



Public Protection Through
Quality Credentials

the DIPLOMATE

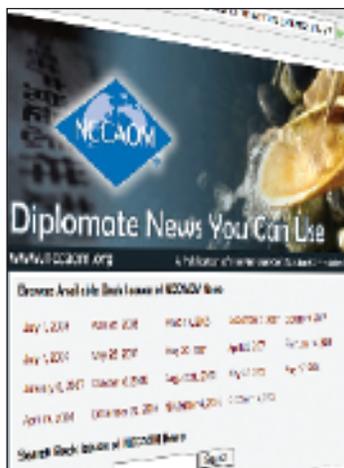
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A PUBLICATION OF THE NATIONAL CERTIFICATION COMMISSION FOR ACUPUNCTURE AND ORIENTAL MEDICINE

Keeping Our Commitment for Excellence in Customer Service: *The Results of the 2007 Diplomate Satisfaction Survey*

In a follow-up to the first-ever Diplomate Satisfaction Survey in 2005, the NCCAOM conducted its second Diplomate survey from August 15, 2007 through October 15, 2007, via electronic communication. An electronic link to the survey was sent to all Diplomates with active e-mail addresses on three separate occasions, (August 24, September 18, and October 5, 2007), through the NCCAOM electronic newsletter, *Diplomate News You Can Use*. →

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CEO MESSAGE



Dr. Kory Ward-Cook

A Salute to Our Volunteers

I am pleased to report to our Diplomates that during the last several years the number of volunteers affiliated with the NCCAOM has more than doubled. For many years, there has been a group of dedicated and highly motivated volunteers who have served as an invaluable resource to the organization by assisting the Board of Commissioners and staff in shaping the future of the organization and its certification examinations. The

reliance on volunteers to contribute to their profession's certification programs is not unique to NCCAOM. National certification programs always rely on the expertise of volunteers to assist in carrying out the work of the organization.

In the case of the NCCAOM, I continue to be most impressed with the breath and depth of knowledge and enthusiasm that our volunteers bring to the organization. I also continue to be in awe of the rich perspectives that our volunteers bring to the Board, committees and special taskforces. Our volunteers have given many hours of service in the areas of governance, examination development, certification services (eligibility and recertification), as well as in the area of professional ethics and disciplinary review. More recently, in 2008, three special taskforces were appointed to conduct some shorter term business for the organization. Volunteers also serve in other capacities for one-time activities such as serving as a spokesperson for the organization. Please take a minute to see the list of volunteers who served the NCCAOM in 2007 listed in the *Year In Review* section of this newsletter. The profession owes each person a great debt of gratitude for their service, not only to the NCCAOM, but most importantly to the acupuncture and Oriental medicine profession.

This year NCCAOM conducted its 2008 Job Task Analysis (JTA). This examination development activity was made possible because of the efforts of over 40 volunteers, including subject matter experts from across the country and representatives from the applicable national organizations. Please join me in thanking each and every one of the volunteers that served on the 2008 JTA Taskforce for a job well done. Their names and affiliations are listed at the end of this column. Not only did these individuals create the survey instrument, but they also analyzed the results, created the decision rules for inclusion and exclusion criteria for the tasks that will be mapped to the NCCAOM examination content outlines, but many of them also assisted our examination development committee members with the identification of the knowledge, skills and abilities list required for each task.

Have you ever thought about giving your time to the profession? Although participation of volunteers involves commitment and effort, sometimes resulting in many hours of work, there are real benefits both for the organization and for the volunteer. Did you know that volunteering can boost your career, your health and your happiness?

Volunteering is a simple way to improve your standing in community and to enhance and improve the way that the community views you. If you are generous and give of your time, without compensation, you will be more →

(continued on page 4)

the DIPLOMATE

NCCAOM BOARD OF COMMISSIONERS

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Sotheary Seng - Customer Service Representative

Sheila Stover - Certification Services Coordinator

EDITORIAL OFFICES

NCCAOM

76 S. Laura Street, Suite 1290

Jacksonville, FL 32202

(phone) 904-598-1005 • (fax) 904-598-5001

(e-mail) info@nccaom.org

EDITORIAL CONTACT: Mina Larson, Director of Communications and Marketing at mina.larson@nccaom.org

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CHAIR'S REPORT



Tess Hahn

A Letter to Our Diplomates

What has the NCCAOM really been doing lately? What is the vision and strategic thinking of the Board of Commissioners? What are we doing that actually benefits YOU?

These are all good questions which I would like to answer for you, the Diplomate.

First, NCCAOM volunteers and staff have been spending a lot of time and effort on activities which guarantee the validity of your credential. A professional entry level certification examination, by definition, must accurately test the knowledge, skills and abilities needed to perform the tasks of that profession at an entry level. This is quite different from an academic examination because the examination(s) must be derived from the profession's tasks and that requires an analysis of the importance of these tasks by the profession, for the profession. Historically, as some of you may recall, it was the quality of its first Blue Ribbon Job Task Analysis in the early 1990s that earned the NCCAOM significant recognition as a certifying agency. We do it right and often (every five years). We just did it again, even better!

Many thanks to all of you who responded to the Job Task Analysis Survey; doing so, contributed to documenting the activities of our profession. Your input determined the list of tasks that dozens of qualified subject matter experts use to write the knowledge statements upon which NCCAOM tests its candidates. The amount of effort and care these professionals gave to this process is nothing short of awesome. Our staff coordinated the entire process, and soon NCCAOM will

publish updated and validated content outlines for all of its certification examinations. Following the creation of the updated content outlines, psychometrically sound exam items are written and distributed in the proper proportion according to these new content outlines. This exam development process assures that the candidate is tested fairly on the most up to date version of what Diplomates do in practice, especially upon entry to the profession.

NCCAOM made use of the opportunity to survey our Diplomates to use the demographic data obtained therein to gain important descriptive information on the profession. One of NCCAOM's strategic intents is to be the definitive source of valid data about our profession. By maintaining current and accurate data about the profession, we can assist other organizations in performing their duties of educating and representing the AOM profession.

Another strategic activity for the organization is to secure a place for the acupuncture and Oriental medicine profession in the *Occupational Handbook*, the definitive source of information on all professions, recognized by the Federal government. We recently completed a request to the [Bureau of Labor Statistics](#) for Acupuncturists to receive a separate Standard Occupational Code. Our goal is to get practitioners of AOM recognized federally as a distinct profession. This could open the door for our Diplomates to federal programs. We want to thank the leaders of the national AOM organizations for their teamwork and their support in this effort.

In a recent strategic planning meeting, the Board of Commissioners summarized our vision for AOM. We see the possibility of the AOM profession recognized and utilized as a distinct profession within the health care delivery system providing primary care, as well as health promotion and preventative care, in a broad array of venues, including urgent care centers, integrative medicine and community support settings.

We have been acting accordingly to secure a place for you at the table.

I hope you will join me again in thanking all of the Diplomates who have contributed their time to help make this a reality.

Best regards,

Tess Hahn, Dipl. Ac. (NCCAOM)
 Chair, Board of Commissioners
 NCCAOM

(Continued from page 2)

A Salute to Our Volunteers

highly regarded personally and professionally.

Although the specific volunteer activities in which you participate might not be directly related to your job, you can still acquire important skills for the future. These skills will add to your resume thus increasing your credibility as a knowledgeable and skilled practitioner. Probably most important to your career is that volunteering helps you grow your professional and personal network. Volunteering is actually a social activity that allows you to interact with many new people. You will make new contacts and friends.

The professional development aspects of volunteering are many. A recent study chartered by the Management Institute in partnership with Vernon Ellis, International (Accenture), identified several key behaviors and skills that were improved by volunteer efforts. These included: responsibility (being in a position of authority), accountability, improved communication skills across multiple levels of authority, improved creativity by being more resourceful and finding ways to solve problems, and finally, a strong commitment to projects and regular work in general.

A recent publication by the Corporation for National & Community Service, *The Benefits of Volunteering: 2007*, states that research demonstrated that volunteering leads to better health and that older volunteers are the most likely to receive physical and mental health benefits from their volunteer activity. The article went on to say that these findings are particularly relevant today, as Baby Boomers - the generation of 77 million Americans born between 1946 and 1964 are beginning to retire. One of the most compelling research studies (National Health Survey: 1983) cited in a publication that I found, was that even when controlling for other factors such as age, health and gender, research supports the contention that when individuals volunteer, they are likely to live longer.

In a further review of literature on volunteering, I found another fascinating article on the healing power of service. Medical scientists are now discovering and documenting the healing power of helping others. Chinese and Indian medicine doctors have long known that the mind and body are inseparable; however, the new Western medicine field of specialization — psychoneuroimmunology — has shown that individuals who help others in need by volunteering their services strengthened their immune response system. In this newsletter you find a very humbling interview with Diana Fried, Founder and Executive Director of [Acupuncturists Without Borders \(AWB\)](#). After the devastation from the aftermath of Hurricane Katrina, a group of dedicated acupuncture and Oriental medicine volunteers provided acupuncture treatments to the survivors. Since 2005, AWB has grown into a 501(c)(3) charitable organization that provided the healing power of acupuncture to those individuals in California who were affected by wild fires, and more recently, to those people hit hardest by the flooding in Cedar Rapids, Iowa. In addition, AWB is affiliated with 17 volunteer-run clinics across the country for the purpose of treating veterans. For those Diplomates thinking about how volunteering in the community at-large will

help them, think about providing free treatments in underserved areas or providing a service to AWB.

Dr. Albert Schweitzer, the medical missionary once commented - “The only ones among you who will really be happy are those who will have sought and found how to serve.”

I hope I have encouraged you to continue to serve or to consider serving as a volunteer in the AOM community. On behalf of the [Board of Commissioners](#) and the [staff of the NCCAOM](#), I want to take this opportunity to restate our appreciation for your generous contributions to the organization. If you are interested in volunteering for one our NCCAOM committees or taskforces, please visit our website at www.nccaom.org where you will find a copy of the [Volunteer Application](#).

Sincerely,



Kory Ward-Cook, Ph.D., MT(ACSP), CAE
Chief Executive Officer

JOB TASKFORCE ANALYSIS (JTA) TASKFORCE MEMBERS

ASIAN BODYWORK THERAPY (ABT):

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Michael Casper
Rylen Feeney
Deborah Smith
Maria Spuller

BIOMEDICINE:

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Steve Given
Tess Hahn
Irina Roytman
Greg Sperber
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Thomas Haines
Mark McKenzie
Elad Schiff

Our Appreciation to Alice McCormick



Alice McCormick

The NCCAOM Board and Staff would like to express their gratitude to a remarkable leader who dedicated a decade of volunteering to the NCCAOM Board. Alice McCormick, Dipl. O.M. (NCCAOM), served in numerous capacities for the NCCAOM, most notably, she served as Board Chair in 2005. "Alice is an outstanding volunteer who brought years of wisdom and knowledge to the Board - we are all very fortunate to have had her

on the Board. We continue to benefit from her leadership every day", stated Dr. Kory Ward-Cook.

THE NCCAOM BOARD WELCOMES NEW COMMISSIONERS FOR 2007

Please join us in officially welcoming Commissioners, David Canzone and Jan Ste Germaine to the NCCAOM Board. Ste Germaine began her term at the February 2008 Board of Commissioners' meeting in Jacksonville, Florida. Canzone began his term in January 2007 as an appointment to fill a vacancy on the Board and both were elected in Fall of 2007 by the Diplomate population. "We are delighted to have two very dedicated Commissioners elected to our Board of Commissioners. Both individuals have made tremendous contributions to the profession and are a huge asset to the NCCAOM leadership," stated Tess Hahn, NCCAOM Board Chair. Canzone and Ste Germaine will be serving three-year terms that began in February 2007.



David Canzone



Jan Ste Germaine

THE NCCAOM BOARD WELCOMES NEWLY APPOINTED OFFICERS

The NCCAOM congratulates the following Commissioners on their appointments as Officers of the Board:

Tess Hahn, Chair

Weiyi Ding, Vice Chair

Michael Garland, Treasurer

Mike McKeown, Secretary

For a brief bio and photo of each of our Commissioners and CEO, Dr. Kory Ward-Cook, please visit the NCCAOM home page at www.nccaom.org/commissioners.html

UPDATE TO THE NCCAOM COMMISSIONERS ELECTION PROCESS

During the Autumn 2007 meeting of the Board of Commissioners, the NCCAOM revised its bylaws to reflect an update to its practitioner Commissioner re-election process. In the past, NCCAOM practitioner Commissioners who wished to serve another term had to run for re-election, as stipulated by the NCCAOM bylaws. This caused undue complexity and strain to effective Commissioners who desired to renew their term through the re-election process. As a result of past experience, the Commission voted to change the bylaws to allow Commissioners to petition the Board to serve another term. The Board of Commissioners now conducts an annual peer review of each Commissioner, and the outcome of these reviews will now be used as evidence for Commissioner effectiveness and will provide the basis for appointing incumbent Commissioners to a second term.

Candidates nominated for a Professional seat on the Board who are seeking a first term on the Commission and wish to fill a new vacancy are still required to run in a contested election.

THE IMPORTANCE OF KEEPING YOUR CONTACT INFORMATION CURRENT

The NCCAOM would like to remind you how important it is to keep your contact information current. This is important for many reasons:

- to receive information about changes in NCCAOM policies that may affect your certification status;
- to ensure that you continue to receive your copy of the Diplomate newsletter and Diplomate News You Can Use; and
- to facilitate a potential new patient's ability to find you in the continuously updated [NCCAOM Certification Registry Search Engine](http://www.nccaom.org) on the website, www.nccaom.org.

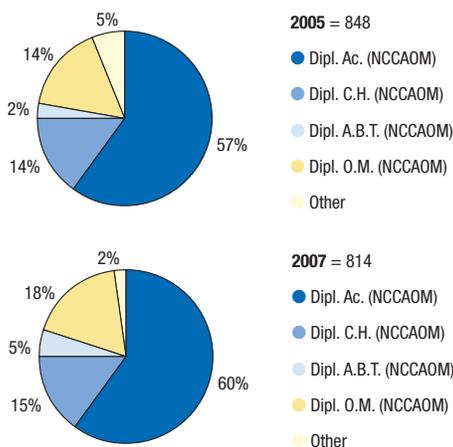
You can now update your contact information electronically by creating a log in and accessing your profile. Please go to www.nccaom.org/diplomates/status.html for step-by-step instructions on updating your profile securely and conveniently.

(Cover story continued from page 1)

Keeping Our Commitment for Excellence In Customer Service: The Results of the 2007 Diplomate Satisfaction Survey

A total of 814 people responded to the *Diplomate Satisfaction Survey* in 2007, which was less than a 3% difference from the 2005 response rate. Graph 1 below shows the breakdown of Diplomates by certification type who responded in 2005 compared to 2007.

(GRAPH 1)
What certifications do you currently have?



Because this was the second time NCCAOM conducted this survey, it was possible to compare the results of the 2007 survey to the benchmark survey from 2005. This comparison serves as a quality control check for our continued commitment to improve customer service for our Diplomates. Although the 2005 survey results revealed an average level of satisfaction with the service NCCAOM provided, the 2007 survey showed significant improvements in all customer service categories. We are delighted to share this news with our Diplomate population, our Commissioners and our staff.

