



Featured PDA Provider
Questions for the NCCAOM PDA Newsletter

TCM Academy of Integrative Medicine
NCCAOM PDA Provider 171739
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The PDA Department would like to congratulate PDA Provider and NCCAOM Board-Certified Acupuncturist™ Yair Maimon, as the featured Provider for the Fall 2022 issue of the PDA Newsletter. Yair is the pioneer of the Acupuncture and herbal medicine field in the Middle East and continues to lead the profession through his teachings. Using his previous academic experiences as Dean and co-founder of Medi-Cin College of Complementary Medicine, Yair also founded the TCM Academy of Integrative Medicine and shares his teachings in oncology as well as other specialties with practitioners worldwide.

Q1: You became an NCCAOM PDA Provider in April 2018. What inspired you to apply to become a PDA Provider?

A1: I feel a deep responsibility for the future of our medicine. One of the core issues in providing a high-quality treatment arises from the depth and quality of education. It is important to be exposed to the best teaching which is provided by experienced practitioners and experts. I believe that online teachings, even before the Covid pandemic, have been an opportunity to allow practitioners from all over the world to have access to meaningful inspiring knowledge. I was teaching different subjects and especially Oncology Acupuncture (OA). This topic helps participants to specialize in a new field and requires a team of professionals including oncologists to be involved in



the teaching. I believe that the online platform will be an important part of creating an international Kitemark in this field for our profession.

I know that the NCCAOM is the most important accrediting body which shares the same vision of upholding the level of education of TCM, therefore obviously it was important for us to become a provider. We don't see the relation with the NCCAOM as being merely accrediting PDA body, but also as an important partner and a leader of this profession.

Q2: What would you tell someone who is thinking about applying to become a PDA Provider with NCCAOM?

A2: If you want to deliver high-quality content, do speak to the staff at NCCAOM. They will not only guide and help you to credit your content, but also to better understand the responsibility and structure within teaching and education. From a financial point of view, NCCAOM accreditation will help participants to value your work and eventually invest in it.

Q3: Why do you think PDA Providers are important to the acupuncture and herbal medicine profession?

A3: PDA providers are gate keepers ensuring that the quality of teaching is up to standard. This helps participants to acknowledge a stamp of quality, which enables them to differentiate between externally accredited teachings to others forms of not validated teaching. It can be compared to the peer-review process in research journals which evaluates the content to ensure the quality of publications to be trusted.

Q4: What is your favorite Chinese herb?

A4: Huang Qi (Astragali Radix): it is one of the most balanced immune Qi tonics which can be applied safely to both children and adults. It raises the Yang Qi and tonifies the Spleen and Lung Qi. Therefore, it is good as a general preventative tonic to tonify Qi and Blood which works well on all aspects of Post-natal Qi. In research, it also has been found to protect from the cardiac toxicity of some chemotherapeutic drugs. It is a "friendly" herb which can easily be added to many prescriptions. One of the most well-known is Jade Screen (Yu Ping Feng San) when Huang Qi (Astragali Radix) is added to Fang Feng (Saposhnikovia Radix) and Bai Zhu (Atractylodis macrocephalae Rhizoma).

Q5: What is your favorite acupuncture point?

A5: Gall Bladder (Gb) 13: its name is Ben Shen, which means 'Root of the Shen'. This is also the name of the title in chapter 8 in Lingshu. This chapter is beautifully presented



in a book having the same name in its title by Father Larr and Elisabeth Rochat de la Velle. This point helps to connect the roots of one's spirit to a place of inner knowing, connecting to the true path of one's life. GB 13 is a point on the Gall Bladder, as a decision maker, helps to see direction and makes decision in life. The Hun relates to the higher aspects of GB. When the Hun faithfully follows the Shen, the person follows his true path on earth, and this brings the sense of fulfillment. This to me, is the true nature of practicing acupuncture and enhancing inner growth and health. Inspired by points that effect the Shen and our inner connection to Heaven, the point name and its actions lead me to write a book focusing solely on this point. I hope that this book will inspire practitioners to better utilize acupuncture in its inner transformative capacity for inner growth and insights.

Q6: You have studied AHM in multiple countries and have traveled extensively. What is your favorite country you have visited?

A6: It is difficult to answer this question, since many times the experience is not related to countries, but more to the people you meet and the magic that occurs in small things which are happening during my travels and teachings. In Estonia, I was surprised as the First Lady of the country personally gave me an unofficial welcome. This tall lady in white dress came to greet me and was driving a new white Mercedes. You can imagine my surprise as this was unexpected. The First Lady also helped to organize an integrative oncology conference which I was the main speaker, and it was widely attended by medical doctors and oncologists. The whole hosting experience and the ability to reach and affect the core of the medical community was very unexpected and rewarding.

Q7: You were a peer reviewer for the World Health Organization (WHO) – what is the most interesting research article you have ever reviewed?

A7: Most the work at the WHO was related to coding TCM to create ICD-11 codes. This is a groundbreaking work for our community since it allows us to be well integrated in the health systems worldwide. Additionally, it can help to create international database for research and establish international guidelines. Most of this work is done in groups with practitioners from all around the world, to establish consensus and create the building blocks which then will allow our medicine to be recognized internationally. This kind of work also helps in bridging the diversity of approaches in our community and creating a better future for the profession.

In my capacity as the president of the European Association of Chinese Medicine (ETCMA), I am very active in developing a collaborative project of One Voice Acupuncture alliance. This project aims to implement the ICD codes as part of international strategy to position our field as a valuable medicine that sees holistic well-



being and should be integrated as a commonly practiced medicine to advance human health.

Q8: As a lifetime educator, what is the most rewarding thing about teaching?

A8: As a teacher you have to constantly study. When one is studying, there are deep insight about medicine and life. These insights can later be shared in teachings, but they also serve me in my clinic and are making me become a better practitioner.

Another rewarding aspect of teaching is observing the reaction from students when I can see that the participants have developed their own personal understanding. More importantly, it is very rewarding to see that the students have more faith and trust in the medicine in which they are practicing. Often, I get emails about the changes they see in their practice. When we heal more people, I believe we also contribute to make a healthier mankind and taking care of our planet.

Q9: You are the founder of the Marpe Integrative Medical Center – what are the best things about running a medical center, and what are the most challenging?

A9: For years I was leading a practice with over 20 practitioners. The best part of working together with colleagues is the ability to share and discuss patients, treatments, get feedback, and establish new ideas. It is also useful for inner referrals when there are practitioners who have different skills and expertise.

The most challenging is human interaction and expectations. A center providing different facilities is common, and in such situations, some practitioners are not appreciative of all the support they are getting. It can also be frustrating when one wants to lead group discussion and cooperating with other practitioners, but others are not responding and are focusing mainly on their own practice.

Q10: What might someone be surprised to know about you?

A10: Although I have been lecturing for a long time, I still get the feeling that it is the first time and I find myself going over to improve the slides, seeking again and again to be authentic in the teaching and looking for the way by which I can deliver the topic with inspiration and clarity.

I feel the same before each day in the clinic although I have been practicing for over 30 years.



On a different personal level, I love painting and I have been painting from an early age. This is like meditation for me and brings me great joy.

Q11: What do you do when you are not working?

A11: I try to find space to just be without agenda. Most of my life is devoted to different aspects of Chinese medicine, so it is not easy to let go of all the things that need my attention. I am spending time with family and people I love. Caring for close ones is important for me.