



NCCAOM
Diplomate
E-News You Can Use

Spring 2013



CEO Message: NCCAOM Connecting With You Through Social Media



I am pleased to announce that last month the NCCAOM launched our Facebook page which resulted in an immediate response from the AOM community by reaching 1,250 likes within 24 hours of this launch!

This response rate was welcoming and assured us that our decision to use social media as a new communication tool is truly desired.

Our motivation for exploring social media and its use for further communication to NCCAOM Diplomates, the public and other NCCAOM constituents was a steady, deliberate process, as we contemplated whether Facebook, LinkedIn or Twitter, for that matter, would be the next most appropriate form of social media communication for our certification organization.

Customer Service, a key function and core value of the NCCAOM, has its roots in the person-to-person conversations that linked our constituents to one another for over 30 years. We believe this traditional type of communication is no longer exclusively adequate. As more and more non-profits and government agencies embrace the use of social media to reach their constituencies, we are more motivated to step into the social media waters. While the NCCAOM still values the traditional communication methods such as phone and email, we realize that we need a tool to help us to spread vital information to thousands of people, instantly. The Social Web, with its combination of social networks, photo and video sharing allows us to offer additional support channels to the NCCAOM stakeholders and the public. Additionally, social media allows us to reach out to more people using a community style approach for our communications, allowing anyone to ask questions, request information or share news, thus enriching the communication. By launching the NCCAOM Facebook page, we now have an ongoing, interactive sea of shared knowledge within a professional, yet friendly environment that brings the NCCAOM closer to its AOM constituents. Once again we thank you for the great level of support we have received since the launch of our Facebook page and we truly appreciate your daily engagement.

At our recent Diplomate webinar presented on May 1, 2013, we conducted a poll to help us determine which social media channel is currently perceived to be more important to our Diplomates as the next social media communication tool from the NCCAOM. We offered the choice of LinkedIn or Twitter, and LinkedIn received the most votes. As a result, we will be launching the NCCAOM LinkedIn page this summer.



Keeping in mind the preservation of our natural resources, the NCCAOM has decided to move to a paperless quarterly electronic newsletter. *The Diplomate* newsletter will now be offered as an e-newsletter, accessible through our NCCAOM website as well as Facebook page.

By expanding our communication channels we hope to continue to gain a better understanding as to what is truly important to each and every one of you as practitioners, educators and administrators in the AOM profession. We look forward to bringing you ‘news that you can use’ in a totally green format and to receive your feedback as well. We also look forward to receiving your interactive input to our Facebook posts that will benefit both you and the public. Meanwhile, I hope this Spring 2013 Edition of the Diplomate E-newsletter provides you with some useful information. Remember to follow us on Facebook and look for us on LinkedIn soon so that you can keep up with what’s new at NCCAOM and in the acupuncture and Oriental medicine profession.

Thank you Michael Garland and Bryn Clark

“At times our own light goes out and is rekindled by a spark from another person. Each of us has cause to think with deep gratitude of those who have lighted the flame within us.” - Albert Schweitzer

The NCCAOM extends its deep appreciation and gratitude to two former Commissioners who recently retired from service to the NCCAOM Board of Commissioners.



Michael J. Garland, D. Sc. Rel., is Professor Emeritus of the Department of Public Health and Preventive Medicine, Oregon Health & Science University, and has served on the faculty since 1978. He received a doctorate in religious studies from the University of Strasbourg in France, where he focused on ethics. Garland has published widely on ethical issues in health policy. He was invited to join the NCCAOM Board of Commissioners in January 2005. He served as Treasurer to the Board from 2006 until February of 2011. Garland was Chair of the Finance Committee and provided his volunteer service as a member of the Professional Ethics and Disciplinary Committee (PEDC), the Governance Documents Committee and the Board Development Committee. Michael Garland’s wisdom and humor will continue to be missed.



Bryn Clark, L.Ac., Dipl.O.M. (NCCAOM)® began his career with the study of Japanese Shiatsu in 1989. His later studies included a number of Asian Bodywork modalities. He became a Diplomate of Oriental Medicine in 2004. Clark has held faculty positions in two ACAOM-accredited Chinese Herbology programs: the Academy for Five Element Acupuncture, in Hallandale, Florida, and Maryland University of Integrative Health (Formerly: Tai Sophia Institute), Laurel, Maryland. He helped found the Congress on the Future of

Traditional Medicines, which seeks to preserve Oriental medicine practitioners' access to their historical Materia Medica, amidst increasing FDA regulation. Clark was elected to the NCCAOM Board of Commissioners in 2002, and served as Treasurer in 2004, Vice Chair in 2005, Board Chair in 2006-2007, and Board Secretary from 2010 through 2012. Clark held positions on a number of standing committees of the Board and currently serves as Chair of the Research Committee and the Eligibility Committee. Clark remains in private practice at his clinic, New Harmony Center for Health and Wellness, in Beverly, Massachusetts. Clark's passion for in-depth examination of AOM issues and thoughtful approach to decision making will also be missed.