In drafting the 2007 survey, several questions from the 2005 survey were repeated to compare the overall level of perceived satisfaction with NCCAOM's customer service and Diplomate services between 2005 and 2007.

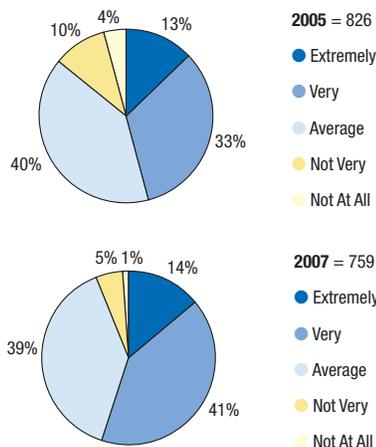
Because new services were introduced in 2007, new questions were added and others were altered or deleted from the 2005 survey to reflect changes that occurred over the past two years.

The survey was broken into three categories: general questions, customer service-related questions, and marketing and Diplomate relations. There were comparative questions (from 2005 and 2007) in all three categories as well as a number of unique questions that appeared for the first time in 2007. This article groups the two sections of customer service and marketing separately and both sets of questions (comparative and unique) are featured in each section.

Customer Service: NCCAOM at Your Service

NCCAOM staff's number one priority is customer service. The graphs below reveal an overall improvement in Diplomate satisfaction with NCCAOM Customer Service as compared to 2005.

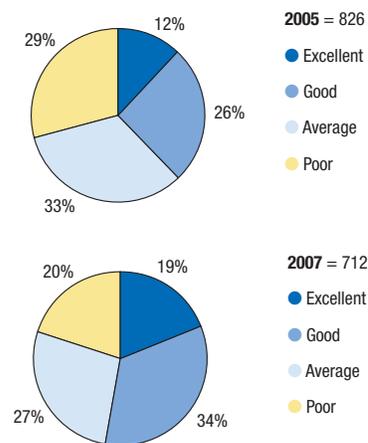
(GRAPH 2)
The overall courteousness of the NCCAOM staff is:



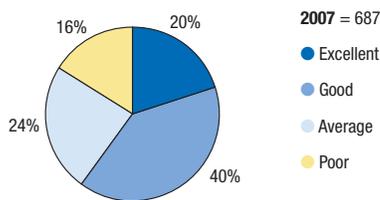
Graph 2 shows an overall 16% improvement in staff courteousness. 93% of all respondents gave NCCAOM staff an Extremely, Very or Average courteousness rating.

Graph 3 and Graph 4 (no comparative data for 2005) are strong indicators that customer service has been a major focus for NCCAOM staff during the past two years. 86% of the respondents stated that staff response time for email communication in 2007 was Excellent, Good, or Average and 80% of respondents stated that staff response was Excellent, Good, or Average for phone communication in 2007. In the past, these have been a problematic areas. The Chief Executive Officer and the senior staff consider response time a top priority for all staff. As a result, the response rate goal is 24 to 48 hours on all correspondence. Although the Poor category for staff response to telephone calls has gone down by 9% since 2005, we will continue to investigate the reasons why and how best to decrease the percentage in the Poor category. One possible reason is that not all Diplomates completing the survey had direct contact with the new NCCAOM staff in either 2006 or 2007. We hope to clarify this point on our next survey.

(GRAPH 3)
The overall timeliness of NCCAOM staff telephone response is:

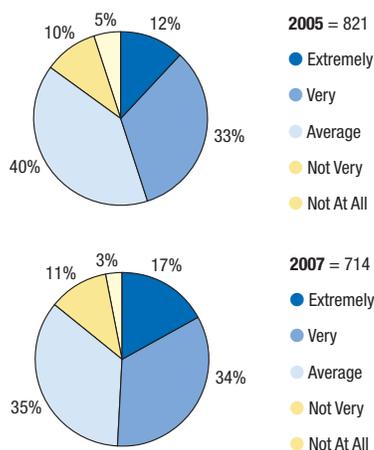


(GRAPH 4)
The overall timeliness of NCCAOM staff email response is:



Another area of improvement is the perceived knowledge of the staff. Graph 5, below, reveals that despite hiring and training a brand new front-line staff for our new headquarters in Jacksonville, Florida in early 2007, the level of perceived knowledge of staff improved significantly with an overall increase of 7% perceived knowledge of staff compared to 2005.

(GRAPH 5)
Overall, how knowledgeable is the NCCAOM staff:



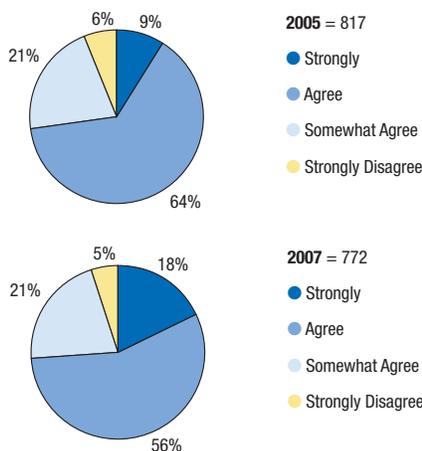
Improved satisfaction in staff knowledge is the result of training the right individuals with the right skills to fully master their jobs. Many Diplomates commented that the new staff is more knowledgeable and works harder to provide alternative suggestions and resources when assisting Diplomates. Some Diplomates commented further that the staff is proactive in assisting them with other professional or career issues. In addition to empowering our staff with the right tools and training to perform their jobs, the majority of senior staff members have been with the organization for five years or more, and have mentored new staff to meet a higher standard of customer service.

Marketing and Diplomat Relations: Promoting Your Credentials

The next set of questions and graphs apply to questions related to marketing and advancing NCCAOM certifications as well as the content and value of information disseminated to Diplomates.

In both the 2005 and 2007 surveys, one question focused on the type and frequency of information delivered to our Diplomates. It is important for the NCCAOM to know that the information that is distributed to our Diplomates is useful and applicable to their needs. For this reason, in 2006 and continuing into 2007, NCCAOM dedicated a significant amount of its resources toward a major marketing campaign. The decision to apply more resources toward marketing the NCCAOM credentials was a direct result of feedback from Diplomates who completed the 2005 Diplomat Satisfaction Survey. As a result, we also improved communications with our Diplomates by providing more substantial and informative articles in the Diplomat e-newsletter (*Diplomat News You Can Use*) and *the Diplomat* newsletter. In addition, the *Candidate Handbook and Recertification Handbook* are now available for free on the NCCAOM website. The result was a combined 35% increase in those respondents who Strongly Agree or Agree that information given to Diplomates is applicable to their needs. Refer to Graph 6 below.

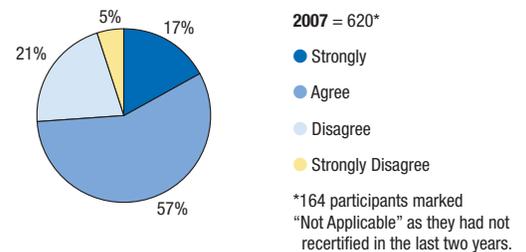
(GRAPH 6)
Does the NCCAOM provide you with information that is applicable to your needs:



Although overall there was an increased satisfaction with information provided by the NCCAOM to meet Diplomat needs, some Diplomates indicated that the services they are seeking, for instance, data on insurance reimbursement, should be available from NCCAOM, however, this type of service is typically the responsibility of the professional membership associations. NCCAOM is not a membership organization; it is a certification organization. Its mission has always been to serve and protect the public by providing quality credentials. Because we remain committed to addressing all inquiries received by our Diplomates and Candidates, staff will continue to refer Diplomates to the membership organizations, the [American Association for Acupuncture and Oriental Medicine \(AAAOM\)](#) and the [Association of Bodywork Therapies of Asia \(AOBTA\)](#), as appropriate.

The *NCCAOM Recertification Handbook* has changed significantly since the 2005 survey. Not only is it now more appealing visually, but the content is better organized, and it contains helpful tips on recertification, as evidenced by 17% who indicate Strongly Agree and 57% Agree that the Recertification Handbook is easy to understand. Refer to Graph 7.

(GRAPH 7)
The NCCAOM Recertification Handbook and other materials provided to you are easy to understand.

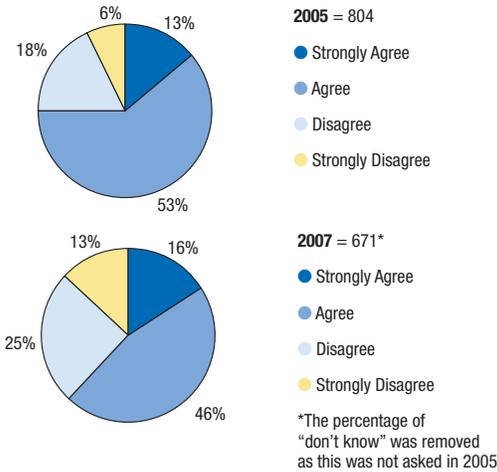


Graph 8 also relates to the overall perception of NCCAOM by the Diplomates. The data shows that there was no overall change between 2005 and 2007. →

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(Cover story continued from page 7)

(GRAPH 8)
The NCCAOM does a good job of advancing the image of certified professionals (Diplomates).



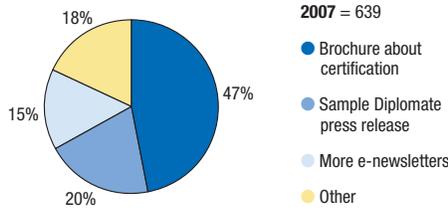
These results were surprising. As stated above, the 2005 survey spurred the organization to conduct an all out marketing campaign commencing with branding the NCCAOM organization and its certifications with a new logo, tagline and service marks to members of the media and the public. The results were rewarding - there was an 86% increase in media coverage regarding the advantages of seeking NCCAOM certified Diplomates for acupuncture and Oriental medicine treatments from 2006 through 2007. This response was phenomenal compared to years past when any mention of acupuncture treatment in the press was attributed to western medical practitioners who used acupuncture as a modality with little or no training. The results of publicity in national publications like *The Washington Post* and *The Wall Street Journal*, was impressive. As a result of our media campaign NCCAOM credentials were suddenly a necessity for media stories. Most recently one of NCCAOM's Diplomates, Shelly Goldstein, was featured on the *Martha Stewart Show* giving acupuncture to Martha Stewart. Following this program, the [NCCAOM website](#) received numerous hits from the public who wanted to know more.

The increase in marketing activities ran the gamut from arranging media interviews with NCCAOM certified practitioners to NCCAOM staff delivering courses on marketing, lobbying and ethics in 2006 and 2007.

As a result of the Diplomat responses received from the 2005 survey, it was discovered that marketing materials, such as,

certification brochures were in high demand. This, again, was evident also in the 2007 survey, as just under half of the respondents stated that marketing brochures featuring NCCAOM certifications are a product they wanted developed. See Graph 9 below.

(GRAPH 9)
What information would be useful for the NCCAOM to provide for Diplomates in the future?



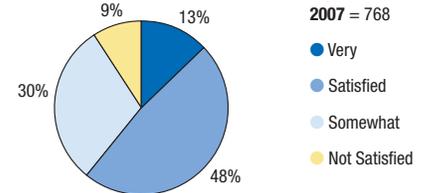
The NCCAOM Commissioners and staff listened to this request and as a result the new NCCAOM Certification Brochures for all four certifications will be available this fall. These brochures are customized for patients, members of the public and the media to gain more knowledge about all aspects of acupuncture and Oriental medicine including the value of choosing a nationally certified practitioner, for each certification program. Please check the NCCAOM website (www.nccaom.org) for more information about these informative brochures and how to place your order. Diplomates additionally disclosed that they would like more marketing materials, for instance, Press Releases were requested by 20% of the Diplomates responding to the survey. To assist our Diplomates with their marketing needs, NCCAOM will be introducing a marketing section of the website *For Diplomates Only* with readily-available personalized press releases and more.

The *Diplomat News You Can Use* was introduced when the first survey was launched. This e-newsletter contains timely information for Diplomates, students, school and state officials, and other stakeholders. Since its introduction, more and more Diplomates (especially those newly certified) prefer receiving communication through email or in an electronic format. In response to this trend, staff has included more substantial articles in recent issues of *Diplomat News You Can Use*.

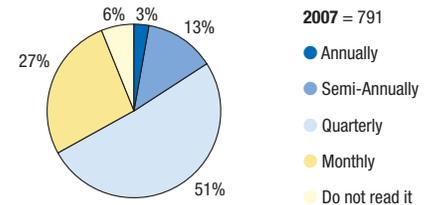
Graph 10 shows that 61% of those that read the e-newsletter, *Diplomat News You Can Use*, are Very Satisfied or Satisfied with the content; however, Graph 11, shows that

readers prefer to receive the NCCAOM e-newsletter on a quarterly basis versus monthly. Information overload is not our intent, hence the *Diplomat News You Can Use* is now sent quarterly instead of monthly.

(GRAPH 10)
How satisfied are you with the content of the Diplomat E-News You Can Use?

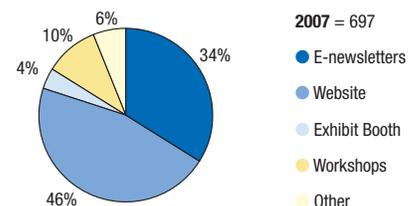


(GRAPH 11)
How frequently would you like to receive the Diplomat E-News You Can Use?



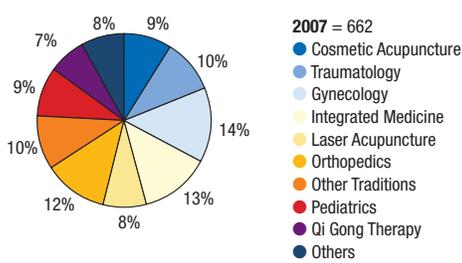
Another area of focus in the 2007 Satisfaction Survey was discovering the source of information that is most utilized by Diplomates. Graph 12 clearly indicates that the NCCAOM website is the most frequently used source for information by 46% of the respondents, followed by *Diplomat News You Can Use* at 34%. After the 2007 Diplomat Satisfaction Survey was completed, the NCCAOM website was updated with a new look and more user-friendly features to assist users to navigate the site. Diplomates are able to view and change their contact information online which automatically updates their listing in the [NCCAOM Certification Registry Search Engine](#). Because 805 Diplomates prefer to receive updated information via either the NCCAOM website or *Diplomat News You Can Use*, NCCAOM staff will continue to use these methods of communication more frequently than other forms of communication.

(GRAPH 12)
What information has the NCCAOM provided in the past that has been useful?



