

A National Practice Analysis of Traditional East Asian Medicine

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Presenter Disclosures

Kory Ward-Cook, Ph.D., MT(ASCP), CAE

The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No disclosures to make.

Growth of CAM in the U.S.

- Complementary and alternative medicine (CAM) use continues to be a significant part of consumer health seeking behavior in the United States.
- National surveys examining trends since 1990 have shown relatively stable or growing interest in these therapies.
- A recent national survey, providing information from more than 31,000 adults, found that 36% of respondents had used CAM during the previous 12 months. That figure rose to 62% if prayer used.
- One area of significant growth is Traditional East Asian Medicine (TEAM).

Growth of TEAM in the U.S.

Recent use of acupuncture (n = 327)* was positively associated:

- Being an Asian female.
- Living in the West or Northeast.
- Having poorer self-reported health status.
- A higher level of education.
- Being an ex-smoker.

- Most typical treatment regimen was two to four treatments among recent users.

- Musculoskeletal complaints - the most frequently reported conditions (34.5%).

- Reports of perceived benefit were generally high.

- Respondents indicated that acupuncture was used both as an alternative and as a complementary therapy.

- A reasonable number also reported being referred to an acupuncturist by a conventional medical professional (25.3%).

***Reference:** Burke A, Upchurch D, Dye C, Chyu L. Acupuncture use in the United States: findings from the National Health Interview Survey. Journal of Alternative and Complementary Medicine, 12(7), 639-348, 2006.

Background

- What is Traditional East Asian Medicine?
 - Acupuncture
 - Herbal medicine
 - Bodywork therapy
 - Dietary Therapy
 - Physical & Mind/Body Exercises
 - External practices, including moxabustion and cupping

- A rapidly growing field of medicine
 - First regulated in the 1970s
 - Currently over 60 accredited programs in the U.S.

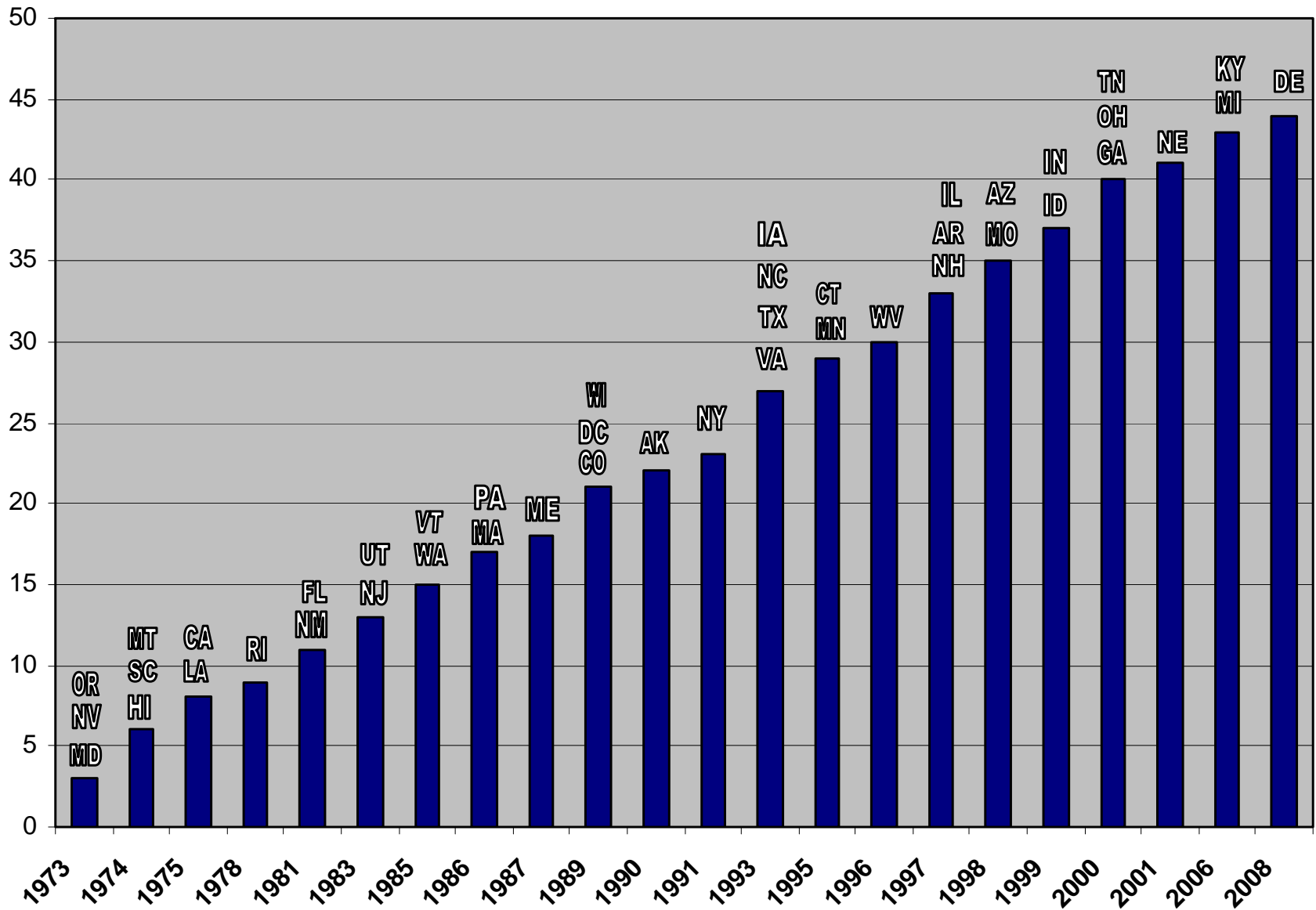
What is “Traditional Medicine”?

