

President's Report

You might have noticed that this is a longer newsletter than we usually publish. We have a lot to tell you, so we hope you enjoy the additional pages.

Articles of Note

Inside this issue, you'll find an article by new member Michael Max on the varying constitutions of our patients and how to design different therapies for their particular attributes. Also included is an article by Honora Wolfe on how to design promotional material that will attract patients to your practice. We look forward to providing regular installments from these two insightful writers.



A•A•M

Acupuncture Association of Missouri

letter. After this summer's license renewal season, our state has 87 licensed acupuncturists.

Convention 2010 and Dr. Tan

And finally, we are pleased to announce that Dr. Richard Tan will come to Missouri in June of 2010 to teach for two days during AAM's annual convention. Dr. Tan regularly travels throughout the country, speak-

ing to groups of over 100 participants. We are delighted to be bringing him to Missouri for the first time, and we are looking forward to having our largest AAM-sponsored training event ever. More information on this training is included in this newsletter.

John Schmieder

You'll also find an update from the Acupuncture Advisory Committee in this news-

National News: AAAOM and HR646

Our national acupuncture organization, the AAAOM, is working to pass HR 646, also known as "The Federal Acupuncture Coverage Act of 2009." This bill would amend title XVIII of the Social Security Act to provide for coverage of qualified acupuncturist services under part B of the Medicare Program. It also would amend Title 5, United States Code, to provide for coverage of such services under the Federal Employees Health Benefits Program. Those wishing to help pass HR646 can help by either giving to the AAAOM Political Action Fund (<http://www.aaaomonline.com/paf/>) or write a letter to their congressional representative (examples at <http://www.rallycongress.com/aaaom/learn/node/1944>)

Answers to frequently asked questions about U.S. Health System Reform are available on the website www.covermissouri.org. Cover Missouri is a project of the Missouri Foundation for Health.

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SHO MI: (Japanese) There are many ways to translate SHO MI: bright soul, various hearts, first experience, correct heart (soul) (body), beginning person and shedding light on experiences. Japanese words such as Kyo, Jitsu, Gogio, Te A Te do not translate adequately. Sometimes the sound is enough. Perhaps there is no need to translate; just know that when you hear "Show Me," they are talking about our work-to shed light.

Acupuncture Association of Missouri (AAM)

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Acupuncture Advisory Committee

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<http://pr.mo.gov/acupuncturist.asp>

NCCAOM

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www.nccaom.org

Sho Mi is a quarterly newsletter with circulation to licensed acupuncturists in Missouri, Illinois, Arkansas, Tennessee, Iowa, Kansas and Oklahoma. We welcome articles, letters, book reviews and artwork.

Sponsorships

Full Page.....\$125.00

Half Page.....\$80.00

Classified (up to 30 words).....\$25.00

The Sho Mi newsletter is published in March, June, September, and December. All articles and sponsorships must be received three weeks prior to the month of publication. Articles should be submitted in Microsoft Word and sponsorships in Jpeg format. For more information please contact Jill Hancock at (573) 635-6044 or info@penman-winton.com.

Please remember that sponsors in our newsletter support our organization . Thank them for their support by taking advantage of their products and services.

SHO MI encourages members to submit articles, letters, book reviews and articles.

Please submit to info@penman-winton.com.

The information and opinions expressed in Sho Mi are those of the authors and do not necessarily represent those of the Acupuncture Association of Missouri (AAM).

AAM Membership Benefits

AAM Quarterly Newsletter

Discounted Rate at AAM Annual Convention

10% Discount for AAOM Membership Dues~(866) 455-7999

5% Discount with Redwing Book Company~(800) 873-3946

5% Discount with Lhasa/OMS ~(800) 722-8775

Licensure Update

Loree Kessler, MPA, Executive Director
Acupuncturist Advisory Committee

It is hard to believe that the acupuncture profession has gone through four renewal cycles since licenses were first issued in 2002. It does not seem that long ago that I was meeting and calling Afua Bromley and Kathleen Coleton as we wrote and revised the regulations in place today.

When the licensure process started, we needed forty licensees to provide enough revenue to operate for at least three fiscal years. We worked on limiting expenditures; opting for conference calls versus face to face meetings, deferring joining any professional asso-

ciation until the acupuncture committee's fund was stable, sharing resources with other licensure boards, and networking with professionals to promote Missouri as a great place to live and practice.