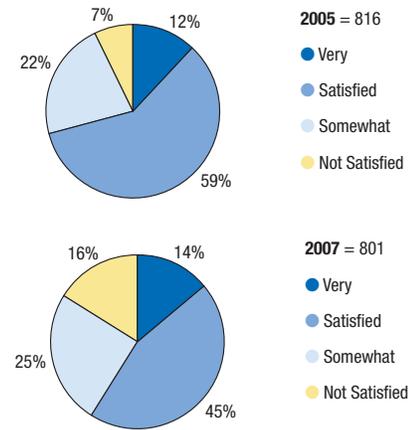
One new question in the 2007 Survey sparked a lot of interest. Numerous comments were submitted in response to a question about Diplomat interest in the specialty or advanced practice areas emerging in the acupuncture and Oriental medicine profession. Although Graph 13 shows the interest by our Diplomates in these specialty areas, the comments received by Diplomates were mixed with regard to their overall support for offering specialty certificates. Interest in offering specialty certificates requires further research.

(GRAPH 13)
If NCCAOM were to offer Advanced Practice/Specialty certificates to recognize specialty skills and expertise, in which of the following areas would you have an interest?



Overall Satisfaction by Diplomates

(GRAPH 14)
How satisfied are you with your overall experience with NCCAOM?



Graph 14 shows that in 2007 69% of Diplomates were either Satisfied or Very Satisfied with their overall experiences with NCCAOM. Even though Diplomat satisfaction with customer service has improved between 2005 and 2007, the overall satisfaction with NCCAOM as an organization remained about the same. The NCCAOM and staff were surprised to see this response because it was expected that the overall satisfaction would improve in parallel to the positive gains recorded for customer

satisfaction and marketing. The NCCAOM will continue to work to change the view of those individuals who have had unpleasant experiences with NCCAOM in the past.

We hope that by continuing to strive for excellence in customer service, we will see improvement in the overall satisfaction of Diplomates by the time of the next satisfaction survey. We will also continue to identify areas to assist our Diplomates, including serving as a reference for information on the demographics of the AOM profession, providing tools to promote Diplomat certifications, along with setting and promoting national standards for certification in the AOM community.

We will be measuring Diplomat satisfaction annually in the future, and we encourage all Diplomates to participate in our 2008 Diplomat Satisfaction Survey. Going forward we hope to have an even higher response rate to our surveys. This is your opportunity to participate in providing input to the NCCAOM for goal setting and resource allocation. If you participated in the 2007 Diplomat Satisfaction Survey, thank you for taking your time to respond.

For more information on the Diplomat Satisfaction Survey, and/or to comment, please contact Dr. Kory Ward-Cook at executiveoffice@nccaom.org.



NCCAOM 2008 ELECTION FEATURE – VOTE TODAY!

E-Ballots: Voting is Just a Click Away!

Due to the success of last year's E-Ballot and the ease of the e-balloting process for our Diplomates, NCCAOM is once again offering online voting (E-Ballots). You have the option of voting either online or you can still request a paper ballot. For those who wish to vote online, you will receive an e-ballot by email; therefore, it is extremely important for us to have your current email address on file.

In this election, you have an opportunity to select one of two Diplomat candidates running for an open position on the Board of Commissioners. Once elected, the new Commissioner will serve a three-year term and will be eligible for a maximum of two additional three-year terms.



CANDIDATE PROFILES

Diplomates may vote for only ONE of the two candidates to fill the Professional member seat for 2009. If you do not have access to online voting, you can contact our office at ballots@nccaom.org to receive a paper ballot, which will be mailed to you. Only official ballots will be accepted. Illegible, incomplete, or incorrectly marked ballots will be discarded. All paper and e-ballots must be received on or before **October 15, 2008**.



Denise Hsu



David Myrick

Denise Hsu, Dipl. Ac. (NCCAOM)

PROFESSIONAL PROFILE

Denise Hsu was born and educated in Shanghai, China. She received her medical degree from Shanghai University of Traditional Chinese Medicine and has been trained in both Western medicine and traditional Chinese medicine.

Hsu completed her internship and residency in the Teaching Hospital of Shanghai University of Traditional Chinese Medicine and Shanghai Second Medical University. There, she practiced in Chinese herbal medicine, acupuncture and Western surgical technology in the Orthopedic Department.

She has over twenty years experience in practicing acupuncture and Chinese herbs, treating pain syndromes, women's diseases, allergy, sinus, asthma, stress and general health care.

Hsu is a certified acupuncturist with experience serving on both California and national boards. These experiences included working as a Board Member at the California Certified Acupuncture Association between 1988 to 1993 and she currently serves as the examination committee member of the NCCAOM since 1996. She has been a teaching professor for the American College of Traditional Chinese Medicine in San Francisco since 1990, and also serves as their Chinese Medicine Department chairperson since 2000.

Hsu has worked for Kaiser Permanent Santa Clara since 1998 and also maintains her private practice in Sunnyvale, California.

Denise Hsu wants to make her contribution to our medical profession, to use her solid education in Chinese medicine to serve the acupuncture and Oriental medicine profession and to support our profession growing, also try her best to support our team work.

PERSONAL STATEMENT

My interest in working as an NCCAOM Commissioner is to extend my deep commitment to NCCAOM and contribute my knowledge to our profession in research and development. I have had over 25 years of experience in practicing acupuncture and medicine with teaching and management skills. I have been serving as the Chair of the Chinese Medicine Department at the American College of Traditional Chinese Medicine in San Francisco since 2000. Also, I have been working in the Integrative Medicine Department at Kaiser Permanente since 1998. My specialty is in acupuncture, Chinese Herbology and Orthopedic medicine. I strongly believe that my background in both Chinese medicine and Western medicine from a formal medical education, with team work spirit in mind, will support NCCAOM to overcome the challenges to have a successful business in the future. I would like to make a contribution of my knowledge and time to support our health profession, and our people. Thank you very much for considering me as a viable candidate.

David Myrick, Dipl. Ac. and Dipl. C.H. (NCCAOM)

PROFESSIONAL PROFILE

David Myrick, Ac, Dipl. Ac and Dipl. CH (NCCAOM), currently serves on the NCCAOM Exam Development Committee for Acupuncture, and is a faculty member and academic advisor at the Phoenix Institute of Herbal Medicine and Acupuncture (PIHMA). He also works as a staff acupuncturist for Banner Health System at Banner Thunderbird Medical Center and Banner Desert Medical Center.

Myrick earned a BA degree from California State Polytechnic Institute in 1984. After a 14 year career in the consumer lending industry, Myrick enrolled at the International Institute of Chinese Medicine in Albuquerque, New Mexico, where he earned a Master's Degree in Oriental Medicine.

In 2002 Myrick relocated to Phoenix, Arizona and joined the faculty of the Phoenix Therapeutic Massage College and the Southwest Institute of Healing Arts as an Oriental Theory instructor. In addition, he served as Secretary of the Arizona Society of Oriental Medicine for 2 years.

PERSONAL STATEMENT

I strongly believe in the importance of establishing, assessing and promoting recognized standards of competence and safety in acupuncture and Oriental Medicine. I believe that doing so in a manner that is inclusive of the various styles of acupuncture and Oriental Medicine is essential to building the confidence of the public, as well as the reputation and growth of our profession. I feel that my pragmatism, experience as an educator in acupuncture and Oriental Medicine, and exposure to practitioners of various styles will enable me to effectively serve our organization for the benefit of the public and our profession.

New Examination Content Outlines to be Announced

Quite often, candidates ask how the [NCCAOM Content Outlines](#) for each examination are created. They are created as a result of a job task analysis that is performed every five years. In short, the Job Task Analysis is a survey of tasks performed by practitioners across the country. A more complete explanation follows.

A job task analysis is an awesome undertaking that continues for more than a year. The first step is the compilation of previous surveys, results, publications by the profession related to the tasks performed, and the surveys and results of similar surveys performed by other groups (e.g. State of California, other certifying agencies, government agencies). By the time the documents are compiled, there are more than 500 pages of text and tables to be reviewed.

While the background documents are being compiled, a Job Task Analysis Taskforce is created. A taskforce for each area is created: Acupuncture, Asian Bodywork Therapy, Biomedicine, Chinese Herbology, and Foundations of Oriental Medicine.

Each taskforce has representatives from the current Exam Development Committees, CCAOM, AAAOM, AOBTA®, and FAOMRA. The taskforce is rounded out with two practitioners-at-large. Each subgroup has 6–8 participants representing various areas of the country and different types of practice.

After the publications are reviewed by the taskforce, a draft survey is created and evaluated. The final survey is completed and all Diplomates are invited to participate. Every Diplomate with an email address received the 2008 JTA Survey and was asked to complete at least two sections of the survey. Each task listed on the survey is evaluated for frequency of performing the task and importance of the task by each Diplomate respondent. This distinction is important because some things are not performed often but are critical for the practitioner to know (e.g. CPR).

For a task to be included on the new Examination Content Outlines, it must be important to a majority of the practitioners in a majority of the regions and **must also be performed frequently enough by entry-level practitioners.**

It is anticipated that the process will be completed by the fall of 2008. Please check the NCCAOM website for an announcement of the new Content Outlines.

GET YOUR PRACTICE TESTS FROM THE OFFICIAL SOURCE: NCCAOM ONLINE PRACTICE TESTS AVAILABLE NOW

Since early 2007, all NCCAOM candidates have had the opportunity to sign up for the official [NCCAOM Online Practice Tests](#) via the NCCAOM website to prep for upcoming NCCAOM examinations.

This innovative technology allows applicants to take practice tests by logging on to the online practice website where subscriptions are available for purchase for each practice test offered. Each [NCCAOM Online Practice Test](#) contains five individual tests, each containing 50 multiple-choice items. Each practice test will

follow the NCCAOM examination content outline for that certification examination. A subscription for each online practice test allows unlimited access to the practice test for 90 days for only \$75.00. Although there is no separate practice test for biomedicine at this time, both the comprehensive practice tests contain biomedicine practice questions.

NCCAOM is currently offering online practice tests for:

- Acupuncture
- Chinese Herbology
- Foundations of Oriental Medicine
- Comprehensive Practice Test for Acupuncture
- Comprehensive Practice Test for Oriental Medicine

For more information on online practice tests and to purchase a subscription, go to www.nccaom.org/exams/practice_tests.html.

Why subscribe to a costly substitute when you can have the real thing?

Asian Bodywork Therapy (ABT) Examination Schedule Announcement

NCCAOM would like to announce that the next examination administration of the ABT certification examination will be offered March 2–14, 2009. Please check the NCCAOM website for ongoing announcements.

If you have any questions regarding the ABT Certification process, please call 904-598-1005 or contact via e-mail the following certification coordinators according to the first letter of your last name:

Last Names for A-J applicationsAJ@nccaom.org
Sheila Stover - Certification Coordinator

Last Names for K-O applicationsKO@nccaom.org
Adam Cassidy - Certification Coordinator

Last Names for P-Z applicationsPZ@nccaom.org
Radica Martin - Certification Coordinator

The NCCAOM will continue to provide updated information as it becomes available.

Newly Updated Examination Questions & Answers at Your Fingertips

A priority for NCCAOM staff is to assist our candidates and school representatives to better understand our examination process. As a result, we created a list of questions and answers that explain in detail our examination administration policies and procedures. As part of NCCAOM's mission, the organization has made a commitment to uphold the integrity of the NCCAOM certifications as a meaningful measure of entry-level competency for the purpose of protecting public safety. This commitment cannot be overstated; to quote our mission which 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.*

Question #1: When can I take the next examination as I do not see a schedule of exams on the website?

Answer: NCCAOM is pleased to now be providing year-round testing for all certification exams except Asian Bodywork Therapy (See [ABT FAQ's](#)). This means that *Approved to Test* candidates (those who received an approval letter in the mail from NCCAOM) can now register for the NCCAOM examination(s) throughout the year, pending availability, at their desired Pearson VUE test center locations.

Candidates can register for the examination(s) by calling Pearson VUE directly or registering online. The *Approved to Test* letter will have detailed registration information and instructions. Candidates can register for their exams according to their own schedule and at their own convenience. Pearson VUE offers more than 230 Pearson Professional Test Centers around the world. When candidates register, they pay Pearson VUE directly for their exams using Visa, MasterCard and American Express credit cards.

Question #2: What does open registration mean and why is there no application or registration deadlines announcement?

Answer: Open registration means that candidates no longer have to wait for the NCCAOM examinations dates to be announced. Once candidates are approved to test, they can register and schedule their exam for any time that is available at a Pearson VUE Professional Testing Center. This means that candidates can test and finish with the examination cycle quicker and at a more convenient time for them.

Year-round examinations allow candidates to become certified and licensed to practice much faster than in years past. One of the great benefits of year-round testing is that there is no need for the NCCAOM to enforce application or registration dead-

lines. Candidates can send in their application when their school permits and will be able to test after they receive an *Approval to Test* letter from NCCAOM. This also means that candidates no longer have to wait for the next examination cycle to register and test. Please remember that candidates must still allow 10-12 weeks for processing their application before they are approved to test. It is also important to remember that candidates have four years from the date that NCCAOM receives their application to become certified. NCCAOM recommends that candidates, who fail a certification exam, take the time to understand and correct their competency difficulties before retesting.

Question #3: Which exams are offered year-round?

Answer: The NCCAOM offers the following examinations throughout the year:

- Foundations of Oriental Medicine
- Acupuncture with Point Location
- Biomedicine
- Chinese Herbology

The Asian Bodywork Therapy examination will not be offered in 2008. The next examination is scheduled for March 2-14, 2009.

Question #4: What about those who want to take the test in Chinese or Korean?

Answer: The foreign language examinations will not be offered in 2008; however, they will be offered in the fall of 2009. Please check the NCCAOM website for further information as it becomes available.

Question #5: Are you planning on combining any other exams besides Acupuncture and Point Location?

Answer: This will be determined based upon the results of the 2008 Job Task Analysis (JTA) which was conducted between April and June of 2008. The results of the JTA are currently being analyzed by the Examination Development Committee members. New content outlines will be available in the Fall of 2008 and will go into effect in early 2009.

Question #6: What does year-round testing mean for scoring? Does this mean that I will receive my exam results faster?

Answer: Yes! Year-round testing, made possible by adaptive testing (see Questions 7 and 8 for information about adaptive testing), enables NCCAOM to provide you with immediate on screen “Preliminary Pass or Fail” status. This means that candidates receive a preliminary pass/fail screen immediately after they conclude the examination, while still at the Pearson Professional Test Center.

The official score report will be mailed within 20 business days from completion of the examination. The state licensing boards will also receive your examination results at a much quicker rate after you place your order for the exam results to be sent. This means that the time required before receiving your license will be shorter.

Question #7: What is the format of the examinations?

Answer: The Acupuncture with Point Location, Chinese Herbology and Foundations of Oriental Medicine examinations each have 100 multiple-choice questions with a two hour time limit. The Biomedicine examination consists of 50 multiple-choice questions with a one hour time limit for completion of the exam.

In order for NCCAOM to be able to provide you with year-round testing and to provide an immediate preliminary pass/fail screen, we are offering candidates a form of testing called **adaptive testing**. What this means to the candidates is that each examination is different for each candidate because it is based on that candidate's knowledge of the material being tested. If a question is answered correctly, the next question is slightly more difficult. If a question is answered incorrectly, the next question will be slightly easier. However, one feature of this system, is that the candidate cannot go back and review exam questions. Once you have finished answering the questions, you cannot return. As adaptive testing measures your content knowledge with each question, you will be **unable to go back** to a question once you have moved onto the next question. Adaptive testing has been used for certification testing in other healthcare areas for more than 17 years and offers one of the most reliable measures of competency.