Traditional medicine refers to health practices, approaches, knowledge and beliefs incorporating plant, animal and mineral based medicines, spiritual therapies, manual techniques and exercises, applied singularly or in combination to treat, diagnose and prevent illnesses or maintain well-being.

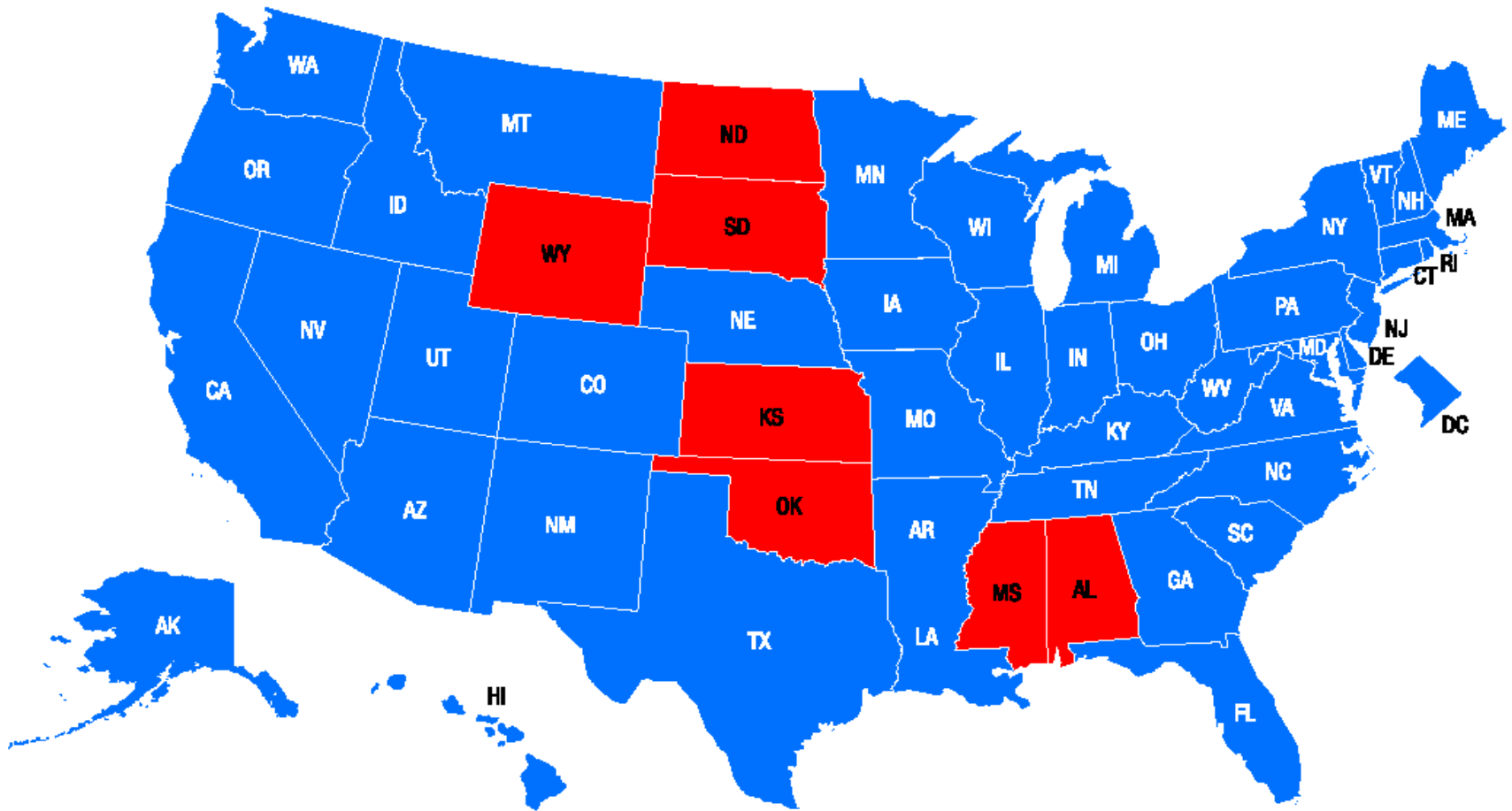
Traditional medicine is also termed “Complementary” or “Alternative” (CAM).