We offer a heartfelt thank you to both gentlemen for your years of selfless service to the advancement of the AOM community through your dedication to the work of the NCCAOM.

Simplifying Recertification

Diplomates who recertify every four years are considered to be in Active status. Diplomates in Active status demonstrate that they have completed competency maintenance for their certification or certifications by completing the recertification process every four years. Maintaining an Active status assures patients, employers, regulatory agencies, third party payers and other members of the public that these Diplomates continue to uphold meeting their certification requirements.

Active status entitles Diplomates to all of the benefits of certification.

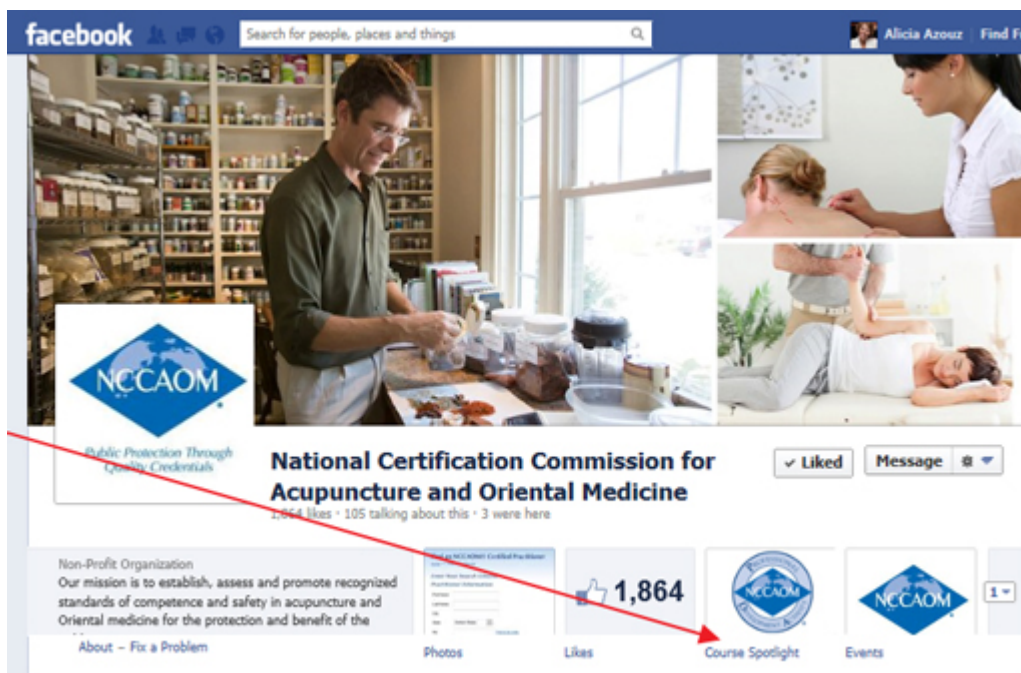


Recertification is achieved through a program of Professional Development Activities – a process of continuing education and professional enhancements, for which a Diplomate acquires 60 PDA points during the four-year recertification cycle.

PDA Course Spotlight: We Are Listening

The first two issues of the *PDA Course Spotlight* were a huge success! NCCAOM has received positive feedback from NCCAOM Diplomates as well as PDA Providers who have reported increased activity on their websites.

The *PDA Course Spotlight* has now been added to the NCCAOM Facebook page, giving PDA Providers additional course exposure, while giving Diplomates another tool to quickly find approved PDA courses. *The PDA Course Spotlight* is now available on Facebook at no additional cost to featured PDA Providers. The Deadline for the next *PDA Course Spotlight* is June 14th – sign up today!





Diplomate Spotlight: Shellie Goldstein, Dipl. Ac. (NCCAOM)[®], Dipl. C.H. (NCCAOM)[®]



How did you initially come to be interested in the field of acupuncture and Oriental medicine?

I had a back injury and heard that acupuncture could be helpful. I found, in Chinatown, an acupuncturist who treated me with acupuncture and herbs. After several treatments my back pain was gone. I was so impressed with the results I decided to go to acupuncture school. I love the philosophy of Chinese medicine and acupuncture's holistic approach to health and healing. It makes sense to me. Western medicine has become very specialized and being a patient in the Western medicine system can be frustrating and complicated. I think Chinese medicine and acupuncture take the concept and the practice of medicine back to its original roots. I appreciate that.

[Click here to read the interview](#)

Call for Stakeholder Input



NCCAOM is requesting that all interested parties in the acupuncture and Oriental medicine (AOM) community to provide feedback on upcoming proposed policy changes. The NCCAOM recognizes that revisions to certification policies and standards has the potential to impact stakeholders. To this end, the NCCAOM is requesting input from the AOM community. All feedback will be taken into consideration during the development of the final policy and standards.

To view the proposed changes, please visit the [NCCAOM website](#). If you are interested in providing feedback on any of the proposed changes, please submit a **written response** to NCCAOM **no later than September 30, 2013**. Responses can be mailed to the NCCAOM offices at 76 South Laura Street, Suite 1290, Jacksonville, FL 32202 or emailed to executiveoffices@thenccaom.org