Question #8: Can you explain adaptive testing in more detail and what this means to us as candidates?

Answer: An internet search will help you to find many different descriptions of Computer Adaptive Testing (CAT). The easiest explanation we have is that it is a computerized test in which the computer selects the examination questions based on the individual candidate's ability. Some have compared it to jumping a high bar - if you get over the bar, the next one is higher, but if you miss, the bar is lowered. Of course, if the bar is too low, you

cannot pass the examination. Another analogy is to that of an interview. When someone is being interviewed, the interviewer will adjust the difficulty of the questions based on previous responses.

The objective of adaptive testing is to determine the candidate's ability with the least amount of measurement error. It is not the number of correct or incorrect questions, but the overall score based on the difficulty of the questions, the overall examination and the ability of the candidate.

One aspect of adaptive testing that is difficult to explain is that the best candidates feel as if they have just taken the most challenging exam of their academic career. This is, unfortunately, the nature of this type of exam. In trying to determine the candidate's ability, the exam will continue to get more and more difficult. The candidate should not panic as this is a direct result of doing very well on the exam.

Question #9: What are the benefits of taking the CAT or adaptive format of the exam?

Answer: There are many benefits that candidates will enjoy with adaptive and year-round testing as outlined above. These include: no eligibility deadlines and a **preliminary** pass/fail screen immediately following the exam. Your examination can be scheduled at your convenience at over 230 Pearson Professional Test Centers around the world; your application materials can be submitted at any time (please allow 10-12 weeks for processing); and, finally, at the end of the examination you will be able to see your preliminary pass/fail status. Final score reports also go to the state licensing boards much more quickly. Other positive changes include shorter examinations and the lowest possible overall costs to candidates.

Question #10: If I fail the exam, can I immediately sign up for the exam again?

Answer: Yes. With adaptive testing, you can sign up immediately to test again; however, it is recommended that you give yourself at least two months to prepare for the retake of the examination that you failed. Remember that after three attempts, you must submit **15 Professional Development Activity** points in the content area of weakness in order to sit a fourth time. In addition, you are **only allowed a total of five (5) opportunities to take an examination**.

Question #11: Do I have to answer all of the questions on the exam or can I leave some answers blank?

Answer: You must answer all of the questions on the exam (i.e., 50 for Biomedicine and 100 for all other adaptive exams) in order for your examination to be scored. **If you do not answer all of the questions, your examination will not be scored and** →

(continued on next page)

(continued from page 15)

you will receive a status of “Fail.” Additionally, this will count against your five (5) attempts that you are allowed per examination.

Question #12: Does the NCCAOM publish a list of herbs and formulas that will be tested in the Chinese Herbology Module?

Answer: No, the NCCAOM currently does not provide a list of the single herbs and formulas for the Chinese Herbology examination.

Question #13: Does the NCCAOM publish a list of the terminology for the channels and other terms?

Answer: No, the NCCAOM currently does not provide a list of the terminology for the channels and other terms.

Question #14: I am not certain what is covered in the Foundations of Oriental Medicine module compared to the Acupuncture with Point Location module.

Answer: Please refer to [Site Map on the NCCAOM web site](#), which will provide a link to [Exam Content Outlines](#). The content outline provides an outline of what each exam covers and the percentage in each section.

Question #15: How many questions do I have to answer correctly in order to pass an examination?

Answer: With the examinations being adaptive (see Questions 7 and 8 for information about adaptive testing); there is **no predetermined** correct number of questions that have to be answered correctly in order for a candidate to pass. It is not the number of correct or incorrect questions, but the **overall score** based on the difficulty of the questions, the overall examination and the ability of the candidate.

Question #16: I failed the exam and received my score report, what areas do I need to focus on for the next examination?

Answer: Using your score report, areas where you scored below 70 units are areas to focus your studies as well as taking into consideration the content percentage of that section on the content outline.

Question #17: I failed the exam for the first time, how many candidates pass the exam during their first attempt?

Answer: The pass rate for first time test takers (FTTT) is actually high. Please refer to the Pass Rate Comparison report from 2006 and 2007 on the NCCAOM website for “Exam Scoring” link found under [Site Map](#).

PDA Corner

First PDA Provider Newsletter Launched

In an effort to better communicate and share information with NCCAOM PDA Providers, the first PDA Provider Newsletter was launched!

The mission of the PDA program is to provide an avenue that allows NCCAOM Diplomates the ability to earn “PDA Points” for recertification by partnering with sponsors of continuing education in acupuncture and Oriental medicine.

The PDA Newsletter is available at www.nccaom.org/diplomates/development.html

“Did You Know?”

You too can earn PDA Points this summer! NCCAOM has courses, seminars, and conferences listed from across the United States, Canada, and around the world, many of them available this summer. Why not combine work, pleasure and learning into one event? Visit the PDA Search Engine at www.nccaom.org/fpweb/pda_course.asp and find out more!

NCCAOM IS SEARCHING FOR YOU!

If you know someone who is missing out on getting up-to-date information from the NCCAOM, or has not received recent communications from the NCCAOM, or if this person is on the returned mail list, please tell them to login to our website to update his/her profile. If you or anyone you know has a problem logging in, please contact techsupport@nccaom.org.

Incentives for Lapsed Status Diplomates to Renew Again

Are you, or is someone you know, in Lapsed status? If so, now is the time for Diplomates who are in Lapsed status to renew their certification. The NCCAOM is announcing a special offer for any Diplomate who has been in Lapsed status in excess of one year or more. The Lapsed status Diplomates who fall into this category can restore their certification under a new provision which will allow them to return to Active Diplomate status by completing the following requirements:

1. Complete *only* 60 Professional Development Activity (PDA) Points required under the standard four-year certification cycle. (Instead of the current policy of 60 PDA Points plus 15 additional PDAs for each year lapsed.)

2. Take the NCCAOM online practice test in your certification. Go to the NCCAOM website and click on "Site Map" (upper right corner); then click on "Online Practice Tests".

✓ Diplomate in Acupuncture - *Comprehensive Acupuncture Practice Test*

✓ Diplomate in Chinese Herbology - *Chinese Herbology Practice Test* and *Foundations of Oriental Medicine Practice Test*

✓ Diplomate in Asian Bodywork Therapy - *Foundations of Oriental Medicine Practice Test*

Attach a printout of your self-assessment (online practice test) demonstrating a score of 70% or higher. This will be used for documentation when processing your recertification application.

3. Provide a copy of your license to document that your practice is current and clear without discipline.

4. Pay the standard recertification fee of \$200.00.

As you consider the advantages of this unique opportunity to return to *Active Diplomate status* and thus demonstrate your certification maintenance, remember that earning your NCCAOM credential represents a significant professional achievement. NCCAOM certification makes an important statement about professional competency that is recognized by regulatory bodies, third-party payers, the profession, and the public.

If you are searching for courses to fulfill your recertification requirement, we have the perfect directory of courses for you. Our new PDA search engine can help you find just the right courses for your 60 PDA point requirement. You can also earn PDA points by taking the Biomedicine Exam, acquiring a new NCCAOM Certification, serving on professional boards, advocating legislation, providing peer reviewed posters/exhibits, editing a professional journal/book, attending item-writing workshops and more.

The NCCAOM Board of Commissioners and staff are constantly striving to identify alternative methods for Diplomates to demonstrate competency throughout their careers. The reliability, validity, and lower costs associated with administering self assessment is one of the newer practices of certification organizations who want to make the recertification process more effective and less burdensome for the certificate holders.

If you are in Lapsed status, we hope you consider returning to active Diplomate status so you can enjoy the many benefits of being nationally certified. **Please act soon as this temporary policy provision will expire on December 31, 2008.**

If you plan to return to active status or need more information, please contact Jennifer Nemeth, Manager of Volunteer and Executive Services at 904-674-2474 or jnemeth@nccaom.org. We would also like to hear from you if you are retiring from the AOM profession.

UPDATE ON THE PROFESSIONAL DEVELOPMENT ACTIVITIES (PDA) DEPARTMENT: AT YOUR SERVICE!

The PDA Department has experienced significant growth and refinement over the last two years. NCCAOM staff has concentrated their efforts on assuring that all PDA programs provide both quality and diversity of learning opportunities for Diplomates. Currently, NCCAOM's PDA programs are used by 75% of recertifying Diplomates, which tells us that our Diplomates appreciate the quality and ease of finding programs that satisfy their needs. With a new [PDA Search Engine](#) in place, Diplomates are able to narrow their search for qualifying courses by keyword, location or type of

course. As we move forward with the development of our PDA Program, the PDA Department has adopted a new mantra in our commitment to you... Our Partner and Customer.

To my customer.

I may not have the answer, but I'll find it.

I may not have the time, but I'll make it.

-- Author unknown

If we can be of any assistance to you, please contact us at PDA@nccaom.org

The Facts on Filing for Inactive Status

Diplomates are always encouraged to recertify in a timely manner thereby reducing the risk of falling into Lapsed status; however, there are times when filing for Inactive status may be the best choice rather than slipping into Lapsed status. Inactive status was created as a benefit for NCCAOM Diplomates who, for some reason, could not renew their certifications on a timely basis. Common reasons are health or medical issues, leaving the country or extended travel, and maternity leave. If you have found yourself temporarily unable to practice or renew your certification, it is important to understand the process of filing for inactive status. Below is some important information about applying for Inactive status that you should consider before filing for Inactive status:

- Inactive status is available only if you cannot currently meet the recertification requirements for Active Diplomates, but you intend to in the future.
- **Inactive status is valid for two years and Diplomates may not apply for consecutive periods of Inactive status.**
- Diplomates must recertify prior to the expiration of their Inactive certification; otherwise, they will fall into Lapsed status.
- Diplomates who recertify as Inactive are not entitled to any of the benefits offered under Active status, except receipt of *the Diplomat* newsletter.

Once you have decided to file for Inactive status, you can take advantage of the benefits listed below without being placed in Lapsed status:

Inactive Status Entitles You to the Following:

- The ability to return to Active status without having to provide additional PDA points or meet any new requirements set by the NCCAOM Board of Commissioners - provided that you meet all current Active recertification requirements.
- No reinstatement fees if applying for Active status.

The next step is to either download the [NCCAOM Recertification Handbook and Application](#) from the website or to request one from the NCCAOM office, and pay the Inactive fee as outlined in the Fee Schedule on page 8 of the [Recertification Handbook](#).

Focus on Korea



Korea has the greatest number of NCCAOM Diplomates outside of the US. Recently Michael Chung, NCCAOM Director of Operations, visited Korea as part of a fact finding mission. The prime directive of the mission was to determine interest in Korea for NCCAOM certification. While visiting the Oriental Medicine community of Korea, Chung discovered the existence of a large amount of misinformation with regard to NCCAOM policies and procedures within the Korean Oriental medicine community. As a result, Chung developed a special section of our website for Korean applicants that can be easily accessed from the NCCAOM homepage, www.nccaom.org.

From his personal interactions and interviews with educators, practitioners and association leaders, Chung discovered that among those who are familiar with our organization, NCCAOM is highly regarded and seen as the world leader in the acupuncture and Oriental medicine assessment/certification arena. That said, however, "The OM community as a group views the United States practice of OM as not comparable to the level of practice in Korea". That view, in combination with the misinformation about NCCAOM itself, has limited the willingness of Korean practitioners to become NCCAOM certified.

Chung believes that with the introduction of the Korean section on our website, and with continued communication with school officials, students and Diplomates, the NCCAOM will see a dramatic change in how NCCAOM is viewed as new and accurate information about NCCAOM and the practice of Oriental medicine in the U.S. is communicated. These efforts have already made Korean national news. National exposure can serve as an endorsement in establishing NCCAOM's presence as the global organization in the Oriental medicine arena.

In conclusion, NCCAOM believes there is an opportunity for the AOM profession in the United States to move ahead and mature by learning from the advancements in Korea. This project creates an opportunity for Koreans to become more familiar with the quality and standards that exist in the U.S., and will serve as a model for NCCAOM's international outreach.

FEDERAL INITIATIVES

Concerns were expressed repeatedly by State Survey 2008 respondents with regard to Medicare coverage. NCCAOM has recently taken action which may assist practitioners in obtaining Medicare coverage in the future. NCCAOM, along with the other national organizations, has filed a request with the Bureau of Labor and Statistics asking that acupuncture be categorized as a separate and distinct profession. If the decision on the application to be recognized is approved, it will support the argument that Medicare should cover acupuncture treatments.

Regulatory Affairs

NCCAOM's Regulatory Affairs Department continues to monitor state activity, to work directly with state agencies and regulatory boards to promote recognized standards of competence and safety for the benefit of the public and to encourage Diplomates to become involved in legislative and regulatory affairs within their states.

In addition, we continue to present courses to assist Diplomates to become more knowledgeable about the legislative process. Betsy Smith, Deputy Director, will be teaching a course on lobbying techniques at the upcoming annual conference of the AAAOM, Expo 2008 Chicago, to be held on October 16-20, 2008. To register for this course, please visit the AAAOM website, www.aaaomonline.org. The goal of this course is to familiarize Diplomates with recognized techniques used by successful lobby-

ists to pass legislative initiatives and/or effect changes to regulatory board rules and regulations. In addition to this course, Smith will be teaching a course with Michael Taromina, Esq., Chair of NCCAOM's Professional Ethics and Disciplinary Committee (PEDC), entitled, Professional Ethics & Liability. In addition to knowledge gained, remember, you will earn PDA points for both courses!

Smith and Taromina taught their Professional Ethics & Liability course in Tucson, AZ under the sponsorship of the Arizona State Association on April 19, 2008. Attendance was excellent and the course was received very enthusiastically. If your state association is interested in sponsoring this course, please email bsmith@nccaom.org for more information on bringing this valuable and, some might say, entertaining course to your state!

In addition, every issue of "Diplomate News You Can Use" has a section on lobbying techniques that work. If you have not been receiving this newsletter, please contact mina.larson@nccaom.org.

THE STATE OF THE STATES

Victory in Ohio and Delaware

This has been a landmark year for legislation. Two very important bills were presented and passed during Spring legislative season.

OHIO

The Ohio Association of Acupuncture and Oriental Medicine (OAAOM) was very pleased to announce that Governor Ted Strickland signed Ohio Senate Bill 245 into law. OAAOM dedicated time and resources to pursuing a change in the Ohio acupuncture practice law over the last two years. Since the passage in 2000 of an acupuncture practice law, patients in Ohio have been required to obtain a referral from a doctor or chiropractor with a diagnosis prior to seeing an acupuncturist. Additionally, the referring doctor or chiropractor was required to work no more than sixty miles from the acupuncturist and was required to supervise the acupuncturist. SB 245 lifts both of these requirements but maintains patient safety by still requiring a "supervisory period" for new acupuncturists

during their first year of practice.

