



NCCAOM  
*Diplomate*  
*E-News You Can Use*  
  
*Fall 2016*



## U.S. Bureau of Labor and Statistics (BLS) Update



U.S. Bureau of Labor and Statistics (BLS) stating that “Acupuncturists” now have an independent Standard of Occupational Code (SOC).

The new code for Acupuncturists, SOC – 29-1291, will be included in the next edition of the BLS Occupational

Handbook, which will be published in 2018. The NCCAOM has developed a list of frequently asked questions, at link below, to provide our Diplomates with information about this recent announcement from the BLS.

[Click Here to read full BLS Q & A](#)

## AOM Day 2016: A New Horizon for Acupuncture?



The idea of an Acupuncture and Oriental Medicine (AOM) day was born at the AOM leadership meeting in 2002 with an intention to educate the public and raise awareness of acupuncture and Oriental medicine. Since 2002 this national day of observance is being celebrated annually on October 24 and recognized by the thousands of licensed acupuncturists in United States and around the world as well as leadership organizations in the field of acupuncture and Oriental medicine.

Today, 14 years later, we understand more than ever, just how far-reaching the effects of this type of public education can be. As a direct result of NCCAOM’s outreach to our Diplomates, AOM schools and state associations, in the past two years alone, there were 178 Programs and Events registered on the **AOM day** website at [www.aomday.org](http://www.aomday.org) throughout the United States and abroad. There were other people who did not organize structured events but were involved in other ways. Distribution of flyers and offering discount vouchers is still a significant way to spread the word about acupuncture and Oriental medicine and had the benefit of attracting



new business. In addition, in July of this year, the Bureau of Labor Statistics (BLS), after a decade-long initiative, has designated an independent [Standard Occupational Code for Acupuncturists \(SOC\)](#).

In the coming months, as news of the BLS SOC for Acupuncturists spreads, the profession of acupuncture and Oriental medicine will be elevated to a higher level of understanding and respect in the medical profession and the public. What better time than **AOM Day** to educate the public and showcase your practice?

Does this make a difference? It is very likely that the public will now be looking at the profession in a different light. A “new horizon” for acupuncture prominence. It is a well-known fact that it takes several times and methods for a person to hear of something before giving it a try and **AOM Day** is a great opportunity for that to happen. Furthermore, posting success stories from your patients on the [Patient Testimonial Page](#) will provide an additional avenue for website visitors to learn of the benefits of this remarkable medicine from the very people who have benefited from it. The statistics of the AOM Day website showed a huge spike in first time viewers and many of our practitioners reported an increase of business in the period immediately following the **AOM Day** week. The feedback we have received has shown us time and time again that **AOM Day** is a great success and is one to be repeated.

We are hoping that **AOM Day 2016** will see even more people and companies involved and coming up with new and dynamic ideas to market and share their expertise so we will have an even bigger and more successful **AOM Day 2016** than ever before.

[The AOM Day website](#), sponsored by the NCCAOM, is now ready for your event postings so start planning today how to bring AOM awareness to your town and local community. The [Get Involved](#) page that serves as a resource page, allows you to take advantage of the various free marketing tools to advertise **AOM Day** as well as their practice. These free marketing tools were prepared by the *American Society of Acupuncturists* and *Acupuncture Media Works* to help practitioners raise public awareness regarding the progress, promise and benefits of acupuncture and Oriental medicine. There are also examples of sample [press releases](#) and [proclamations](#) to promote your practice and AOM in your local communities and with your local news markets. Preparation for **AOM Day 2016** begins NOW.



## Season of Sharing



What better way to showcase your practice than to be featured on a website of the brand new NCCAOM Academy of Diplomates?

You can gain this free exposure, have your photo, your name, business and website address on the home page of the Academy at its premier to the world in the fall of 2016 by simply submitting a photo of you at work!

In your office, in a community acupuncture setting, in a classroom-any photo that shows you, an NCCAOM certified Diplomate and AOM practitioner, at work as you provide healing to the public using acupuncture and Oriental medicine.