Missouri Acupuncturist Advisory Committee

E-Mail: acupuncture@pr.mo.gov
Website: <http://pr.mo.gov/acupuncturist.asp>
3605 Missouri Boulevard ♦ P.O. Box 1335
Jefferson City, MO 65102
Phone: 573-526-1555

Acupuncturists easily met the initial licensure goal and surpassed it with eighty-seven acupuncturists currently licensed in Missouri.

During the most recent annual association meeting, I provided an overview of licensure on behalf of the Advisory Committee. Listed below are some statistics that may be of interest.

- Initial application fee & renewal fee = \$700
- 2004 renewal & application fee = \$300
- 2005-2007 no cost to renew
- 2007-2009 renewal cycle = \$75
- 2009-2011 renewal cycle = \$225
- 2003 cycle one license not renewed
- 2005 cycle four licenses not renewed
- 2007 cycle fourteen licenses not renewed
- 2009 cycle fourteen licenses not renewed

The Advisory Committee convenes by conference call approximately every six to eight weeks.



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AAM is Proud to Announce
**World Renowned
Acupuncturist
Dr. Tan, OMD, LAc**
**Is coming to
Missouri for the
First Time in
June 2010**

Join us for the AAM Convention in June 2010 Featuring Dr. Richard Tan, O.M.D., LAc

*Two full day sessions on June 5 & 6, including Clinical Wonders with Acupuncture 1,2,3
and Treating Zang-Fu Disorders with Meridian-Conversion Therapy.*

*Event will be held in St Louis, and include AAM annual convention and elections.
Registration forms will be included in upcoming newsletters.*

Acupuncture Day at the Capitol

A Terrific Opportunity for Volunteering for your Profession!

For many years, AAM has been providing free acupuncture treatments at the State Capitol in Jefferson City. Wednesday, January 27th has been chosen as the date for Acupuncture at the Capitol. We are looking for volunteers who can work between 10am and 3pm. This is our chance to raise the profile of acupuncture in Missouri and keep channels of communication open with our legislators. If you'd like to volunteer, please contact Bryan Wagner, coordinator of the

event, at bryanwagner108@gmail.com or at 314-265-9411 Historically, this event was an essential element in the passage of acupuncture licensing legislation in Missouri. We have

2010 Acupuncture Day at the Capitol
January 27, 2010

continued this event to keep a high profile with lawmakers, and to continue educating them about the benefits of Oriental Medicine. Every year, we get a good mix of new people who haven't yet tried acupuncture as well as a loyal group of folks we have al-

ready treated before. This event is a great opportunity to put a 'face' to our issues. As volunteers from past years know, those who come for the acupuncture treatments really appreciate the chance to receive a healing session.

If you haven't volunteered for this event before, here is a chance to have some fun, meet new people and reconnect with your colleagues from around the state. So come and join us! Please volunteer!

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AAM New Member Spotlight: Gary Jameson & Xian Zhou

Gary Jameson, D.C.

Gary Jameson, D.C., is a chiropractor and acupuncturist at Jameson Chiropractic & Acupuncture Center in Brentwood, near St. Louis. He is also an avid practitioner and teacher of martial arts, and founded the St. Louis Taekwondo Academy. He also founded St. Louis Elite Fitness, where he does personal fitness training.

Dr. Xian Zhou

Dr. Xian Zhou is a new member of the Acupuncture Association of Missouri (AAM) this year. Dr. Zhou is a TCM doctor working in Jiande People's Hospital in China. She came to the United States as a visiting doctor and also to attend the 2009 AAAOM International Convention and 2009 AAM Convention. She is going back to China on October 20.

For additional information on membership within the Acupuncture Association of Missouri (AAM), please visit the AAM website at

www.missouriacupuncture.org.

AAM Membership Year: June 1-May 30

Renewal Rate: \$125

New Member Rate: \$60

Associate Member Rate: \$50

Student of Acupuncture: \$35

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Persuasive Words for your Next Brochure

By: *Honora Lee Wolfe*

When you think of creating a promotional brochure for your clinic, what comes to mind? You might think of a photo of an acupuncture-doll or one of yourself treating a patient. You might think of the WHO list of “diseases treated by acupuncture” or testimonials from your satisfied patients. All of these thoughts and images are certainly fine. However, there is something else I’d like you to consider before you sit down to write up copy for your brochure (or text for your website!). And that is...

Every brochure or piece of promotional copy that you create needs to be *first* all about your potential readers, and only *second* about your clinic.