NCCAOM Deputy Director, Betsy Smith, spoke in support of this bill in both the Senate and House subcommittee hearings. Smith's testimony included information on national standards for education and testing which informed legislators about the existence of nationally-recognized standards within the profession which protect the public safety. Carrie Craddock, Rac, Dipl. Ac.(NCCAOM) and OAAOM Legislative Chair, commented, "Through understanding the role of NCCAOM in the acupuncture profession, the legislators were satisfied that Ohio patients will be treated by acupuncturists who have the same training as acupuncturists who are practicing in other states without the referral and supervision requirement. This understanding contributed to the success of SB 245 in subcommittee hearings and allowed SB 245 to pass with ease".

We congratulate OAAOM on their success and wish them the very best as they enter the next legislative season.

DELAWARE

Delaware Bill HB 377, the first bill to regulate acupuncture in the state of Delaware, was signed into law by the Governor on June 27, 2008. This landmark bill provides the initial licensing of professional acupuncturists in the State of Delaware. The Bill sets out the standards that are needed to become a Licensed Acupuncturist and establishes an Acupuncture Advisory Council. The law requires that new applicants for licensure in DE to be certified by NCCAOM in Oriental Medicine, among other requirements.

We wish to call special attention to the Regulatory Affairs Taskforce and the role that this group played in passing legislation regulating the practice of acupuncture in DE. This dedicated and knowledgeable group of state regulators and state and national association members gave very generously of their time and experience to this piece of legislation along with other recent bills heard during the Spring legislative session.

If you have questions with regard to a legislative initiative, please contact our Regulatory Affairs Department at bsmith@nccaom.org.

★ ★ ★ State Survey 2008 ★ ★ ★

The State Relations Department recently completed its 2008 Annual State Survey by email and phone. The goal was to speak personally with each regulator in order to address issues specific to each state. At the time this survey was conducted, there were 42 states that regulated the practice of acupuncture, we received responses from 30. This represents a 71.5% response rate which is considered an excellent rate of response. Recognizing that this was an exceptional response rate, we wish to personally thank all of the regulators and Board Chairs who took the time to answer our survey. We realize the busy schedules that our regulators maintain, in many cases, managing several boards at once. Thank you one and all for your time and support on this important survey.

The following is a summary of results from the survey. It is important to remember, that when the percentages are less than 100%, it is because not every state representative answered every question.

Question: Does your state accept other examinations for licensure, in addition to the NCCAOM exams? If yes, which exams, (for example, the California Licensure Exam)?

According to our survey, only 10% (3) of those who responded accept the California (CA) exam. In fact, 73% reported that the NCCAOM exam is the only recognized examination in their state.

Question: Does your state accept apprenticeships for licensure?

The respondents who answered in the negative, 80% (24). Those that do accept an apprenticeship totaled ten percent with seven percent of the respondents stating that if NCCAOM recognizes an apprenticeship, their state would recognize it as well.

Question: Is there a limit on the number of times a licensure applicant can fail an NCCAOM exam?

The majority said “No,” in fact, 83% said there was no limit on the number of times a person could take the exams. However, there were three states with limits or proposed limits. Two states have a five time limit and one state is considering a four time limit. NCCAOM has a five time limit on the number of times an applicant can take an NCCAOM examination.

Question: Are CEU's from NCCAOM-approved programs automatically accepted?

Fifty percent accept NCCAOM-approved programs. Of these three percent require current NCCAOM certification for licensure renewal thus avoiding the issue of reviewing courses. That said, a total of 20% do not automatically accept NCCAOM-approved courses.

Question: Is there a State Association in your State?

A whopping 83% said “Yes,” 13% said “No.” This is important because it speaks to the commitment of the AOM community to work together on a state level, whether to initiate legislation or to simply exchange ideas. This cohesiveness always promotes the profession in a positive manner. The legislative initiatives we have seen passed in recent years have been initiated by dedicated individuals coming together as a group to achieve a goal.

Question: What was the number of licensees disciplined in 2007?

There was no disciplinary action taken in 2007 in 47% of the states that responded. Almost an equal number, 43%, responded that at least one licensee had been disciplined.

Question: Do you report disciplinary actions on your state website?

The majority of states report disciplinary actions on their website, 73%. Only 10% do not report this information on their website. A follow-up request has been sent to the 10% of the states who have not responded to the survey. The goal is to gather information from all the states with a practice act for acupuncture and Oriental medicine. NCCAOM posts its disciplinary actions on its homepage, www.nccaom.org.

Question: Do you report disciplinary action to NCCAOM?

The question has been asked again because 40% of the respondents did not answer it. Of those that did answer, 30% report disciplinary action to NCCAOM, some only on a case-by-case basis. This information is extremely important because thousands of people visit the “Find A Practitioner” section of the NCCAOM website, www.nccaom.org/find/index.html, every day. The public depends on the accuracy of the NCCAOM’s Disciplinary Actions list as insurance. They believe that when they choose a Diplomate from our list, they are choosing someone who is in good standing and has a clear record. As a result of this survey, NCCAOM will be making an extra effort to familiarize state regulators with the simple procedures involved in reporting disciplinary actions to NCCAOM.

Question: Does your state authorize the licensure title, “Doctor”, for acupuncturists?

The majority of respondents, 70%, answered that the title, “Doctor,” was not allowed, unless the practitioner earns an academic doctorate. 13% of the respondents said that the licensure title, “Doctor,” was allowed.

Question: Are herbs a part of your scope? (This question was asked of states without herbs specifically mentioned in the scope of practice for acupuncturists).

Our goal was to determine whether it was or was not allowed in states where the scope of practice did not specifically address herbs. Of the respondents that did answer, 54% said yes, and 13% said no; however, 33% did not answer this question. A follow-up was sent.

And, finally; comments from our state regulators and State Board Chairs:

Question: What do you see as special challenges in your state for the upcoming year? (Examples, sunset review, proposed changes in Rules and Regulations, legislative initiatives from other healthcare professions seeking to include acupuncture in their scope of practice)?

Here are some of the responses:

- Funding is a problem and there is often discussion of combining Boards (several regulators reported this concern).
- The need for insurance coverage — if MD’s are covered, then Licensed Acupuncturists should be as well.
- Adding herbs to the scope of practice (several states). Concerns were expressed about those who might be unable to practice if they do not have credentials which include education and examination in Chinese herbs.
- Passage of Medicare and Federal Employee coverage.
- Sunset Review. This is a process whereby a Board is reviewed to determine if it is serving the public appropriately to determine whether it should continue to operate.
- May be seeking a limited, Drug Enforcement Administration (DEA) license because testosterone is unavailable otherwise. For more information on DEA licensure, visit their website, www.deadiversion.usdoj.gov/index.html.
- Chiropractors seeking an abbreviated route of entry to add acupuncture as a modality to their practice.

The survey was open to all state regulators and State Board Chairs. If you did not get a chance to complete the survey, or if you did not receive one, it’s not too late. Contact bsmith@nccaom.org and we will send a survey to you immediately.

Comparison of PEDC Cases: 2003-June 2008

The chart below highlights the comparison of categories of disciplinary cases since 2005 to date. This chart shows clearly the significant improvement that occurred beginning in 2007 in the following areas: Cheating/ Exam Irregularities, Malpractice/Negligence, and Criminal Convictions. However, the obvious increase in cases arising from Misleading and/or False Information, Boundary Violations/Unprofessional Conduct and Fraud are areas of concern. Because 82% of the total cases heard in 2007 are from these 3 categories, the PEDC is focusing on these areas in 2008. The increase in unlicensed activity in 2008 is a concern as well.

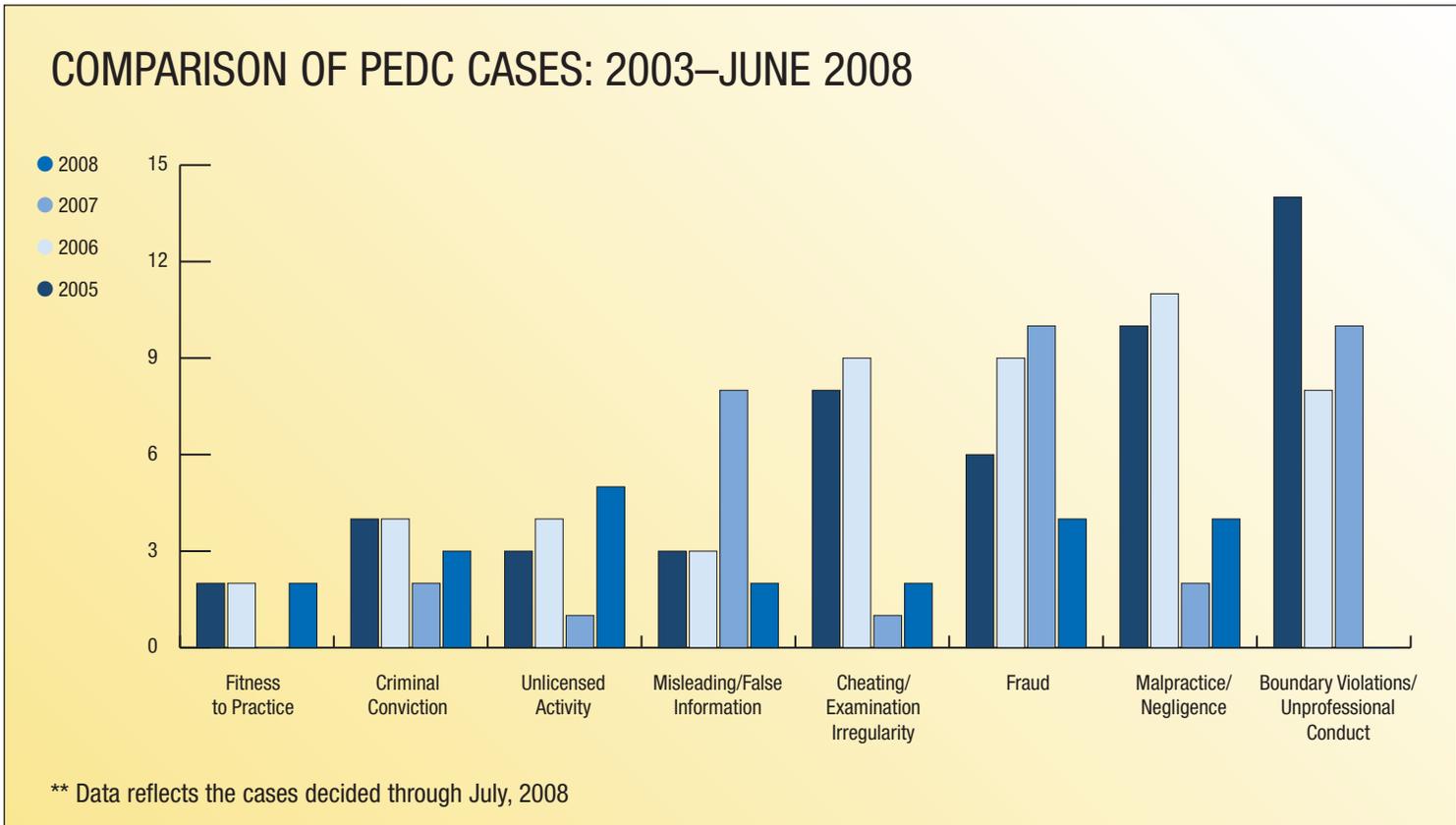
A more detailed description of what these categories encompass can be found in the *Grounds for Professional Discipline* on the website, www.nccaom.org. By maintaining the highest possible standard of conduct, we remain confident that the work of the Professional Ethics and Disciplinary Committee (PEDC) supports true to our mission of public protection.

Professional Ethics & Discipline

In order to maintain NCCAOM certification, Diplomates must agree to abide by the *NCCAOM Code of Ethics* and to remain free from disciplinary action. The NCCAOM Professional Ethics and Disciplinary Division of the Regulatory Affairs Department operates under a set of ethical guidelines comprised of the *NCCAOM Code of Ethics* and the *Grounds for Professional Discipline*. It is recommended that Diplomates periodically review NCCAOM's disciplinary documents which can be found on the website, www.nccaom.org.

It is important for all Diplomates to remember that there is a requirement to report any disciplinary action within 30 days from the event. For more information on NCCAOM's Disciplinary policies and procedures, see Procedures for Professional Conduct at www.nccaom.org/diplomates/state_licensure.html.

The NCCAOM Professional Ethics and Disciplinary Committee (PEDC) investigates complaints and decides whether disciplinary action is warranted. NCCAOM depends on state regulators to report disciplinary actions and is most grateful for the regular reports we are now receiving from the states. The most recent *NCCAOM Disciplinary Actions List* is published in this issue of *the Diplomat* and on NCCAOM's website, www.nccaom.org. Below is a chart showing the number of cases reviewed by the PEDC from 2005 through July of 2008.



(continued on next page)

New for 2008

By Fall of 2008, NCCAOM will make it fast and easy for individuals to file complaints about NCCAOM Diplomates on our website. While NCCAOM will still accept complaints by mail, it will be most efficient to use our new automated process. At present, complaints about NCCAOM Diplomates can be filed by completing the complaint form posted on the website, www.nccaom.org/diplomates/state_licensure.html. Please mail the completed form to our office.

DISCIPLINARY ACTIONS

NCCAOM reserves the right to take disciplinary action against certified practitioners, including but not limited to (i) ineligibility for certification or recertification; (ii) probation pending completion of specified conditions such as monitoring, counseling, or remedial education; (iii) written reprimand (formal expression of disapproval retained in the Diplomate's file but not publicly announced); (iv) censure (formal expression of disapproval that is publicly announced); (v) suspension of certification for a designated period; or (vi) termination/revocation of certification. In accordance with NCCAOM's disciplinary procedures, the following actions have been taken:

LAST NAME	FIRST/ MIDDLE	NCCAOM CERTIFICATION #	STATUS
Buck	Henry	000495	Probation
Caporuscio	Elizabeth L.	012733	Suspended
Chen	Decheng	017956	Revoked
Chao	Liu	018663	Revoked
Freeman	Dale Owens	001317	Suspended
Frey	Thomas	019176	Suspended
Grossberg	Daniel A.	007483	Probation until August 30, 2009
Gu	Ding	005441	Suspended until 2010
Guan	Bihong	005972	Voluntary Surrender/Revocation
Kao	Victor C.	011489	Revoked
Kim	Cheol	002044	Revoked
Kim	Suh Kyung	017328	Probation
Klatt	Frank	012135	Probation concurrent with Probation in CA
Lee	William H.	002420	Certification suspended
Mazurek	Bridgette	002798	Probation
Morefield	Ronald L.	017625	Probation
Oh	Dae	017577	Revoked
Oh	Sun	017713	Revoked
Park	Beck Sun	023374	Revoked
Rhee	Cheong Man	023613	Revoked
Reynes	Phillip	005718	Revoked
Ripplinger	Joseph John	019471	Suspended
Son	Ka Myung	004915	Revoked
Stone	Kokoro Sensei Craig	005536	Revoked
Zhang	Bin	004652	Probation until June 10, 2008

An Inside View of Acupuncturists Without Borders

Interview with Diana Fried, M.Ac., M.A. Dipl. Ac. (NCCAOM), Founder and Executive Director of Acupuncturists Without Borders

With the aftermath of the devastation from Hurricane Katrina, a group of dedicated and hard-working AOM practitioners, named [Acupuncturists Without Borders](#), was formed in 2005 to treat the hundreds of hurricane victims who could benefit from acupuncture treatment. Had it not been for Acupuncturists Without Borders (AWB) volunteers, these survivors would have not experienced or had access to the healing benefits of acupuncture treatment. Since then, Acupuncturists Without Borders has treated thousands of natural disaster survivors, emergency personnel, war veterans and other individuals who have lived through unfortunate trauma. This phenomenal work has been conducted by their volunteer-based programs throughout the US. The NCCAOM had a recent opportunity to interview Acupuncturists Without Borders' [Executive Director and Founder, Diana Fried](#), the brainchild behind this organization, and someone who has devoted countless hours to grass roots community healing for those affected by trauma.

