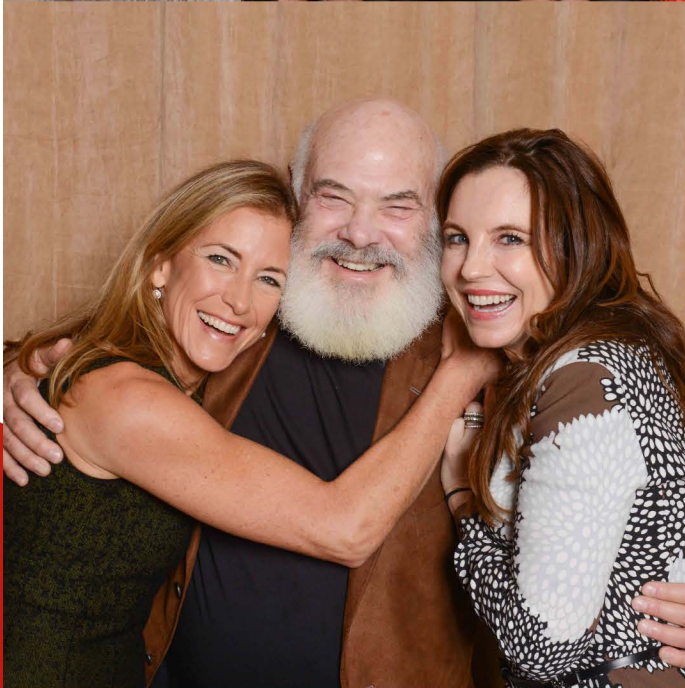




Advisory Council for the
Osher Center for
Integrative Medicine
at Northwestern Medicine



Osher Center for Integrative Medicine



TO HELP INTEGRATIVE MEDICINE BECOME EVERYONE'S EVERYDAY
MEDICINE



Osher Center for Integrative Medicine at Northwestern Medicine

JOINING THE IM AWARE COUNCIL

The [Osher Center for Integrative Medicine](#) was founded in 1997 as Northwestern Memorial Hospital's official integrative medicine program. Since then our clinical program has grown to see thousands of patients every month; our research team investigates the benefits and mechanisms of how integrative medicine works; and we are the trusted "go-to" resource on integrative medicine for the Feinberg School of Medicine, Northwestern Medicine and the Chicago-area community. We are proud to be recognized by the Bravewell Collaborative as one of the leading integrative medicine centers in the country.

In April 2014, our program was named the Osher Center for Integrative Medicine in recognition of a generous gift from [Bernard Osher](#). With this gift, our center joined a family of integrative medicine centers – all affiliated with esteemed teaching hospitals and universities. In addition to our center at Northwestern, the Osher Centers are:

- [University of California at San Francisco \(UCSF\)](#), San Francisco, California
- [Harvard Medical School & Brigham and Women's Hospital](#), Boston, Massachusetts
- [Vanderbilt University](#), Nashville, Tennessee
- [The Karolinska Institute](#), Stockholm, Sweden
- [University of Miami](#), Miami, Florida
- [University of Washington](#), Seattle, Washington

THE OSHER vision for the future of individual care and ultimately, our healthcare system revolves around introducing new integrative care models into the mainstream. The Osher collaborative is working together to create innovative clinical models of care, advance medical education, and collaborate on research initiatives. We are dedicated to taking a leadership role alongside the six other Osher Centers for Integrative Medicine to make our mark on academic medicine, community outreach, and public policy.

IM AWARE

The Osher Center's council adopted the acronym IM AWARE, which stands for: **I**ntegrative **M**edicine: **A**dvising **W**ith **A**wareness, **R**esources and **E**ducation.

IM AWARE's vision is to help Integrative Medicine become *everyone's everyday medicine* and to raise awareness, provide guidance and contribute funds in support of the Osher Center.

The advisory council is critical in sustaining our operations. While we receive funding from Northwestern Medicine, the National Institutes of Health and other funders, quite a few of our programs depend on philanthropic support. Without adequate funds, these programs would be discontinued.



If you are passionate about advancing the practice of integrative medicine and are willing to leverage your personal connections, professional networks and resources on our behalf, please consider joining IM AWARE.

BENEFITS OF JOINING IM AWARE:

- Stay informed about the latest developments in integrative medicine and learn better ways to take care of yourself and your family
- Attend informative events with noted experts like Andrew Weil, MD, Tieraona Low Dog, MD, and Michael Greger, MD
- Help Osher extend the reach of integrative medicine into underserved communities
- Know that you're helping fund vital research and educational opportunities for medical students and interns

OUR IDEAL ADVISORY COUNCIL MEMBER:

- Serves as an active ambassador for the organization
- Works to identify and secure the financial resources and partnerships necessary to advance our mission
- Commits to the organization a contribution of \$5,000 or more per fiscal year
- Helps identify personal connections who can benefit the organization's fundraising and reputational standing
- Assists the leadership team in identifying and recruiting other council members
- Participates on one or more of the council committees

YOUR CONTRIBUTION

So that the Osher Center can continue its service as a leading center for education and research for integrative medicine, council members are requested to make an annual contribution of \$5,000 per fiscal year. This may be accomplished through event sponsorship, offering in-kind services, or as an outright gift.

In addition, members are expected to participate on a council committee of their choosing.



IM AWARE ORGANIZATIONAL STRUCTURE

LEADERSHIP (3 committee members and Osher staff)

- Provide leadership to overarching council
- Appointed for two-year term

SECRETARY (Osher staff)

- Maintain the calendar of council meetings and events
- Send invitations and track attendance
- Manage the meeting agendas and minutes

COMMITTEES:

EDUCATION

- Coordinate educational speakers for the council's four annual lunch & learn meetings
- Organize educational component for fundraising events
- Coordinate annual meet and greet with membership committee
- Identify and promote IM programs available to council members such as Public days.

MARKETING & WEBSITE

- Maintain council's vision, brand and image through the website
- Update website as necessary
- Promote council events on website

MEMBERSHIP AND CORPORATE RELATIONS

- Assess skill needs on the council and recruit and retain new members
- Responsible for hosting annual meet & greet educational event for new and existing members
- Identify and manage potential corporate sponsor relations

INFORMATION FOR WEBSITE: "ABOUT US"

The council website has an "[ABOUT US](#)" page with information about the people that make up the council. We welcome you to be part of this page. Please send the following two items to Aaron Underwood at aaron@uinnovate.net

1. YOUR PICTURE

You can use the existing pictures on the page as a guide. You will see there is a little bit of everything in terms of style. We will crop what you send to be just your head, so you do not have to worry about items in the background of the picture.

Alternatively, if you have a picture already up on the web somewhere that you would like to use, you can just send a link to that picture and we can take it from there.



2. A COUPLE OF BRIEF BULLET POINTS ABOUT YOU (20 WORDS OR LESS PER BULLET), AS FOLLOWS:

- Your name as you want it to appear
- One bullet point regarding your profession/position
 - If your prior profession/position is related to IM, add a bullet point for that
- One bullet point for a personal experience or belief held about IM – why are you passionate about IM?
- If you have a place on the web that you'd like us to send people for more information about you (Facebook page, Corporate website bio, LinkedIn page, etc.), send us that link.