



## PERSON CENTERED MEDICINE HISTORY

Person Centred Medicine (PCM) is a new paradigm of Medical science and Person-centred clinical method (PCCM) is its application. Both have been theorized by Prof. Giuseppe Rodolfo Brera and instituted and applied in medical education in 1998 in the Milan School of Medicine of Università Ambrosiana, Milan, Italy. Empirical prolegomena for a Person Centered Clinics can be found in the important books of the family physician Paul Tournier and also theoretically in the books of Viktor Von Weizsacker.

Person Centered Medicine can be considered the first extrinsic complete paradigm of Medicine and Medical Science, based on the deep epistemological revolution arrived in Medicine in the last thirty years determining a change in the epistemological structure of the health concept, clinical method, medical education and research and recovering, with rigorous teaching and application structure, the ancient Hippocratic holistic paradigm. Università Ambrosiana founded in 2005 in Italy the first Dept. of Person Centered Medicine.

- 1991 **The Foundation of the “Medical Counselling Theory”**. by Giuseppe R.Brera. The first Postgraduate Course in Medical Counselling has been organized by the Italian Medical Psychology Center in 1991. Medical Counselling is the precursor of Person Centered Medicine clinical method. It allowed to build a method, to work with patients’ subjectivity, remodelling with a rigorous structured method in a medical setting the empathy value traditionally given by humanistic psychology (Karl Rogers)
- 1995 **The Person Centered Medicine Theory Presentation in the Università Ambrosiana opening Conference** Brera G.R. *Relatività del sapere bio-medico: per una teoria della Medicina. (Relativity of bio-medical knowledge: for a Medicine theory)* Atti del Convegno inaugurale dell’Università Ambrosiana:” Umanizzazione della medicina, paradigma scientifico, metodo clinico e qualità delle cure”. (Medicine Humanization, scientific paradigm and quality of care) 24 Giugno 1995; Milano, Italia St Joseph Hospital .
- 1996 **Publication of the Person Centered Medicine first Epistemological Structure** in the essay Brera G.R. [\*A revolution for medical science and biomedical research: the determinate and the quality indeterminate relativity of biological reactions. Milan : Università Ambrosiana ed. ; 1996\*](#)
- 1996 **1st International Conference on Medical Counselling** 22 June 1996. Milan CNR.
- 1997 **Publication of the Person Centered Medicine first Epistemological Structure** in the paper: Brera G. R. . [\*The relativity of biological reactions and the first formulation of and interactionist epistemological paradigm for medical science and its application in clinical research and medical education. Medicine, Mind and Adolescence. 1997; XII \(1-2\): 7-15 ISSN 0384 1531\*](#)
- 1998 **Presentation of the Person Centered Clinical Method**  
Brera GR *Il Metodo Clinico - Assisi 98: Il medico e l’adolescente*  
Assisi, Italy October 24-25, 1998