NCCAOM: We had the opportunity of seeing you and your team in action in New Orleans in 2005 and 2006, treating Hurricane Katrina survivors. You have been extremely busy since then providing relief to those affected by other events, most recently, the Iowa disaster. Tell us how this enormous response in Iowa was mobilized?

Diana Fried: Thanks to the initiative of entrepreneurial volunteer acupuncturists (Kirk Moulton, Chicago; Susan Reed, Portland, Maine) we were able to launch a response to the severe disaster in Iowa. We began gathering names, sending emails, and encouraging Iowa practitioners to get involved. We held a free mini-training for Iowa practitioners and started scouting venues and setting up treatment sessions. We began treating at Red Cross shelters at their invitation (this was not automatic - Kirk did a lot of work to get them to invite us). It is unusual to be invited by the Red Cross, so we jumped at that opportunity! We treated many evacuees at the shelters as well as relief workers and emergency responders. We also hooked up with Tzu Chi, a Buddhist relief organization, and treated people at a mall/disaster relief center with them. Here is a quote from a client in Iowa:

“I have been very depressed and stressed and I am totally relaxed. I would love to have this treatment weekly or at least monthly.”

NCCAOM: What are some of the challenges that AWB has had to face when providing relief in times of disaster with regard to state laws?

Diana Fried: The big obstacle has been that we have not been able to secure permission for out-of-state licensed acupuncturists to treat people in a disaster. This really hinders the work we are able to do. We have spent untold amounts of time getting passed from one agency to another...In Iowa, we have now been in contact with the public health department, the Governor's office, FEMA, Homeland Security, the State Emergency Operations Center, the Assistant to the Attorney General, and more...to try to find out who can give us permission. As of this writing, we have not yet gotten permission.

We now have experience in New Orleans, California and Iowa that shows us that we can't expect to rely on local acupuncturists when there is a disaster. There are many reasons for this including the availability of local practitioners; lack of disaster training; and practitioners may be dealing with the disaster in their own lives, etc. In Cedar Rapids, hardest hit by the floods, there is one licensed acupuncturist, who was working six days a week, twelve hours a day **before the flood**.

It is absolutely critical that the national acupuncture organizations help determine a way to get state reciprocity during times of disaster. This is an issue we intend to pursue and we need help doing that. This will benefit all of us, as practitioners, and as citizens who may find ourselves in a disaster.

Another piece is educational. We must convince emergency management services in the states that what we have to offer is a crucial, second-responder service. We have to educate them BEFORE A DISASTER about the gift of our medicine, so that when disaster strikes, they know what they can ask us for. Perhaps teams of acupuncturists can offer free treatments to legislators, to emergency personnel, to the Homeland Security folks in charge of managing such events. We need to do this nationwide, so that acupuncturists are recognized as legitimate and valued second responders. We need a lot of help from our friends.

Iowa says they have no need of our services at this time. This means to us that they do not understand the value of what we are offering. The need for care is not drying up with the floodwaters.

NCCAOM: Perhaps one of the indirect results of AWB's work in providing much needed acupuncture treatment to disaster survivors is increasing exposure to acupuncture treatment for the public and the media. What has been some of your or other volunteers' experiences in changing people's perception about the effectiveness of acupuncture? What about the media?



Community acupuncture treatment for flood victims, July 4, 2008 at Morrison Park, Coralville, Iowa.

Diana Fried: It is quite amazing how doing this work during a disaster opens up communities to acupuncture in general. New Orleans now knows about acupuncture! I just got this email today from an acupuncture practitioner in New Orleans with whom we worked closely: **Patients in NOLA [New Orleans] miss the AWB volunteers. The volunteers transformed NOLA a lot!**

Our data collection from New Orleans showed that out of more than 3600 respondents, 99% said they would do acupuncture again and 99% said they would recommend it to others.

In New Orleans we also treated many people from all over the country - doctors, dentists, nurses who were volunteering... FEMA officials, National Guard from everywhere... most people found the treatments utterly transformative, so this has had a huge impact. I was recently told by an AWB volunteer, who met a vet and told him about our Veterans Project, that after she mentioned AWB he picked her up and hugged her... and then told her that the acupuncture had saved his life, and that of his girlfriend! He was telling her this in California, and the AWB volunteer had not been to New Orleans. Who knows how far this goes?

We have had a lot of coverage in the media. If you go to our website, www.acuwithoutborders.org and look under Newsroom/News Stories About AWB, you will see a very long list. Many of these are stories that volunteers got into their local papers after returning from the field, or that Veterans Clinics are getting placed into media outlets. An example of the type of national coverage we have received is a short feature done by the Hallmark Channel, which is available to view on our website.

NCCAOM: We are very interested in AWB's work with The Veteran Project - this seems to be such a needed service that is missing from care that is offered to all veterans when they return home. Can you let us know how this project is going and what we as the AOM community can do to support it?

Diana Fried: In the midst of the horrors of war, I feel what we are doing with the Veterans Project is SO critically important. The response from the acupuncture community has been growing stronger. We now have 17 clinics listed on our website...these are volunteer-run clinics that are affiliated with AWB, but operating independently. AWB assists these clinics with detailed clinic manuals, email and phone support, teleconferences, networking, publicity, website info (clinic listings, news articles, testimonials) and more.

We have received amazing testimonials from vets about the power of acupuncture in changing their lives. Here is one:

"I served two tours of combat in Vietnam. I'm 100% disabled because of PTSD. When I first started coming to the AWB clinic in Albuquerque, I had spent years suffering from high anxiety. I believe that because of acupuncture I have become calmer and my anxiety has drastically come down. I don't want the new vets to suffer for years like I did. Acupuncture is helping me get my life back." ~ Raul Rojas

Each week we receive new requests from acupuncturists who want to open clinics. The AOM community could support this work by doing the following: 1) If you are considering opening a Veterans Clinic, please contact AWB; 2) hold a community acupuncture event on or around Veterans Day and be part of our national effort to publicize the Veterans Project, and raise funds to support the work; 3) Donate to the Veterans Project so we can make this as big as possible; 4) Put a collection container in your waiting room and collect funds for the Veterans Project from your patients. Send the proceeds to AWB; 5) Attend an AWB training - see the website for the list of upcoming venues; 6) Buy our Field Manual; 7) Become a member of AWB. You can contact us at info@acuwithoutborders.org.

Here is a story from Ellen Leonard of Grants Pass, Oregon, who has been running a Veterans Clinic:

"When these men and women first started coming, (all Vietnam era soldiers) they were guarded at best, some obviously still traumatized, some quite disheveled and wanting to be alone in a treatment room rather than with the others. As the weeks passed, I saw a beautiful transformation in every one of them. Their appearance improved, the loners started joining the others, quietly at first and then finally participating fully. I tried to make it a quiet, relaxing experience for them, but this group would have none of it. They are boisterous, energetic, they share their experiences and humor, and some have since been able to participate in other forms of emotional healing, fully recalling war experiences that until now were fully repressed. The energy freed from repressing the memory is now expressed in joy rather than depression. I continue to see profound change in every one of them."

Ellen also says: "I've been in acupuncture for eight years, and I have found it to be wonderfully gratifying to be able to affect patients' physical and emotional pain. But nothing I have done in those years compares to the satisfaction I experience every week treating my vets for their post combat stress." →

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NCCAOM: *Community acupuncture is something that AWB has always supported and this has been instrumental in providing much needed volunteers in times of disaster relief. How can other practitioners get involved in giving back to the community through volunteering?*

Diana Fried: The Veterans Project is one great way to volunteer. Joining AWB on a field program is another. Training for one type of volunteerism, prepares you for the other. If you are unable to volunteer at this time, support someone else who can. [Susan Reed was supported in her Iowa volunteerism by patients who said, "I can't go, you go for me - here's a check." And by her office-mate, Mary Chaney, who so generously treated Susan's patients for her, and gave her the fees.] This work inspires extraordinary open-heartedness. It will change your life.

We recommend that you come to an AWB training event if you think you may want to volunteer with us. There are an infinite number of other volunteer opportunities...you just have to create them at the venues that touch your heart the most!

NCCAOM: *AWB also offers training programs for practitioners who want to volunteer directly for AWB. What are the requirements and how can they sign up?*

Diana Fried: We offer trainings for the public (15 PDA's for acupuncturists, also CA CEU's) in **Healing Community Trauma: How to do Mobile Group Acupuncture for Traumatic Events.** We do these all over the country. This fall we will be in Portland, Oregon (at National College of Natural Medicine), NY (at Tri-State College), Los Angeles (at Yo San University), and in early 2009 in Orlando (Florida College of Integrative Medicine). Information is available on our website at <http://acuwithoutborders.org/trainings.php> There are no requirements to attend a training - practitioners, students and other members of the public are welcome. You do not have to attend a training to volunteer with AWB, though we recommend it. You do not have to plan to volunteer with AWB to attend a training.

NCCAOM: *What are other ways that NCCAOM Diplomates can help with the supporting AWB's tremendous work in providing relief to those that need it most?*

Diana Fried: We are still a small organization, with limited resources, so we have to be very careful about how we allocate our time and money. In the future, we intend to be able to respond more broadly as we build the organization. If you believe in the work we are doing, and want to have an organization like this in

our community, we need NCCAOM Diplomates to support our work.

Support can happen through volunteering (in the field, or at home through helping with admin work, phone calls, computer work, etc.). We have a membership program and this is a VERY important way that Diplomates can support AWB's work, and receive some personal benefits for their practices (such as a listing on our website). Our website receives close to 60,000 hits/month at this time and it grows each month. We often get asked about referrals. But most importantly, the membership program supports the work we are doing serving those who are suffering from severe trauma through the power of the incredible medicine we offer.

I would like to add something here about the nature of community in community acupuncture. When we treat one distressed victim of a flood or hurricane or fire, we may be helping that person achieve a greater sense of calm from which to extend himself or herself into life. When that calmer, less anxious, less angry, less fearful person goes home, the whole system at home is going to change, and the family is going to be less anxious, less angry, less fearful, and calmer. And when that family calms down a little, things in the neighborhood get a little calmer, too. And when the neighborhood relaxes some, the wider community can relax some, too. So, community acupuncture is not just about what happens in the treatment site, where a community of patients sit together for a while and reach for peace with our little needles. It is much wider than that.

In Cedar Rapids, a cop reported that after one NADA Protocol treatment, his migraines were reduced by half. That simple fact could have saved somebody's life. We just don't know.

When Susan Reed was saying her goodbyes to the Iowa practitioners who had joined her to treat flood victims at the Westdale Mall in Cedar Rapids, IA, the last practitioner to shake her hand and say goodbye thanked her for coming, and added, "If Maine has a disaster, I'll be there for you!" And that is another piece of this. We train to do the work in Maine, for example, so that we can be of help to the folks in Iowa, or Louisiana, or California when they are in need. They train in their home states, so that if there's ever a need in Maine, they will be ready to respond there.

For more information about the work of Diana Fried and Acupuncturists Without Borders, please go to www.AcuWithoutBorders.org or contact them at info@acuwithoutborders.org or call 505-266-3878



Promoting Your Certification Around the Country

CONFERENCES/EVENTS

Spring was an exciting period for NCCAOM as we continued to reach out to our Diplomates and other members of the AOM community. NCCAOM also continues to educate the public about our certifications. Our outreach during 2008 to date has been focused on the Southern and Western regions of the country. We traveled to Austin and San Francisco for two very important conferences:

SOUTHWEST SYMPOSIUM

The *Southwest Symposium*, held in March was a well-attended conference which provided the right venue for NCCAOM staff to network with our Southern and Texas-area Diplomates. The three-day conference offered opportunities to interface with our Diplomates as well as students and faculty at *Academy of Acupuncture and Oriental Medicine (AOMA)* and other Texas schools. Our Exhibit Booth was visited by many with numerous requests for information along with potential volunteers who expressed interest in committee work. This conference was a great success and we look forward to returning again to visit with the many wonderful practitioners from Texas and the surrounding states.

CALIFORNIA STATE ORIENTAL MEDICINE ASSOCIATION (CSOMA) CONFERENCE

The beautiful city by the bay was the home of the *CSOMA Conference and Expo* in June where conference participants gathered in San Francisco to attend wonderful and informative workshops and support their state's association. It was the first time that NCCAOM exhibited at this upbeat conference. It was perfect for networking with local and state practitioners. *CSOMA* President and NCCAOM Biomedicine Examination Development Committee Member, Dr. Greg Sperber, was on hand to greet everyone. Dr. Sperber, together with *CSOMA* staff did a fabulous job of welcoming NCCAOM and other exhibitors to the conference. The Golden State remains the most popular state for acupuncture practitioners and we were glad to be a part of the conference.

NCCAOM Coming to a Location Near You

The NCCAOM Exhibit Booth is traveling far and wide to promote NCCAOM credentials to the public and to provide services to Diplomates in various cities. The Exhibit Booth staff provides information about certification programs as well as resources to its Diplomates and candidates. If you will be attending the following events or happen to live nearby, please stop by and collect a special gift as a token of our appreciation to you:

SCHEDULE OF EVENTS

Florida Society of Oriental Medicine Association (FSOMA) Annual Conference	Sept. 5–7, 2008 Orlando, Florida
American Massage Therapy Association Annual Convention	Sept. 17–20, 2008 Phoenix, Az.
FAOMRA meeting	October 15–18, 2008 Chicago, IL
AAAOM Annual Conference	October 16–19, 2008 Chicago, IL
American Public Health Association Conference	October 25–29, 2008 San Diego., CA
Pacific Symposium Conference	November 5–10, 2008 San Diego, CA

HIGHLIGHTS 2007

FEBRUARY

Year Round Testing was introduced in February 2007 with the introduction of professional adaptive testing through Pearson VUE Test Centers.

MARCH

The NCCAOM headquarters relocated to downtown Jacksonville, Florida from Alexandria, Virginia.



MARCH

NCCAOM staff members, Betsy Smith and Mina Larson, presented the keynote address during a luncheon that NCCAOM sponsored at the Southwest Symposium in Austin, TX. Their course on marketing and lobbying was presented to an audience of over 100 attendees. The NCCAOM also sponsored an exhibit booth at that conference.

APRIL

Dr. Kory Ward-Cook, CEO of NCCAOM, and St. Augustine, Florida Diplomate, Kevin Alen, were featured on WJXT-TV (NBC-Affiliate Channel 4), in Jacksonville for an exclusive interview on the benefits of acupuncture and Oriental medicine. To view the full interview, please go to the [NCCAOM website](#).

