



ARIZONA CENTER FOR
Integrative Medicine

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Top integrative medicine center and DatStat partner on clinical research to inform and transform national health care

Phoenix, Ariz., Oct. 1, 2012 — The University of Arizona Center for Integrative Medicine (AzCIM), worldwide leader in integrative medical education, and Seattle-based software firm DatStat are working together on a study, made possible by a grant from the Adolph Coors Foundation, to measure outcomes in integrative primary health care, inform the national health care debate, and reduce the spiraling cost of primary care. The DatStat software being contracted by AzCIM will facilitate data collection from more than 1,200 anticipated participants in the three-year Integrative Medicine Primary Care Trial (IMPACT) study.

AzCIM announced the study in November 2011, in conjunction with plans for its new Phoenix-based University of Arizona Integrative Health Center, which is scheduled to open Nov. 2, 2012 in central Phoenix. AzCIM selected DatStat Inc. to provide the study software that will be used at the clinic, in large part because DatStat Illume™ is readily available to University of Arizona researchers and endorsed by the campus IT department. Illume was selected in part for its ability to support data security and privacy standards, such as HIPAA regulations.

Visitors to the new primary care clinic will be invited to participate in the study upon completing their initial consultation with a primary care physician. DatStat software will have many functions in the study, such as: ensuring that those who agree to participate are automatically contacted whenever follow-up information is needed; collecting the necessary information from participants and caregivers; and, alerting clinic staff to situations that may require a personal follow-up.

“The workflow automation capabilities of DatStat software will free researchers and clinic staff to stay focused on patient care and our mission for this study, which is to determine the health outcomes and cost effectiveness of conventional primary care when combined with evidence-based, prevention-oriented complementary medicine interventions,” said Sally Dodds, PhD, associate professor and research scholar of medicine at AzCIM.

“We are thrilled to be part of a study that has the potential to influence health care on a national scale,” said Sara Heskett, Ph.D., manager of the Solutions Consulting Group at DatStat. “DatStat has partnered with UA since passing an in-depth review process and one-year pilot project in 2009. It is rewarding to have a project underway that will take advantage of the full capability of our software platform and services.”

AzCIM will be using Illume for data collection and DatStat Discovery™ for workflow automation during the study and has engaged the DatStat Solutions Consulting Group for study configuration and project management. Learn more about the IMPACT study at <http://goo.gl/uZg92> (PDF).



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About the Arizona Center for Integrative Medicine

The Arizona Center for Integrative Medicine (AzCIM) is leading the transformation of health care by creating, educating and actively supporting a community that embodies the philosophy and practice of healing-oriented medicine, addressing mind, body and spirit. Integrative medicine takes account of all lifestyle factors that influence health and makes use of conventional and alternative therapies, as appropriate. Since its inception, the AzCIM has focused its efforts on three areas: education, clinical care and research, with the primary emphasis on education. AzCIM was built on the premise that the best way to change a field is to educate the most gifted professionals and place them in settings where they can teach others. To learn more about the AzCIM, please visit www.azcim.org

About DatStat

DatStat Inc. is a Seattle-based research software firm providing solutions to clinical, social science, and market researchers. DatStat Illume™ and DatStat Discovery™ form the only software platform capable of fielding robust surveys in mixed-mode, longitudinal studies, while Discovery stands alone in its ability to enable conditional study workflows. DatStat was founded in 1997 to build on our co-founder's Ph.D.-level efforts to transition data collection from paper to the web and now serves researchers at more than 120 academic and enterprise organizations around the globe. Learn more at www.datstat.com or call 877-932-7878.