



NCCAOM  
*Diplomate*  
*E-News You Can Use*  
*Autumn 2014*



## AOM Day 2014 Aftermath



The end of the year is always a great time for reflection. It is a time to look back and see a different view of the year's events, the results achieved and make plans and resolutions for the year to come. While reflecting on the 2014 AOM Day celebration, it's important to look at the bigger picture of the impact made throughout the nation and worldwide; we thank every participant for being a part of this great movement in bringing to light the amazing benefits of AOM.

This year, many strategies were employed to emphasize and encourage practitioners to showcase their skills and compassion through AOM Day activities. The [AOM Day website](#) was updated and refreshed to reflect the following activities:

- New, [free marketing tools](#) developed by the Council of State Associations (CSA), were offered for the benefit of practitioners;
- A video contest "*Because It Works*";
- A [FaceBook](#) page dedicated to AOM Day;
- An interactive [Patient Testimonials](#) page on the AOM Day website;
- A national [press release](#) sent to media outlets to promote AOM Day events;
- An enhanced [AOM Day events directory](#) searchable by state;
- A designated area to promote AOM Day [state associations](#) and [school AOM Day events](#);

These additional tools and resources resulted in incredible outcomes. The video contest "*Because it Works!*", a brand new initiative, was launched to further enhance AOM Day celebrations and to further educate the public about the efficacy of acupuncture and Oriental medicine. A total of ten videos were received and over 600 votes were cast by viewers. Out of the five semi-finalists chosen online, by popular vote, the [top three contestants](#) were chosen by a panel of judges and announced on October 24<sup>th</sup> (AOM Day). Our sincere thanks to all of those who submitted entries and to those who cast votes in this year's contest. We hope to see even more activity during next year's "*Because It Works*" video contest!

According to the information provided by *ReleaseWatch Report*, a vendor who specializes in monitoring and tracking the exposure of press releases, the AOM Day press release was picked up by 1,400 news agencies across the globe, including major market business journal digital news rooms such as: the *Miami Herald*, *WFMZ NEWS*, *The SUN*, the *Santa Cruz Sentinel*, *La Mega 97.9 FM*, *Global Newsweek*, the *Wall Street Select*, and the *Chronicle Union News*. In addition to the U.S. AOM Day media exposure, international newsrooms to include: South Korea, Denmark, Mexico,



Canada, United Kingdom, Australia, India, Russia, Singapore, Belgium and Pakistan also featured articles about AOM Day celebrations.

As a direct result of NCCAOM’s outreach to our Diplomates, AOM schools and state associations, there were 104 [Programs and Events](#). This was the greatest response since the inception of the AOM Day website in 2002. Events were submitted by both national and international practitioners (Canada, Australia, United Kingdom and Pakistan), schools, associations and organizations. The events included free educational classes and lectures, open houses and tours, a ‘happy hour’ with herbal tastings, heavily discounted or even free treatments, aromatherapy, community acupuncture sessions, tai chi/ qigong classes and much more! [Click here](#) for a full list of this year’s events, which will be available on the AOM Day website through January 2015. The AOM Day website will begin to be populated with 2015 AOM Day celebration event information commencing late summer 2015 (in conjunction with the delivery of the 2015 NCCAOM® *Diplomate E-News You Can Use* summer issue). We encourage you to start planning today on how to bring AOM awareness to your town and local area.

## BLS Update

The NCCAOM has been working directly with the Bureau of Labor Statistics (BLS) in gaining an Independent Standard Occupational Classification Code for “Acupuncturists”. For the purposes of updating the AOM community, the NCCAOM has created a page on the NCCAOM website with recent updates on this important initiative. We encourage all Diplomates to visit the website for these important [developments](#).