APRIL

NCCAOM Chair, Bryn Clark, and Director of Communications and Marketing, Mina Larson, attended and exhibited at the American Hospital Association's Health Forum, for the first time, in San Diego, California. The NCCAOM Exhibit Booth promoted NCCAOM credentials to hospital administrators and complementary and alternative medicine (CAM) providers.

MAY

Acupuncturists Without Borders, AOBTA® and the NCCAOM joined forces at the first AAAOM conference to be held in New Orleans for a media event benefiting the relief efforts of Acupuncturists Without Borders in that area. NCCAOM also sponsored an exhibit booth at the AAAOM conference.

JUNE

The NCCAOM Open House, an event to celebrate the organization's 25th Anniversary and relocation to Jacksonville, was attended by many members of the local media, Diplomates and area business leaders.



Amy Sear, Dipl. OM (NCCAOM) demonstrates acupuncture to guests at the NCCAOM Open House in June 2007.

JANUARY TO JULY

Numerous item writing events were held at over twelve acupuncture and Oriental medicine schools throughout the country. Hundreds of items were generated as a result of these events. All item writers, which included faculty and local practitioners, received PDA points for participating.

AUGUST

The prestigious American Society for Association Executive's (ASAE) Gold Circle Award Honorable Mention was awarded to [NCCAOM for its Marketing and Public Relations Plan and Media Fact Sheet](#).

SEPTEMBER

The Florida Society of Oriental Medicine (FSOMA) and FSOMA President Amy Sear, Dipl. O.M. (NCCAOM) honored the NCCAOM at its annual conference in recognition of the organization's 25th Anniversary. Chief Executive Officer, Dr. Kory Ward Cook, was the keynote speaker at the conference and the NCCAOM staff also held marketing and lobbying workshops as well as sponsoring the exhibit booth.



Kory Ward-Cook gives the keynote speech at the annual FSOMA conference in September, 2007.

NCCAOM receives reaccreditation for the Asian Bodywork Therapy and the Chinese Herbology certification programs, by the National Organization for Competency Assurance (NOCA)'s National Commission for Accreditation of Certifying Agencies (NCCA).

OCTOBER

David Canzone, Dipl. Ac. (NCCAOM) and Jan Ste Germaine, Dipl. Ac., Dipl. C.H., and Dipl. A.B.T. (NCCAOM) were elected to the NCCAOM Board of Commissioners via online ballots. Both newly elected Commissioners began their term in February 2008.

The second Diplomate Satisfaction Survey was completed by 814 Diplomates throughout the country. The Satisfaction Survey was conducted during a two-month period and elicited over 324 comments.

The last linear examinations were offered for the English versions of the Acupuncture with Point Location, Biomedicine, Chinese Herbology and Foundations of Oriental Medicine examinations in October of 2007. All NCCAOM certification examinations except the Asian Bodywork Therapy Examination and the foreign language exams are now offered exclusively in the computer adaptive test administration format. The Acupuncture and Point Location examinations were combined into one 100-item computer adaptive test.



The first ever anniversary booklet was published by NCCAOM. This [25th Anniversary booklet](#) was shared with all attendees of the joint 25th Anniversary Celebration of NCCAOM with the

AAAOM, ACAOM, and CCAOM. A joint logo was created for this historic event that took place at the AAAOM annual Meeting and Exhibit in Portland, Oregon.

The NCCAOM, AAAOM, ACAOM, and CCAOM joined together for a commemorative 25th Anniversary celebration and dinner gala at the AAAOM annual conference in Portland, Oregon. Past NCCAOM Commission Chairs Stuart Kutchins, Barbara Mitchell, Malvin Finkelstein, Marilee Murphy and Daniel Jiao joined current 2007 Chair Bryn Clark and CEO Kory Ward-Cook for an Awards Ceremony Luncheon in honor of the contributions made by volunteers in the last 25 years.



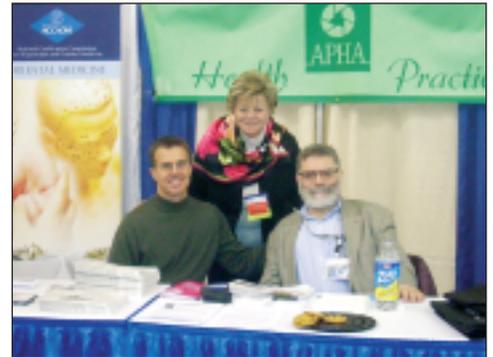
The NCCAOM honored its past Board Chairs at a 25th Awards Luncheon at the AAAOM Conference in October 2007. From left to right, Kory Ward-Cook, Daniel Jiao, Barbara Mitchell, Stuart Kutchins, Malvin Finkelstein, Marilee Murphy, and Bryn Clark.



Deborah Lincoln, Kory Ward-Cook, Lixin Huang and Dort Bigg are presented with Proclamations from the City of Portland in honor of the collaborative 25th Anniversary at the AAAOM 25th Anniversary Celebration and Dinner (October 2007)

NOVEMBER

The 2008 Job Task Analysis is launched with 45 volunteers participating.



Adam Burke (CA Acupuncture Board Chair), Marilyn Allen (Representing the American Acupuncture Council) and Alan Trachtenberg (National Acupuncture Detoxification Association) at the NCCAOM Exhibit Booth at the APHA Conference in November 2007

DECEMBER

The ABT Taskforce meets for the first time in Keystone, Colorado. This taskforce is comprised of leaders from the Asian bodywork therapy and massage community.

NCCAOM receives reaccreditation for the Acupuncture certification program and receives the first program accreditation for the Oriental Medicine certification, by the National Organization for Competency Assurance (NOCA)'s National Commission for Accreditation of Certifying Agencies (NCCA).



THROUGHOUT 2007

The NCCAOM was pleased to provide information and testimony to the following states: Arkansas, Colorado, Indiana, Louisiana, Ohio, Oklahoma, Massachusetts, Mississippi, New York, Oregon, Pennsylvania, Rhode Island, Texas, Utah, and Vermont. →

(continued on next page)

(continued from page 29)

NCCAOM attended the following events in 2007 to raise awareness of the value of certification and to promote its Diplomates:

- Southwest Symposium, Austin, TX
- American Hospital Association's Health Forum, San Diego, CA
- AAAOM and AOMAlliance Conference, New Orleans, LA
- Florida Society of Oriental Medicine Association, Orlando, FL
- Building Bridges of Integration for TCM, Dulles, Virginia

- American Association of Oriental Medicine Conference, Portland, Oregon
- Federation of Acupuncture and Oriental Medicine Regulatory Agencies, Portland, Oregon
- Pacific Symposium, San Diego, California

NCCAOM expressed gratitude to dedicated Commissioner Alice McCormick for serving on the NCCAOM Board and volunteering countless hours. Her term ended in February 2008.

2007 OFFICERS

Bryn Clark, Chair
Tess Hahn, Vice Chair
Michael Garland, Treasurer
Mike McKeown, Secretary
Kory Ward-Cook, CEO

2007 STANDING COMMITTEES OF THE BOARD

Executive Committee:

Bryn Clark, Chair
Tess Hahn, Vice Chair
Michael Garland, Treasurer
Mike McKeown, Secretary
Weiyi Ding, Member-at-Large
Kory Ward-Cook, CEO

Finance Committee:

Michael Garland, Treasurer and Chair
Tess Hahn
Mike McKeown

Professional Ethics and Disciplinary Committee:

Michael Taromina, Chair
Michael Garland, Board Liaison
David Canzone
Valerie Hobbs
Cathy Goldstein
Scott Cormier, Guest

Eligibility Committee:

Malvin Finkelstein, Chair
Jonathan Daniel, Board Liaison
Barbra Esher
Jan Ste. Germaine
Penny Ward
Qi Helen Zhang

Governance Documents Committee:

Mike McKeown, Chair
Ruth Dalphin
Alice McCormick

Board Development Committee:

Mike McKeown, Chair
Jonathan Daniel
Weiyi Ding

Marketing and Public Relations Committee:

Tess Hahn, Chair
Ruth Dalphin
Mike McKeown
Michael Gaeta, Guest

Recertification Committee:

David Canzone, Chair
Barbra Esher
Tess Hahn
Mike McKeown
Atara Noiade
Maryanne Travaglione
Faye Schenkman, Guest

2007 EXAMINATION DEVELOPMENT COMMITTEES

Council of Examination Committee Chairs:

Tess Hahn, Chair
David Canzone
Weiyi Ding
Barbra Esher
Cathy Goldstein
Jason Hao
Gene London
Qi Helen Zhang

Acupuncture and Point Location Exam Development Committee:

Jason Hao, Chair
Jonathan Daniel, Board Liaison
Ruth Dalphin
Denise Hsu
David Myrick
David Blaiwas, Guest
Lawrence Howard, Guest
Marian Hughes, Guest

Asian Bodywork Therapy Exam Development Committee:

Barbra Esher, Chair and Board Liaison
Dave Liu
Brian O'Dea
Patricia D'Angelo
Joy McIlvaine, Guest
John Johnston, Guest
Deborah Smith, Guest
Brian Skow, Guest
Michael Casper, Guest

Biomedicine Committee:

Cathy Goldstein, Chair
Tess Hahn, Board Liaison
Elad Schiff
Greg Sperber
Irina Roytman, Guest
Jonathan Gilbert, Guest

Chinese Herbology Exam Development Committee:

Qi Helen Zhang, Chair
Weiyi Ding, Board Liaison
Yuxin He
Josh Paynter
Anne Jeffres
Qing-Yao Shi, Guest

Foundations of Oriental Medicine Module:

Gene London, Chair
David Canzone, Board Liaison
Daniel Jiao
Xiaohai Li
Maryanne Travaglione
Shaozhi Li, Guest
Xiaotian Shen, Guest

2007 TASKFORCES AND AD-HOC COMMITTEES

Translation Taskforce:

Weiyi Ding, Chair
Kunhye Golec
Zhen Hu
Aeja Kim
Annie Qu
SeJohng Joo
Hyo Kim
Jung Kim
Yoon Kwon
Zhenbo Li
Zhaoxue Lu
Jinhua Xie
Li Xu
Yufang Xue

25th Anniversary Taskforce:

Mike McKeown, Chair
Malvin Finkelstein
Daniel Jiao
Alice McCormick
Marilee Murphy

Examination Administration Taskforce:

Bryn Clark, Chair
David Canzone
Jonathan Daniel
Weiyi Ding
Barbra Esher
Tess Hahn
Mike McKeown
Steve Giver
Mark McKenzie

Regulatory Affairs Taskforce:

David Canzone, Chair
Nancy Bilello
Emily Cheung
David Chu
Weiyi Ding
Rose Foss
Cathy Goldstein
Penny Heisler
Valerie Hobbs
Kris Justesen
Deborah Lincoln
David Paton
Amy Sear
Kathy Taromina
Michael Taromina
Marilyn Walkey
Mary Watterson
Janelle Wedge
Lloyd Wright
Phranque Wright
Kory Ward-Cook, CEO

Research Taskforce:

Susan Chapman, Chair
Bryn Clark
Jonathan Daniel
Weiyi Ding
Tess Hahn

ABT Taskforce:

Bryn Clark, Chair
Barbra Esher
Tess Hahn
Ruth Dalphin
Michael DeAgro
Donna Feeley
Rylen Feeney
Michael Gaeta
Leena Guptha
Cari Johnson-Pelava
Chris Laxton
Liz Lucas
Diane Sater
Steven Schenkman
Maria Spuller
Diana Thompson
Diane Trieste
Honora Wolfe



Michael Garland

Financial Activities

It is a pleasure to provide this overview of NCCAOM's financial condition as of December 31, 2007. The organization continues to maintain a healthy balance sheet. However, increases in operating costs during 2007 were not offset by comparable increases in revenue, resulting in a net operating loss for the year. We had fewer exam applicants than anticipated. A number of cost-saving actions were taken as the year progressed. These measures have been carried over into our budgeting for 2008. Having settled into our new headquarters in Jacksonville, we will realize continuing savings from the previous lease expenditures from our former headquarters in Alexandria, Virginia. We anticipate that these reduced costs will allow us to keep our fees as low as possible without suffering a loss in 2008. I am confident that NCCAOM will have the financial stability needed to successfully fulfill our mission of protecting the public through valid measurement of practitioner knowledge in the fields of Acupuncture, Oriental Medicine, and Asian Bodywork Therapy.

Michael J. Garland
Board Treasurer and Chair of the Finance Committee

Statements of Activities & Changes in Net Assets

Year Ended December 31, 2007

REVENUES	
Examination fees	\$1,118,171
Application fees	590,650
Recertification fees	901,660
Publication revenues	14,260
Practice Test revenues	48,865
TOTAL REVENUES	2,673,606

