



NCCAOM
Diplomate
E-News You Can Use
Holiday 2016



Happy Holidays



AOM Day 2016 Aftermath



2016 was a year full of incredible strides and unbelievable progress for acupuncturists worldwide! We're taking the time to reflect on all this past year's events, as well as the outcomes achieved to help us make plans and resolutions for the year to come. While reflecting on the [2016 AOM Day celebration](#), it's important to look at the impact made throughout the nation and worldwide. We thank every participant for being a part of this great movement in bringing the

amazing benefits of acupuncture and Oriental Medicine to light.

This year, many strategies were employed by the NCCAOM to emphasize and encourage practitioners to showcase their skills and compassion through AOM Day activities. The AOM Day website was refreshed to showcase the following tools:



- An updated AOM Day Marketing Kit as well as an Outreach Toolkit to aid practitioners in spreading the word about their medicine
- An updated and active AOM Day Facebook page
- A Patient Testimonials page on the AOM Day website
- An enhanced AOM Day events directory searchable by state
- A national press release sent to media outlets throughout the United States to promote AOM Day

Our NCCAOM staff team employed a variety of outreach efforts to spread the word about AOM Day and the NCCAOM and its AOM Day [partner organizations](#). Throughout the months of September 2016 and October 2016, the AOM Day press release directed 324 new users to the website which generated a notable 608 page views. According to the information provided by the associated MarketWired press report, the 2016 AOM Day press release garnered 145 verbatim press release website clips as well as 66 press release headline website clips, including major market digital news rooms such as: Bizwire, Dallas Morning News, and Yahoo!. We are also proud to report that we were able to secure a television interview featuring an NCCAOM certified Diplomat in [Sioux Falls, South Dakota](#) - an important acupuncture and Oriental medicine market for the organization. Another huge highlight from this year's campaign comes from the State of Michigan's official proclamation stating October 24, 2016 as the first ever Acupuncture and Oriental Medicine Awareness Day in the State of Michigan.

As a direct result of NCCAOM's outreach to our Diplomates, AOM schools and state associations, there were over 60 Programs and Events. 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 31, 2017.

Following AOM Day activities in early November, NCCAOM staff sent out a timely press release addressing the need for relief from what has come to be known in lay terms as *post-election stress disorder*. As a result of the press release, [CBS affiliate, KOIN 6, in Portland, Oregon](#) invited a certified NCCAOM Diplomat to do a live, on-air acupuncture demonstration. This press release also secured website placements on a variety of reputable news sites garnering over 3,000 visitors to the NCCAOM website.

The NCCAOM is proud of the milestones achieved in 2016. The new year will provide opportunities to carry forward the successful initiatives begun in 2016. We look forward to 2017 with great anticipation for another amazing year.



Season of Sharing



Would you like to be featured and showcase your practice on the new NCCAOM Academy of Diplomates website, coming in early 2017?

You can gain this free exposure, have your photo, your name, business and website address on the home page of the NCCAOM Academy website during its world premiere in the Spring of 2017. Provide us with a high-quality photo of you in your office, a hospital, in a community acupuncture setting, in a classroom, etc., - any photo that shows you practicing as an NCCAOM certified Diplomate.

The picture should be taken in landscape format (panoramic) to be suitable for consideration. To review the guidelines and submit your photo for consideration, click the link below. All entries will be reviewed for appropriate content and size requirements. Deadline for submission is February 1, 2016.

[Click here to learn more](#)



Diplomate Tools and Strategic Partnerships Update



We are pleased now to offer new updated Diplomate benefits page offering various tools and synergistic programs to certified Diplomates. These tools and programs include:

- Credentialing Licensed Acupuncture and Oriental Medicine Professionals for Practice in Healthcare Organizations: An Overview and Guidance for Hospital Administrators, Acupuncturists and Educators;
- Credentialing of Acupuncturists for Hospital-Based Practice: A Resource Guide for NCCAOM Diplomates;
- Meridians: The Journal of Acupuncture and Oriental Medicine, free online subscription;
- Synergy Program: Call a Doctor Plus Services;
- Synergy Program: HealthProfs Acupuncturists Directory;
- FREE websites with ChiOnline.

To learn more about Diplomate Benefits, visit <http://www.nccaom.org/diplomates/diplomate-benefits/>



Meridians: The Journal of Acupuncture and Oriental Medicine



Recertification applications can now be completed, online, through your NCCAOM online portal. All Diplomates have an NCCAOM online account. Feel free to contact the NCCAOM at info@thenccaom.org for your login and/or password information, if needed.

The NCCAOM® Recertification Handbook and paper applications are both available for download on the NCCAOM website. These can be found under “Forms” at www.nccaom.org.

NCCAOM approved PDA courses can be found on the PDA Search Engine under “PDA Program”. The NCCAOM encourages Diplomates to complete a mix of online and face-to-face professional development classes and other approved activities to facilitate various types of activities that encourage professional growth and leadership.

The Recertification Application fee is \$255.00 per certification; the Inactive Diplomate Status Application fee is \$100.00 per certification, both effective January 1, 2017.

Inactive Diplomates must also renew their certification(s) within 3 years of their last active expiration date. After three years of inactive/lapsed status, the certification is in Terminated status and these former Diplomates need to apply for Reinstatement.

We invite you to visit the NCCAOM website and check out “What’s New” on the homepage to stay current with NCCAOM policy and procedure changes and for information on specific implementation dates.

Announcement: The Apprenticeship Route of eligibility for certification as a Diplomate of Acupuncture and a Diplomate of Chinese Herbology will be eliminated effective December 31, 2021. The Combination of Formal Education and Apprenticeship for US and International Applicants (Route 4) will remain in effect.