## NCCAOM on the GO



Each year NCCAOM continues its concerted effort to improve outreach to our valued Diplomates, the AOM schools and state associations. One example of our outreach program is to attend state and regional AOM conferences where NCCAOM staff host an exhibit booth. The purpose of attending these conferences is to provide applicants, candidates and Diplomates face-to-face access to NCCAOM staff, who are able to provide information about NCCAOM’s



work to advance the AOM profession and to demystify the rumors regarding NCCAOM exams and certification process.

You may have seen the NCCAOM banners at one or more of these events in 2014:

- February: Southwest Symposium (AOMA) in Austin, TX
- March: Great River (NWHSU) in Bloomington, MN
- April: Acupuncture Association of Colorado (AAC) in Boulder, CO
- June: Oregon Association of Ac & OM (OAAOM) in Portland, OR and Michigan Association of Ac & OM (MAAOM) in Ann Arbor, MI
- August: Florida Society of Ac & OM (FSOMA) in Tampa, FL
- October: World Federation of Acupuncture-Moxibustion Society (WFAS)
- November: Pacific College of OM (PCOM) in San Diego, CA

In conjunction with these external events NCCAOM staff, Sheila Lusic, NCCAOM School Liaison and Jennifer Nemeth, Associate Director External Affairs and PDA delivered presentations to students and faculty regarding the NCCAOM certification process at:

- Northwest Health Sciences Institute in Bloomington, MN
- Colorado School of TCM in Denver, Co
- Oregon College of Oriental Medicine in Portland, OR
- Kings Park University in Alexandria, VA
- American College of Acupuncture and Oriental Medicine in Houston, TX

The NCCAOM staff members who attend the conferences and visit the schools are always inspired by the positive energy that pervades the events.

The NCCAOM is open to having staff present in-person at conferences and schools near you when in your area. To schedule a visit from NCCAOM staff, please contact Sheila Luis at [slusic@thenccaom.org](mailto:slusic@thenccaom.org) or Jennifer Nemeth, at [jnemeth@thenccaom.org](mailto:jnemeth@thenccaom.org).

If the NCCAOM is not scheduled to come to your area this year we would be pleased to arrange a one-on-one live webinar presentation where students and faculty can dialogue with NCCAOM staff to ensure their questions are answered. Please remember that the recorded Webinars are always available on the NCCAOM Website.



The NCCAOM values all its constituents. We will continue to listen in order to provide the best possible customer service and keep the high standard of excellence the public has come to expect.

## The Benefits of Chinese Scalp Acupuncture

By Jason Jishun Hao, D.O.M. MTCM, MBA, Dipl. Ac. (NCCAOM)<sup>®</sup>, Dipl. C.H. (NCCAOM)<sup>®</sup>

*Dr. Jason Hao has been practicing and researching scalp acupuncture since 1982. He has trained hundreds of acupuncture practitioners and treated thousands of patients with disorders of the central nervous system in the United States, Canada, Australia, and Europe. In 2006 Dr. Hao gave a scalp acupuncture seminar at Walter Reed Medical Center in Washington, DC where he successfully demonstrated scalp acupuncture treatment of phantom limb pain for veterans. His case histories have been printed in the U.S. Army publication Stripes, in The New Mexican, China Daily, and Alternative Therapies.*

Chinese scalp acupuncture is a contemporary technique integrating traditional Chinese needling methods with Western medical knowledge of the brain. Scalp acupuncture has been proven to be a very effective technique for treating central nervous system disorders.

Acupuncture in specific scalp areas is often used to rehabilitate people with paralysis due to stroke, multiple sclerosis, cerebral palsy, traumatic brain and spinal injuries, and Parkinson's disease. Scalp acupuncture is also used to manage other pain caused by the central nervous system, such as phantom pain, complex regional pain, trigeminal neuralgia, and residual limb pain. It has been proven to have very effective results in treating aphasia, ataxia, double vision, dizziness and vertigo. Chinese scalp acupuncture can return many disabled people to fully functioning lives. It can also greatly expand the practice of acupuncture in the West, to move it from treating only bodily pain to conquering neurological problems that originate in the central nervous system.