World Health Organization

Chronology of Acupuncture Practice Laws



States that Recognize and License the Profession of Acupuncture




- States that Recognize and License the Profession of Acupuncture
- States Without a Practice Act Regulating Acupuncture



NCCAOM

“The mission of the National Certification Commission for Acupuncture and Oriental Medicine (NCCAOM) is to..... establish, assess, and promote recognized standards of competence and safety in acupuncture and Oriental medicine for the protection and benefit of the public.”



Credentials of an NCCAOM Certified Acupuncturist or OM Practitioner

- Complete a 3 or 4 year master's degree program approved by the Accreditation Commission for Acupuncture & Oriental Medicine (ACAOM).
- Up to 3,000 combined didactic and clinical contact hours.
- Acquire a Clean Needle Technique Certificate.
- Pass NCCAOM certification exams.

NCCAOM Practice Analysis Overview

Goals

- To validate the content for the examination content for each certification (a job task analysis).
- To describe characteristics of the workforce.

Research Design

- 4,000 Diplomates received and opened an e-mail invitation to participate in the survey as part of a larger job task analysis survey.
- All participants completed the survey through an online submission over a 30-day period.
- 712 valid responses (17.8% response rate).

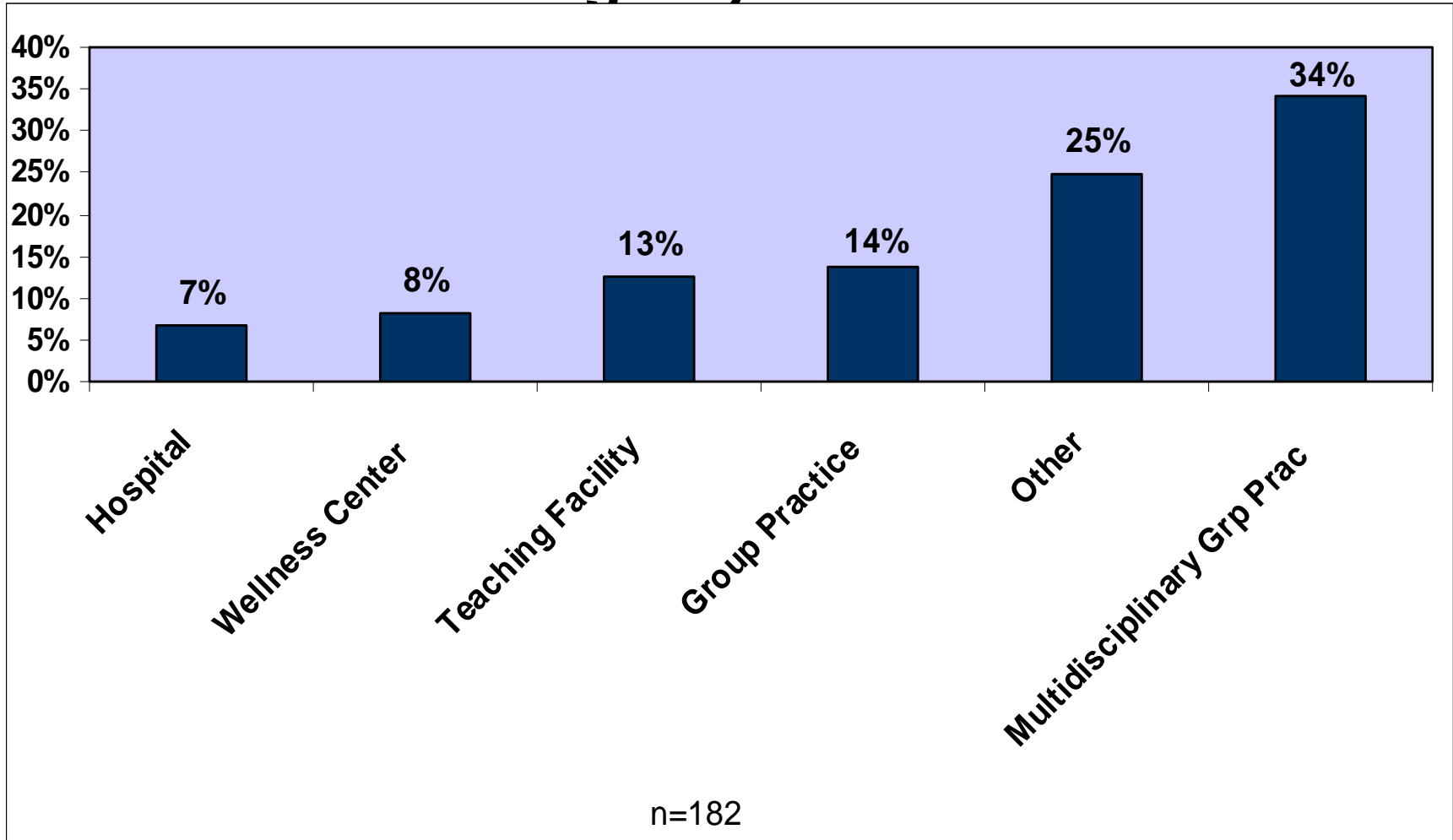


Practice Analysis Key Findings

- 70% female
- Race predominantly White (72%) or Asian (22%)
- 36% practice in the Western region of US, 23% in the Northeast, 20% in the South, and 16% in the Midwest.
- 60% of practicing Diplomates work a part-time schedule.
- 88% are self-employed or in solo practice, while 28% are both self employed and work for someone else.

Practice Characteristics

Other Work Settings By Non-Solo Practitioners



+
"Others" = AOM Group Practice, Integrated Specialty, Research Community Health Spa, Patient Homes, Wellness and Fitness Centers and Community Health Facilities, etc.

Practice Analysis Key Findings

Education, Certifications, and Licensures

- The five states mostly likely to license are:
 - California
 - New York
 - Florida
 - Colorado
 - Washington
- 50% used loans to fund their education:
 - Average loan = \$49,000
 - Amount still owed = \$40,000
- The average number of continuing education hours spent per year is 32 hours.