- 1998 **Birth of the Milan School of Medicine addressed to teach Person Centered Clinical Method. Ceremony of foundation at the "Basilica di S.Ambrogio" (384 DC) Milan 14 Dicembre 1998**
- 1998 **Università Ambrosiana introduces a new curriculum in Medical Education pre-graduate Medicine Faculty Course** written by prof. Giuseppe R.Brera according to the Person Centered Medicine theory he had theorized. The new Faculty was proposed to University Ministry, with the support and the approbation of Regione Lombardia . The State University of Milan Rector, head of the Regional University Ministry advisory council boycotted it and impeded its opening, giving false information and influencing the University Ministry decisions against the new Curriculum authorization with a damn for medical science, students and patients. The problem was the competition for a teaching hospital: "San Giuseppe".
- 1999 **Presentation of the Person Centered Medicine Paradigm**  
Ambrosiana University Rector's Inaugural lecture of the Ambrosiana University 1999- 2000 Academic Year  
[Brera GR "The Person Centered Medicine Epistemological Manifesto](#)
- 1999 **Birth of the first PG Course in Medical Conselling and Person Centered Clinical Method Teaching**
- 1999 **Publication of the Person Centered Medicine Paradigm on the Università Ambrosiana web site** (Italian-English) <http://www.unambro.it/html/manifesto.htm> for **10 years** in leading position on Google
- 1999 **Publication of the first Course in Medical Counselling by dr. Aldo Zanon.** (Milan School of Medicine) "Medical Counselling in the Prof. Giuseppe R.Brera's lessons".
- 2000 **Publication of the Epistemological manifesto of Person Centered Medicine Ed. Università Ambrosiana © Università Ambrosiana 2000**  
[Brera GR Epistemological manifesto of Person-Centred Medicine Ed. Università Ambrosiana, 2000](#)
- 2001 **Publication of the first book on Person Centered Medicine Theory and Medical Education. The first book on Person Centered Medicine. The philosopher Josef Seifert writes an introductive essay.**  
*Brera G.R. La medicina centrata sulla persona e la formazione dei medici nel terzo millennio. Con l'introduzione di Iosef Seifert : I sette scopi della medicina (Person Centered Medicine and Medical Education in third Millennium with the introduction of Iosef Seifert . "The seven aims of Medicine" in italian) Pisa:IEPI-Università Ambrosiana; 2001 ISBN 88-8147-245-7*
- 2001 The Ambrosiana University Milan School of Medicine institutes **the quality procedure for the presentation of clinical reports according Person Centered Medicine**
- 2001 **Publication of the Person Centered Clinical Method Manifesto**  
[http://www.unambro.it/html/pdf/Person\\_Centered\\_Clinical%20Method\\_Manifesto.pdf](http://www.unambro.it/html/pdf/Person_Centered_Clinical%20Method_Manifesto.pdf)
- 2002 **Birth of the Italian Task Force for Person Centered Medicine**
- 2003 **[Presentation of the first investigation in Person Centered Medicine](#)**  
*Brera G.R: and ITFOP \* Education in Person-Centered Clinical Method and Perceived Quality of Person-Centered Clinical method. In : GR Brera, C Violato editors. Assisi 2003 .Proceedings of the first International Symposium on New Perspectives in Medical Education; 2003 October 23-25;Assisi,Italy, p 34. (\*The Italian Task Force in Person Centered Medicine)*

- 2003 **Presentation of the teaching structure of Person Centered Medicine**  
*Brera G.R. Person-Centred Medicine Educational Objectives –an announced revolution. In : Aldo Zanon editor. Proceedings of the Conference :Youth Health Center and Person-Centered Medicine, 2003 December 20 Cittadella (PA),Italy,p 2-7.*
- 2001 **Universita Ambrosiana institutes the “Licentia Docendi” in Medical Counselling and Person Centered Clinical method**
- 2004 **XI° Ottawa Conference in Medical Education. 1<sup>st</sup> International workshop runned by Prof. Giuseppe R.Brera on Education in Person Centered Medicine.**
- 2005 **1° st International Conference on Epistemology and Medical Education: Quality and Quantity in medical Education: Milan May 24-25 2005**. Presentation of the Epistemological Change of Medical Science and Medical Education made by Person Centered Medicine. Presentation of the epistemological model of **Person Centered Health**
- Brera G.R. **Epistemology and medical science: change of the paradigm.** in G.R. Brera-Claudio Violato Ed . Proceedings from the Conference:”Return to Hippocrates: Quality and Quantity in Medical Education: . Milano : Università Ambrosiana : 2005
- Brera G.R **Person-Centered Medicine and Person-Centered Clinical Method Teaching.** In GR Brera, C Violato Editors *Proceedings from the Conference: “Return to Hyppocrates . Quality and Quantity in Medical Education, Milan 28-29 May 2005” Milano : Università Ambrosiana : 2005*
- 2005 **Università Ambrosiana institutes the Licentia Docendi in Person Centered Medicine: three year Course for learning to teach Person Centered Medicine. Teaching quality procedures , written by prof. Giuseppe R Brera, are in the University Quality System.**
- 2005 **First International Conference of the Mediterranean Schools of Medicine on the epistemological change of Medical Science and Medical Education**  
l°Workshop delle Facoltà di Medicina dell’Area Mediterranea  
“Le changement du paradigme en Médecine: ses effets en Pédagogie Médicale”  
1er Atelier des Ecoles Médicales et des Facultés de Médecine de la zone méditerranéenne  
“Il Cambiamento di Paradigma in Medicina e i suoi Effetti sull’Educazione Medica”
- 2005 **Birth of the Università Ambrosiana Medical Education Dept directed by Prof. Giuseppe Rodolfo Brera and Prof. Claudio Violato** and addressed to educate in Person Centered Medical Education and research in Medical Education. It is the first Dept in Medical Education to be born in Italy.
- 2006 **1st International Course in Person Centered Clinical Method Assisi 9-12 October 2006**  
[http://www.unambro.it/html/file\\_preconference\\_course/ASSISI\\_2006\\_English.PDF](http://www.unambro.it/html/file_preconference_course/ASSISI_2006_English.PDF)
- 2006 **Italian University Ministry (MIUR) illegally boycotts the Università Ambrosiana project to open in the Italian Medical Colleges Centers for Medical Education and Research, with a damn to the Medicine and Medical science development. Start up of an institutional war.**
- 2006 **1rst Conference on the Paradigm Change in Medical Science:**  
**“Scienza Medica e Persona: Cambio di Paradigma” Milan, Italy, Politecnico, 11 Marzo 2006**
- 2006 **Birth of the Person Centered Medicine and Psychoneuroimmunolgy Research Center**

