



NCCAOM
Diplomate
E-News You Can Use

Spring 2016



Message from the Desk of the CEO

By Kory Ward-Cook, Ph.D., CAE



Earlier this year, the NCCAOM welcomed the Year of the Fire Monkey in which we embraced a year of ambition, innovation and productivity. Knowing that according to ancient Chinese beliefs, people born during the Year of the Monkey are wise, intelligent, confident, charismatic, loyal, and inventive and also possess great leadership skills; the NCCAOM leadership, therefore, decided that it was the perfect year for the NCCAOM to embrace a culture of entrepreneurship. This application of the NCCAOM enterprising spirit was what led to the formation of the new NCCAOM[®] Academy of Diplomates, a chartered membership division of the NCCAOM created exclusively for active NCCAOM Diplomates, [*announced in March of this year.*](#)

The Academy of Diplomates was conceived based upon the [*NCCAOM[®]'s 2014 strategic plan*](#) that revolved around organizational goals to further assist Diplomates with promoting their credentials and to provide resources to Diplomates to enhance their careers. Feedback from our Diplomates through the [*2015 Diplomate Satisfaction Survey*](#) further confirmed the need to expand NCCAOM's organizational structure to provide greater services and products to its Diplomates. Thus, the Academy, led by a separate governing board, will facilitate expansion of the activities the NCCAOM has accomplished to promote its Diplomates and their NCCAOM certifications. Since the Academy was created to serve our Diplomates, there will be no membership dues – all active Diplomates are automatically qualified to be members. The first Academy of Diplomates Board of Trustees Officers are: Chair David Canzone, Dipl. Ac. (NCCAOM)[®], Dipl. NBO, DOM, Vice Chair Iman Majd, MD, MS, EAMP, Dip. ABFM, ABoIM, Dipl. Ac. (NCCAOM)[®], DABMA, ABIHM, Certified GUNN-IMS and Treasurer Steve Kazmierczak, Ph.D., DABCC. While the Academy is still in its foundational stage, the NCCAOM will be continuing its work towards providing more benefits to its Diplomates in order to distinguish themselves from other healthcare practitioners. These benefits include the [*HealthProfs Directory*](#) and [*CADR-Plus*](#). Please see the detailed story in this issue of the *Diplomate E-News You Can Use*. The Academy board is also committed to working synergistically with other AOM professional associations, foundations, and institutions in support of the AOM profession.

To coincide with the launch of the Academy, the NCCAOM has embarked on a major public education campaign, designed with the help of our Public and Professional Recognition Awareness Taskforce. NCCAOM has contracted with a seasoned public relations firm to promote our Diplomates to the media, other healthcare practitioners,



employers and consumers. In fact, we are working with other AOM national and state associations as well as the [Integrative Healthcare Policy Consortium](#) (IHPC) via the Opioid Taskforce to promote the use of acupuncture to decrease opioid dependency. Bill Reddy, Dipl. Ac. (NCCAOM), IHPC Board member has written an in-depth article in this edition of our newsletter. Change and transformation is a continuous and necessary evolution process in successful organizations, as stagnation leads to decline. This is why the NCCAOM is always committed to assessing the current needs of our Diplomates and to make changes to meet those needs. You will be hearing more about the NCCAOM Academy of Diplomates in the coming months, through our newsletters and through postings on our website. On behalf of the NCCAOM Board of Commissioners and staff, I look forward to reporting on the Academy's progress to provide you more services and products. Stay tuned!

NCCAOM Seeking Nominations

NCCAOM Seeking Nominations for Professional Member Commissioners to Serve on the NCCAOM Board



**Call for board
nominations**

The National Certification Commission for Acupuncture and Oriental Medicine (NCCAOM)[®] is seeking individuals who are Diplomates of the NCCAOM that possess a commitment to the growth of integrative medicine with specific interest in certification and credentialing to serve as practitioner members on the Board of Commissioners.

Expertise Needed:

NCCAOM is seeking individuals who are currently certified with the NCCAOM in good standing; have previous service on a nonprofit or corporate board; and have skills or expertise in the following areas:

- Facilitation of group discussion to reach consensus
- Previous engagement in strategic planning activities
- Experience with financial oversight of a nonprofit board
- Experience implementing or knowledge in the development of healthcare policies including creating position statements



- Serve as a practitioner in an integrative healthcare practice setting
- Previous experience serving on a state licensing board
- Demonstrate leadership as evidenced by serving as an officer on a non-profit or for-profit board

NCCAOM Professional Member Commissioners have a term of three years and act as agents of NCCAOM with the following responsibilities:

1. Attend three face-to-face, three-day Board of Commissioners meetings annually, at various locations throughout the U.S.
2. Demonstrate knowledge of and support for NCCAOM certification standards and policies.
3. Serve on at least two standing committees (may involve reimbursed travel once per year).
4. Participate in CEO, self, peer-to-peer assessments and overall board assessments.

After completing the Board orientation and becoming familiar with NCCAOM standards and policies and procedures, the estimated monthly time commitment of a commissioner is ten hours.