To see the guidelines or submit your photo for consideration, click the link below. All entries will be reviewed for appropriate content and size requirements. Deadline for submission is December 1, 2016.

[Click Here to Learn More](#)

## Diplomate Tools and Strategic Partnerships Update HBPT Guide



***Credentialed Acupuncturists for Hospital-Based Practice: A Resource Guide for NCCAOM Diplomates*** is a new Academy member benefit. The purpose of this guide is to provide assistance to acupuncturists who are interested in practicing in a hospital-based inpatient or outpatient setting that requires credentialing. This document includes information on why the guide was developed, what many hospital administrators and credentialing committees may request for



documentation to be a credentialed provider, and an overview on the extent of privileges once an acupuncturist is credentialed.

Free Download is available to NCCAOM Diplomates, Academy members. All other interested parties can purchase this resource Guide for a small fee.

[Download HBPT Guide](#)

## Meridians: The Journal of Acupuncture and Oriental Medicine

### MERIDIANS

The Journal of  
Acupuncture and  
Oriental Medicine



We are pleased to now offer complete online access to the current and past issues of Meridians: *The Journal of Acupuncture and Oriental Medicine (JAOM)*. You can access this quarterly research journal any time after logging in and locating them in your Diplomate Benefits section:

[www.nccaom.org](http://www.nccaom.org).

Meridians: JAOM is a peer reviewed, quarterly journal featuring scientific research that adheres to a Medline compliant format. It also includes commentaries on notable, current topics; book reviews of new releases that are written by and for practitioners or researchers; short “clinical pearls” on topics that you treat in your own clinics; and case reports that more extensively discuss treatments that are assessed by your colleagues.

Don’t forget—all Academy Diplomates are also eligible to receive the paper copies for \$68 for 4 issues: [www.meridiansjaom.com/](http://www.meridiansjaom.com/) If you are a state association member as well as an NCCAOM® Diplomate, the subscription price is only \$48 for 4 print issues and the free online access.

Take advantage of this great new benefit!

[Download Meridians](#)





## CADR Plus



At the end of 2015 the NCCAOM introduced a new benefit for NCCAOM certified Diplomates Call a Doctor Plus. Call a Doctor Plus (CADR+) is a health and wellness program designed specifically to save you time and money by utilizing technology to provide you with

effective, immediate access to variety of services, all from your phone or computer. Benefit Services include:

- Legal and Financial Services
- Online Worklife Resources
- Medical Bill Review and Mediation
- Prescription Discount Health Card
- 24/7 Access to U.S. Board Certified Physicians by Phone, Video or Apps.
- 24/7 Access to Licensed Master-Level Clinicians
- Natural Therapy Professionals

NCCAOM has negotiated a better price for Diplomates to subscribe to Call a Doctor Plus Services for Diplomates and their families! Sign up and receive a 40% discount! No long- term contract, just one low monthly price, month to month billing. For NCCAOM Diplomates, pay only \$14.95

We have had many questions about the service and thought it would be best to provide you with as much information as possible.

[Click Here for Frequently Asked Questions](#)



## Save The Dates Free Acupuncture Online Marketing Summit



October 31 – November 4, 2016

Get An Exclusive Behind-The-Scenes Look At How 19 Of The Top Acupuncture Marketing Professionals Build Thriving, Profitable Practices.

Discover new patient attraction, retention and reactivation techniques, to build, grow and expand your practice. (Even if you are struggling or starting from scratch)

Best of all, this year's AOM Summit is FREE of charge.

[Click to Register for the Summit](#)

## The Integrative Health & Medicine Conference



October 30 November 3, 2016

We invite you to join the AIHM Annual Conference. It is a special time of year where we gather together for personal renewal and deep community connection. The AIHM



Annual Conference blends the art and science of integrative health & medicine and provides many networking opportunities.

NCCAOM Certified Diplomates receive a **\$50** discount on registration fees.

[Click Here to Register for the Conference](#)