and thriving as a result of the process.

Physiological resilience reflects the capacity to maintain and adjust biological states, as needed. From a whole person perspective, resilience emerges from a multitude of factors, including accepting circumstances that cannot be changed; taking decisive actions when required; cultivating a healthy, positive perspective; developing a sense of purpose in life; and establishing strong social support.

VALUES

Community

We operate from an acknowledgment and declaration of interconnection. Our strength and success derives from each of us individually and collectively taking responsibility for the whole.

Mindfulness

We are intentional and thoughtful in our interactions and in our choices. We listen deeply to one another, choose our words with care, and take actions that serve each other and the common good.

Integrity

We ground our actions and words in honesty, compassion and dignity. We aspire to excellence and accountability in all we do.

Inquisitiveness

We are committed to lifelong learning. We examine our positions and assumptions to discover new perspectives and ways of being. We strive to be open, to receive coaching, and to respond effectively to feedback.

Discernment

We make decisions with reference to our past, present, and future. We honor and learn from the elders, align with our principles and values, and consider the impact of our choices on future generations.

LEADERSHIP

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Walk with the dreamers, the believers, the courageous, the cheerful, the planners, the doers, the successful people with their heads in the clouds and their feet on the ground. Let their spirit ignite a fire within you and leave this world better than when you found it....

—Wilfred Peterson,
American author

The logo consists of a dark purple circle on the left. To its right, the text "Maryland University of Integrative Health" is displayed in a white, sans-serif font. "Maryland" and "University" are on the top line, "of Integrative" is on the second line, and "Health" is on the third line.

Maryland University
of Integrative **Health**

7750 Montpelier Road, Laurel, MD 20723
www.muih.edu 410-888-9048