- 2008 **Birth of the International Network for Person Centered Medicine** . 1st Geneva Conferences on Person Centered Medicine  
Professors Juan E. Mezzich (USA), Jon Snaedal (Iceland), Chris van Weel (The Netherlands), and Iona Heath (United Kingdom), Members of the Board of the International Network for Person-centered Medicine (INPCM)
- 2008 **Publication of the first book on “Person Centered Medical Counselling”** by prof Luciano Berti (Milan School of Medicine)
- 2009 **Adhesion of Università Ambrosiana to the Person Centered Medicine International Network** . (link)  
Participation of the Università Ambrosiana Rector, prof. Giuseppe R. Brera, to the II° Geneva International Conference and presentation of the Person Centered Medicine Theory and Università Ambrosiana Medical Education Program in Person Centered Medicine  
*Brera GR Assessment of Person Centered Medicine and Person Centered Clinical Method Teaching in the Ambrosiana University Milan School of Medicine. IIInd Geneva Conference on Person Centered Medicine.*
- 2009 **Birth of the International School in Person Centered Medicine**  
[1st Summer University in Person Centered Medicine-Verbania](#)
- 2009 **1<sup>st</sup> on line workshop on “ Person Centered Medicine Education and Research” (December) on “Campus on line” of the Università Ambrosiana.**  
Contributions of  
*Berti L. The current value of the Hippocratic Oath*  
*Brera G.R The Person Centered Medicine Mission in Medical Education and Research*  
*Mezzich J, Van Weel Ch International Network for Person-centered Medicine*  
*Violato C. The Need for Master Teachers, MSc and PhD Graduates in Person Centered Medicine*
- 2009 Prof. Giuseppe R.Brera founds in **the Scientific WEB Portal the group; “Person centered Medicine”** ( to date a topic with 120 followers) and the group “ Geneva conferences in person Centered Medicine entrusted by Università Ambrosiana to prof.Juan Mezzich  
[www.researchgate.net](http://www.researchgate.net)
- 2010 **Birth of the International Academy of Person Centered Medicine** (founder: prof.Giuseppe R.Brera)addressed to spread all over the world Person Centered Medicine theory, application and Medical Education quality procedures perfected by Ambrosiana University from 1998.  
  