Please contact Dr. Kory Ward-Cook, CEO NCCAOM® at kwardcook@thenccaom.org or her assistant Melissa Dow at mdow@thenccaom.org to receive an application or to obtain more information.

Opioid Crisis Tamed through Ancient Chinese Secret?

By Bill Reddy, L. Ac., Dipl. Ac. (NCCAOM)®, Director of the [Integrative Health Policy Consortium \(IHPC\)](#)



Acupuncture represents a viable, evidence-based solution to our nation's opioid problem. The infrastructure is already in place with over 29,000 licensed acupuncturists across the nation and 60-plus accredited schools teaching Traditional Chinese Medicine to support future demand. Based on randomized controlled trials (the gold standard in medical research), both the National Institutes of Health (NIH) and the World Health Organization (WHO) support acupuncture for the treatment of a wide variety of pain conditions. Solid evidence also exists for its use in treating addiction. To solve the opioid epidemic, we need to apply the most powerful,



innovative and cost effective approaches to address the root causes of pain within the human body.

America’s opioid epidemic is garnering [media attention](#), and our government is actively working toward a variety of solutions. The U.S. Centers for Disease Control (CDC) recently developed opioid prescribing guidelines. Maryland produced a Heroin and Opioid Emergency Task Force Report. Both Republicans and Democrats in the U.S. House and Senate have introduced bills to address the problem in myriad ways from educating physicians who prescribe opiate-based medications to adding stiffer jail sentences for those caught trafficking heroin and/or pharmaceutical drugs.

To read full article [click here](#)

Building Your Business. Part II: Reaching Out To Others

By Shellie Goldstein, Dipl. Ac. (NCCAOM)[®], Dipl. C.H. (NCCAOM)[®]



The results of a NCCAOM 2013 Job Analysis indicated that there are approximately 28,000 licensed acupuncturists nationwide. This survey also noted that of those practicing, 35% work part time. Either by choice or not, practitioners without enough



new or existing patients to maintain a substantial practice may need to supplement their income with jobs often differing from their desired career.

Establishing a successful practice for many can be challenging. It takes time, perseverance, patience, and skill. This two-part [Building Your Practice](#) article will provide keys to setting up and running a successful practice. [Part One](#) focused on the basic options for setting up a practice to accommodate your personal, professional, and financial needs. Part Two will discuss ways to run your business by involving your patients and networking with others.

[Click here](#) to read [Part II article](#)

Strategic Partnership Update: CADRa Plus and HealthProfs

CADR Plus

At the end of 2015 the NCCAOM introduced a new benefit for NCCAOM certified Diplomates Call a Doctor Plus. 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!

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

HealthProfs

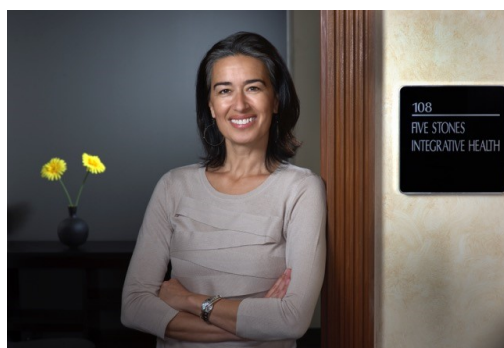
HealthProfs.com and NCCAOM continue to offer our Diplomates the opportunity to begin receiving new patients through the HealthProfs directory which is accessible by



thousands of patients and other healthcare practitioners. NCCAOM is spotlighting acupuncturist Stephanie Irzyk's profile on the HealthProfs website. For an opportunity to view her attractive and professionally made profile and to find out more information about how you can set up your own profile, please [click here](#).

Diplomate Spotlight: Vanina Wolf Dipl. Ac. (NCCAOM)[®]

Once a quarter the NCCAOM draws the name of a recently recertified Diplomate who has completed the *NCCAOM Diplomate Demographic Survey*. The individual receives a voucher for a free recertification and an opportunity to be featured in a Spotlight Article on Facebook and on our website.



The winner of the January 1, 2016 *Diplomate Demographic Survey* drawing is NCCAOM certified Diplomate of Acupuncture Vanina Wolf.

NCCAOM[®] Question: Why did you think that it was important to complete the Diplomate Demographic survey?

Answer: In order for the NCCAOM to continue to be relevant in our field, it must meet the demands of its constituents. I appreciate that, through its online survey, the NCCAOM seeks out post-graduates' information to chart and analyze.

Q: What do you think are the most beneficial aspects and challenging aspects of your field?

A: The benefits of what I do is mostly clear in the positive results with patients. This is where I derive much of my satisfaction as a practitioner. I enjoy the business aspect of marketing and making my business grow in creative ways. I also enjoy the perks of a flexible schedule when it comes to making time for my family. The most challenging aspects are the managerial aspects of having a clinic: Constant marketing, management of clients, education of clients/staff, and dealing with insurance.

To read full article [click here](#)