Scalp acupuncture can be more effective with quicker responses than other modes of acupuncture treatment for central nervous system disorders. Scalp acupuncture often produces remarkable results with just a few needles. It usually brings about immediate improvement, sometimes taking only several minutes.

In the West, scalp acupuncture, as a major method for treating and curing debilitating nervous disorders, is a relatively new concept. Many practitioners in both the West and





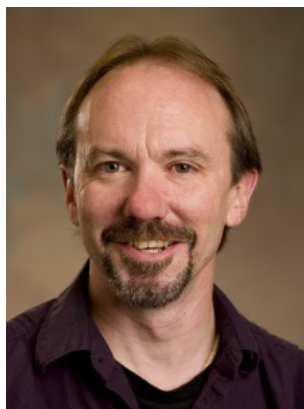
the East are only mildly aware of this technique, and few apply it in their practice. Therefore, there is an urgent need for acupuncture practitioners to master scalp acupuncture in order to treat many disorders of the central nervous system effectively. It is time to inform and educate medical professionals and the public about the application of scalp acupuncture and to disseminate evidence about its success in healing paralysis and other central nervous system disorders.

I am often asked during my lectures: “Why has scalp acupuncture not spread to the whole world and been applied widely in practice, if it is so effective in treating disorders of the central nervous system?” I answer with these reasons: First, until now, there has not been an authoritative and practical text for scalp acupuncture in English, but my book *Chinese Scalp Acupuncture* answers that need. Second, there are very few highly experienced practitioners, but I am trying to expand that knowledge and skill by teaching seminars in many countries. Third, the correct manual insertion and manipulation of needles in scalp acupuncture is very difficult to achieve without some kind of detailed description and demonstration, which I provide in my book and in my seminars.

*Jason Jishun Hao currently serves as Chair of the National Certification Commission for Acupuncture and Oriental Medicine (NCCAOM)<sup>®</sup>'s Acupuncture with Point Location Exam Development Committee (ACPL EDC)<sup>®</sup> and is President of the International Academy of Scalp Acupuncture. He and his wife, Linda Hao, published their book Chinese Scalp Acupuncture in 2011. His documentary film, Hope for Paralysis, will be released in 2016.*

## NCCAOM Volunteerism

By Eric Buckley, Dipl. O.M..(NCCAOM)<sup>®</sup>, L.Ac.



*Eric Buckley serves as a member of the NCCAOM's Recertification Committee and was recently appointed as NCCAOM representative to the American Medical Association's Current Procedural Terminology Health Care Professionals Advisory Committee (AMA CPT HCPAC).*

***Professional Development Activities (PDA's) can mean so much more than sitting in seminars!***

If you heard that there was something that you could do for free that helps you make new friends, expand your network, and boost your social skills, would you do it? Well, the NCCAOM<sup>®</sup> has a built-in tool to encourage you to investigate this life-path. Volunteering one's time not only brings



benefits to the recipients, but also personal and professional enhancement on many levels, including free PDAs from the NCCAOM!

Being an advocate and volunteer in our communities for acupuncture and Oriental medicine (AOM) can also lead to new important networking contacts, enhance one's resume, and build one's self esteem and self-confidence. These are just a few of the benefits that the United Way describes on their website as the advantages of volunteering. These benefits also include: opportunities to learn or develop new skills, gain valuable job experiences, and the satisfaction to be found in making a difference in people's lives.

Despite its 2000 +/- year old history of the profession, acupuncture and Oriental medicine (AOM) is one of the youngest medical disciplines in the United States. Our profession needs more professionals who are willing to donate their precious free time to advance our ability to bring this beautiful and effective medicine to patients in our communities. The NCCAOM offers 10 PDAs per recertification period for board service in your state association. There is a lot of good work that we can accomplish in our state associations to enhance the richness that practicing AOM brings to our lives.