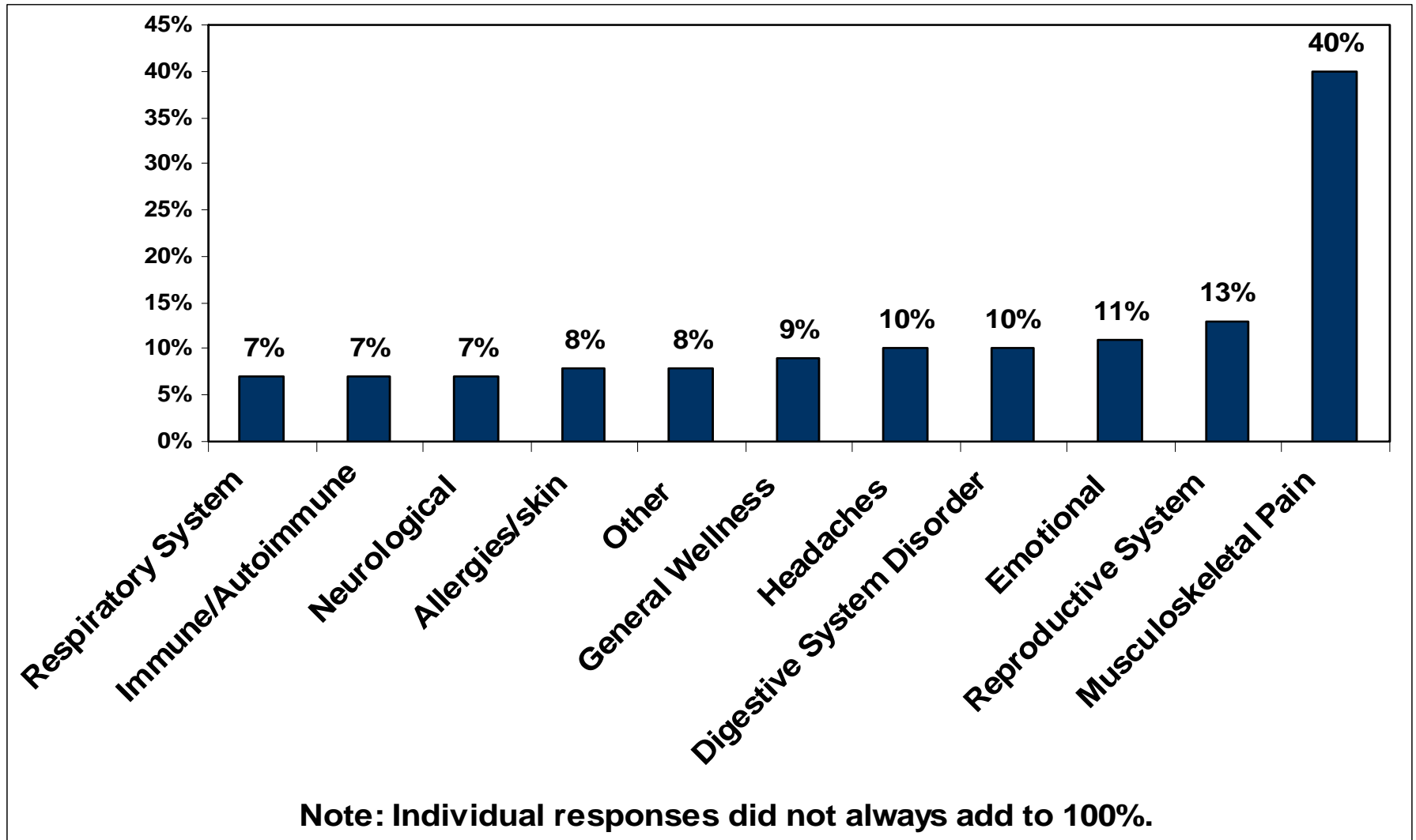
Practice Analysis Key Findings

Education, Certifications, and Licensures

Other Certifications or Licenses held:

- **Massage Therapy (11.1%)**
- **Nursing (5.5%)**
- **Medical Doctor (5%)**
- **Naturopathy (2.7%)**
- **Chiropractor (1.8%)**

Frequency of Patients' Presenting Symptoms



Practice Characteristics

Income

- Average gross income = \$41K to \$60K:
 - 70.1% earn less than \$60K
 - 21.1% earn \$61K to \$120K
 - 8.8% earn over \$121K
- Higher income associated with:
 - Hours worked
 - Gender
 - Race
 - Degree

Summary and Significance of Findings for Education and Public Health

- Although there is a growing number of TEAM practitioners entering the workforce, access to these practitioners is limited.
- A low percentage of practitioners work out side of their solo practice.
- The majority of patients still seek TEAM practitioners for pain management.
- A goal for the profession is to gain access to a wider population of patients and to move into more integrated and community settings.
- Financing healthcare delivered by TEAM practitioners and the current model presents challenges to meet the goal of greater access.

Recommendations & Conclusion

- A pluralistic healthcare delivery model is both desirable and practical.
- Support should be given to integrative care, especially in public health settings.
- Use of TEAM practitioners should be considered for public health without borders initiatives.

Better integration will provide a broader spectrum of treatments for consumers, ultimately having the potential to improve healthcare outcomes for all.

Thank you for your attention!



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CHINESE HERBOLGY



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ORIENTAL MEDICINE



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