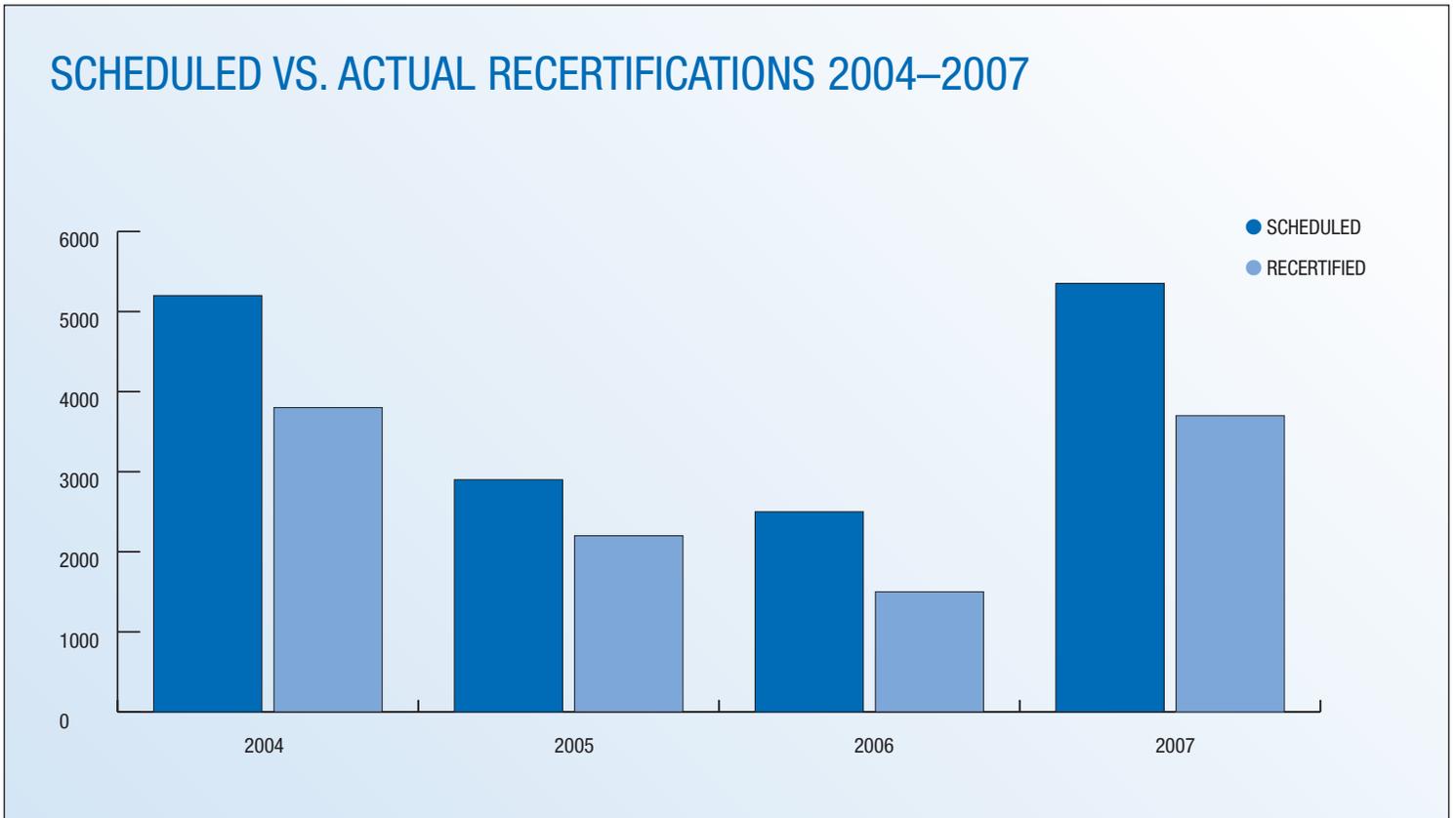
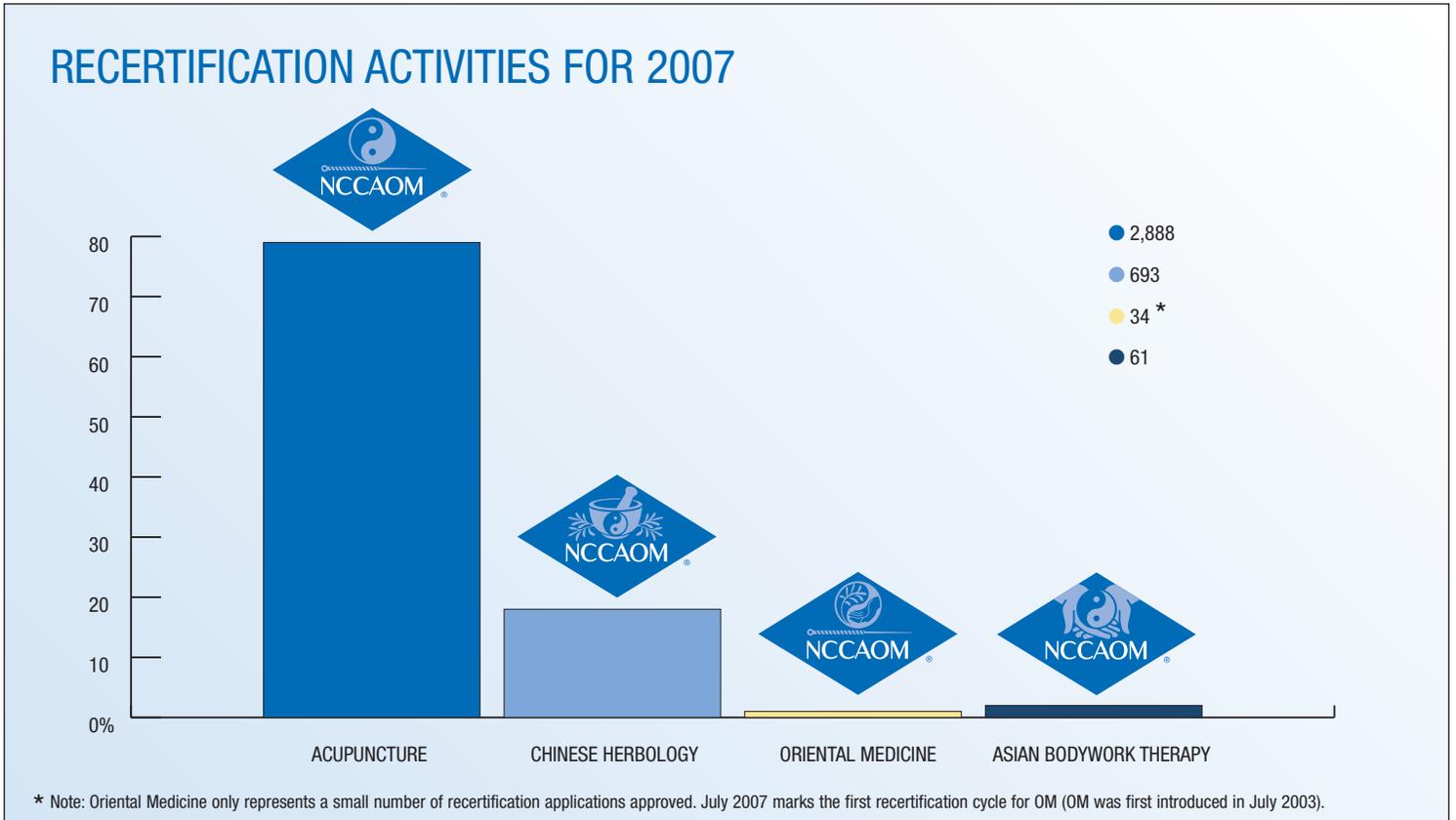
DIRECT COSTS	
Examination administration costs	917,959
Recertification costs	119,458
Member services costs	313,425
TOTAL DIRECT COSTS	1,350,842
OPERATING REVENUE, NET	1,322,764
GENERAL AND ADMINISTRATIVE COSTS	2,353,552
CHANGE IN NET ASSETS BEFORE OTHER INCOME	(1,030,788)

OTHER INCOME (LOSS)	
Investment income	106,257
Miscellaneous	20,990
TOTAL OTHER INCOME	127,247
CHANGE IN NET ASSETS	(903,541)
NET ASSETS, BEGINNING OF YEAR	5,010,051
NET ASSETS, END OF YEAR	\$4,106,510

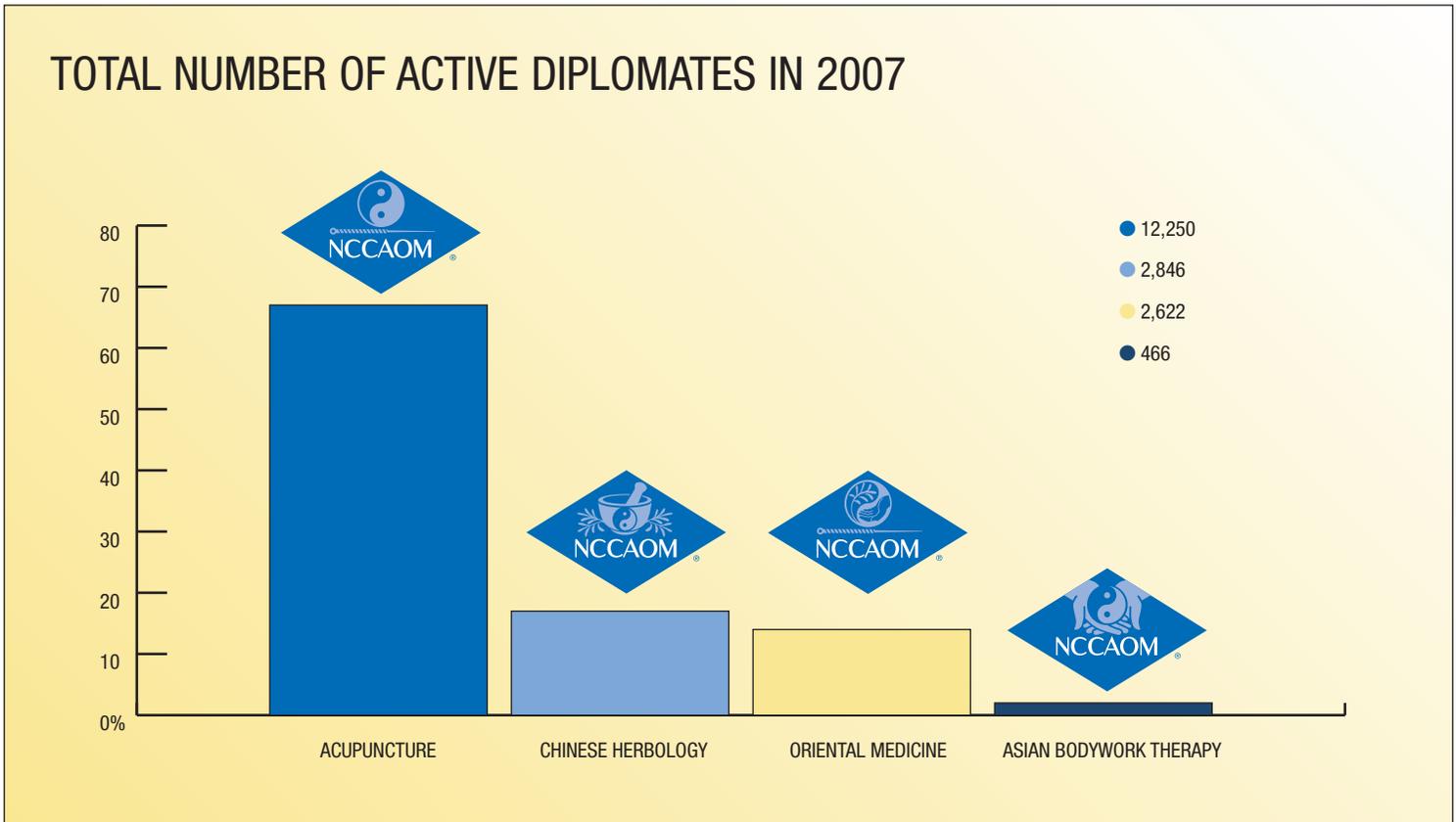
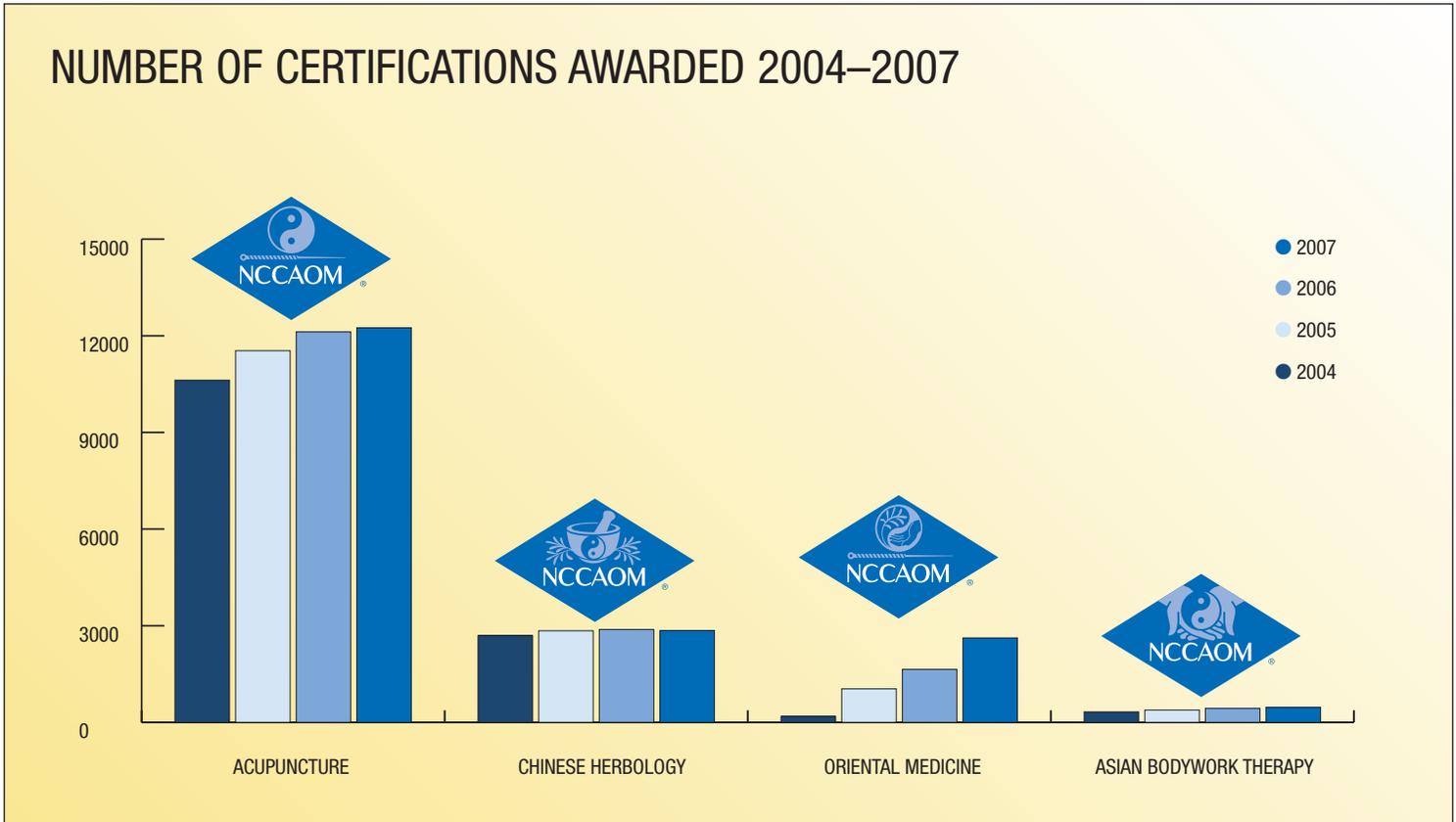


Public Protection Through
Quality Credentials

Recertification Activities



Certification Activities



EXAMINATION STATISTICS FOR 2007

The following table lists the examination statistics for each examination for the year 2007.

EXAM	NUMBER OF EXAMS	PASS RATE	AVERAGE SCORE	STANDARD DEVIATION
ASIAN BODYWORK THERPY	71	76	73.85	10.29
AC LINEAR				
English	141	70	73.65	11.45
Chinese	32	66	72	7.89
Korean	9	78	78.22	9.07
AC ADAPTIVE				
	223	74	74.99	9.29
APLA - ACUPUNCTURE				
	1050	79	76.96	12.7
APLA - POINT LOCATION				
	1050	70	74.87	19.03
BIO - ADAPTIVE				
	1365	84	78.39	10.28
BIO - LINEAR				
	139	86	78.88	9.81
CH - ADAPTIVE				
	552	73	76.59	12.07
CH - LINEAR				
English	88	78	76.83	10.78
Chinese	12	58	73.42	13.69
Korean	3	66	67.33	5.51
FOM - Linear				
English	117	86	79.56	8.94
Chinese	27	85	74.3	7.34
Korean	10	80	78.9	8.09
FOM - Adaptive				
	1041	88	80.09	9.12
PL - LINEAR				
English	192	80	79.46	13.7
Chinese	28	93	81.29	9.87
Korean	6	67	72.67	17.9

AC = Acupuncture
APLA = Acupuncture with Point Location

BIO = Biomedicine
CH = Chinese Herbology

FOM = Foundations of Oriental Medicine
PL = Point Location