If state association politics aren't your cup of tea, there are multitudes of other activities for which the NCCAOM recognizes and awards PDA points. If you are interested in finding out more about the NCCAOM's professional enhancement PDA offerings, look at the [Recertification at a glance for Professional Enhancements](#). There you will find all of the various ways the NCCAOM supports you, the NCCAOM Diplomate, as you reach out to the community with your skills. The list of professional activities accepted by the NCCAOM for recertification includes: writing items for the NCCAOM exams, participating in research for the field, donating your AOM services to your community, and peer reviewing other's exhibits, etc..

With so many ways to earn PDA points including stimulating volunteer work, the NCCAOM wants you to feel empowered to engage your community using your special skills and offering your perspectives that an AOM provider brings. When recertification time rolls around, ask yourself, "What did I do to make this world a better place to practice or to live in?" I'm sure that most of you have provided a service by volunteering, but if you didn't, check out how to plug into your AOM community. Get involved and you will be rewarded, not only in your own heart and mind, but also by knowing that the NCCAOM supports you!



## Save The Date NCCAOM Diplomate Webinar



The NCCAOM is pleased to present the NCCAOM Diplomate Webinar on Thursday, November 20, 2014 at 7:00 p.m. (EST). We encourage all NCCAOM certified Diplomates to attend this free webinar which will cover the latest information and updates from NCCAOM. Two (2) PDA Points will be issued to each active participant logged into the live webinar on November 20, 2014.

This one-hour program, presented by NCCAOM staff, will impart the most up-to-date NCCAOM policy changes concerning the current and future requirements for recertification, how to navigate through the new online recertification application process, as well as the continuing education worksheet, and information about the NCCAOM's external activities on behalf of the profession. Ample time is also planned for a question and answer (Q&A) session. Please allow another 15 to 20 minutes if you wish to participate in the entire Q&A session following the webinar. For those who are unable to attend, the NCCAOM will record the webinar and post the full presentation within approximately two weeks, on the [NCCAOM Webinars Posted page](#) on our website.

If you have any questions about participating in the NCCAOM Diplomate Webinar, please feel free to contact, Sheila Lusic at [info@thenccaom.org](mailto:info@thenccaom.org) or call 904-598-1005.

## Strategic Partnership - NCCAOM Diplomates "Call-to-Action"



[The Integrative Healthcare Policy Consortium \(IHPC\)](#), seeks participation in sending a message to your respective congressional representatives encouraging them to support **HR 4887**, "Expanding Care for Veterans Act" This bill would provide for research, education and the delivery of Complimentary and Alternative Medicine (CAM) for our nation's veterans. **HR 4887** would mandate that the Veterans Administration (VA) conduct research while developing a plan that includes CAM over a three year period, thereby providing time to assess the "feasibility and advisability of integrating CAM with other health care services" provided by VA medical centers. We've made it convenient for all to weigh into the Rally Congress on **House Resolution 4887** by clicking on our Call-To-Action: <http://action.ihpc.org/16443/hr4887-expanding-care-veterans-act/> .





We urge you to take ACTION now as well as to pass along this information to your colleagues.

## Healing Community Trauma in Israel and Palestine

By Carla Cassler, DAOM, L.Ac. with Diana Fried, M.Ac.

**Prologue:** *This summer, Israel and Hamas, the Palestinian Sunni Islamic organization which currently governs Gaza with the secular Palestinian Authority, fought a bitter seven week war. Over 2,100 Palestinians and 67 Israelis were killed; Hamas shot over 4,000 rockets into Israel; and the Israeli army destroyed significant parts of the infrastructure in Gaza. During this war, the third between Hamas and Israel since 2007, there was very little safe haven for Palestinians and many Israelis moved between their homes and shelters daily to avoid injury and death from rockets. The cycle of fear, anger, revenge, and retaliation operated at full pitch, reinforcing traumatic experience and stress for millions of people on both sides of the conflict.*

[Click here to read full article.](#)