[http://www.unambro.it/html/pdf/PERSON\\_CENTERED\\_MEDICINE\\_INTERNATIONAL\\_ACADEMY\\_CHARTER.pdf](http://www.unambro.it/html/pdf/PERSON_CENTERED_MEDICINE_INTERNATIONAL_ACADEMY_CHARTER.pdf)
- 2010 (April) **Birth of the first Person Centered Medicine International Journal (On Line) ISSN 2037-5522**  
(Chief Editor and founder prof.Giuseppe R.Brera- Editors Luciano Berti , George Chrostodoulou,Richard Fiordo, Roy Kalikayalil, Claudio Violato)
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- 2010 Participation of prof. Giuseppe R.Brera (on behalf of Università Ambrosiana) to the IIIrd Geneva Conference on Person Centered Medicine, presenting to the participants Theory, application and teaching theory and practice procedures developed in the Milan School of Medicine from 1998.  
*Brera GR “ Ambrosiana University Person Centered Medicine Program” in Juan Mezzich editor Proceedings of the Third Geneva Conference on Person Centered Medicine May 3-5 2010 pg. 29*
- 2010 Conference: “A foundation for Person Centered Medicine” Castello di Monguzzo, Italy 30 June 2010**

- 2011 Birth of the **International Program in Person Centered Medicine (March)**  
<http://www.unambro.it/html/smistamentoSPCM.html>
- 2011 **II<sup>nd</sup> Summer School in Person Centered Medicine**
- 2011 **Birth of the Interational Journal of Person Centered Medicine** (printed) - Chief Editor Andrew Miles, Deputy Editor Juan Mezzich.
- 2011 **1st WHO Symposium on Education in Person Centered Medicine** May 4 2011  
Prof. Giuseppe R.Brera introduces the ground-breaking activity in Person Centered Medicine made in Italy by Milan School of Medicine of the University Ambrosiana from 1995 , the developmental possibilities , the problems raised by Person Centered Medicine and the new indeterministic definition of the health concept:” **The best possibilities for the best being an human person**”.
- 2011 **Birth of the International College of Person Centered Medicine.** Università Ambrosiana participates to its foundation. May 2011 Geneva  
Board member : Michel Botbol, Juan Mezzich, Isham Shalloum,Ion Snaedal, Chris VanWeel.
- 2011 **Prof. Giuseppe R. Brera’s synopsis of the Person Centered Medicine Paradigm and its application in clinics, medical education and research.**  
Person Centered Medicine: Theory, Teaching, Research.International Journal of Person Centered. Medicine. 2011;1:69-79  
The pubblication introduces the epistemological basis of Person Centered Medicine and the Person Centered Health indeterministic structure, Person Centered Clinical Method, and the results of the first investigation on the effectiveness of clinical applications in Primary Care.(2003)
- 2012 First International Conference on “ **Medical Education in Person Centered Medicine**”:  
“ **Person Centered Medicine and Change of the Paradigm in Medical Education: Theory,Teaching-Research**” – Assisi, Italy **27 October 2011**
- 2012 **In the Vth PCMIN Conference Prof. Giuseppe R. Brera introduces for the first time a validation method of a clinical method and its application to Person Centered Medicine Clinical Method.** The Person Centered Medicine Clinical method receives the experimental validation. Fort the first time in Medicine history a clinical method taught with quality standardized procedures is validated.  
  
*Reliability and validity of Person Centered Medicine Clinical Method for a Person and People Centered Care: a survey on 144 clinical reports of physicians prepared to apply Person Centered Clinical Method to adolescents from the Academic Year 1997 to 2002 at the Milan School of Medicine of the Università Ambrosiana.*  
  
The paper-very important-corroborates the validity in clinical applications of the Person Centred Medicine new paradigm of Medical Education taught in Milan School of Medicine and concludes the institution of the Person Centered Medicine paradigm iter started in the Università Ambrosiana (1995) theorized and addressed by prof.Giuseppe R. Brera.
- 2013 Presentation of the “**Person Centered Oncology**” and **1<sup>st</sup> Master; 12 December 2015**. Milan,Italy
- 2014 **The “Scuola Normale Superiore di Medicina” under the sponsorship of Person Centered Medicine International Academy launches the first new experimental Curriculum (projected in 1998) in**

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[Medical Education \(Clinical Period\) addressed to Person Centered Medicine](#). The Curriculum has been Proposed to the Italian Ministry of Education. (September)