What do I mean by that? I mean that if you create a brochure or an article and all you write about (especially on the front of the piece if it’s a brochure) is yourself and your clinic, it is likely that no one will pick it up to read it! How to solve this problem is by thinking always that the patient comes first. Almost everything you say in any written message is about what’s in it for them and to convince them that your clinic and your care can solve (or help to solve) their healthcare problem(s). There are several ways to do this.

Disease-specific brochures

One possibility is to start with a condition that you like to treat. Focus the entire brochure on what Chinese medicine, acupuncture, tuina, qi gong, etc. can do for this condition, with a cover headline

that says something like “Hay Fever sneezing and itching got you down?” or “There is an alternative for treating your seasonal allergies!” or “Do you suffer when there’s (pollen, mold, dust mites, cat dander) in the air?” I am sure that you can think of a half dozen other openers for something like this, and the list of conditions you could use with this idea is only limited by what kind of patients you want to attract.

Then, on the inside you quote some positive research (findable online; email me if you need a couple research sources), talk a little about the wonders of acupuncture or Chinese herbal medicine, and put a short bio of yourself with that photo or graphic we talked about above. On the back is all the contact information, hours, a map, etc. and, voila, you have a completed brochure (and a finished website page for your discussion of that condition as well).

General promotion brochures

The other way to do a persuasive brochure that is more general (not disease specific as described above), is to persuade your readers that your services are the keys to the kingdom of health and they have nothing to lose. This brochure might have that WHO list of conditions recognized as treatable by acupuncture, but the cover needs to have some persuasive copy to entice the reader to actually pick it up and read it! Here are some ideas:

- Your vibrant health is always my #1 goal.
- Your health is our only concern!
- Vibrant health can be yours
- Are you still suffering from the same health concern you were a year ago? Are you ready to do something about it now?
- An ancient medical tradition transformed for 21st century patients like you.
- When every dollar counts, it’s good to know there are healthcare providers who think of you and your pocket-book first.
- Before you get another expensive prescription filled, you owe it to yourself to get a free consultation at this clinic!
- Once you try our services, you’ll know why our patients stay with us for life.
- Try to imagine an alternative that could bring you back to dynamic, balanced health and energy!
- Put our services to the test for your health condition; and you’ll wonder how you ever managed without us...
- Did you know that acupuncture can be...
 - relaxing
 - pain-free
 - stress-reducing
 - affordable
 - an effective alternative for scores of conditions?
- You have only vibrant health to look forward to...
- You’ll wonder why you waited so long...
- There’s just one conclusion: ...acupuncture is the obvious choice for achieving your health goals!

—Continued on Page 10

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Cinnamon Twig and Bupleurum Constitutions

By: Michael Max

When most of us think about constitution, we think in terms of the five phase correspondences. Issues of constitution have not been given much play in modern TCM, but that does not mean there are not currents that focus on how an individual's "terrain" functions as a sort of foundation for how their life and health unfold. While each and every one of us has their own unique constellation and expression, anyone who has been in clinical practice for any amount of time has noticed that there are threads; there are ways in which groups of people tend to be alike.

I have had the good fortune to meet Dr. Huang Huang from Nanjing and spend some time both in his clinic and with some of his writing. Huang through both his ongoing study of medicine and clinic work has gravitated toward using the classic formulas of the Shang Han Lun and Jin Gui Yao Lue. More interestingly, especially for those of us who are striving to get a handle on the effective use of Chinese herbs, he employs a method that has a strong emphasis on considering a patient's constitution in his diagnostic process. In essence, he considers a patient's constitution in terms of the therapeutic function of the herbs for which they have an affinity. Like many concepts in Chinese medicine the principle is simple, but the application of it requires practice and attention. In essence, patients tend to present constitutionally with signs and symptoms that are the fit for a particular

herb. In this article, we will take a look at distinguishing between the cinnamon twig (*gui zhi*) and Bupleurum (*chai hu*) body types. Both of these constitutional types are frequently seen in clinic and they have a number of areas of overlap, so being able to effectively differentiate the two is a useful clinical skill to have.

Doctor Huang has this to say about the cinnamon twig constitution:

External distinguishing characteristics: The body tends to be thin, the skin is comparatively fair with a fine texture, the flesh appears moist and is firm. The abdomen is usually relatively flat, and the abdominal muscles tend to be tight. The eyes have a spirited look, lips are pale red or dark. The pulse is often floating and large and can be felt when barely touching the skin. The tongue body is soft, pale red or dark pale. The tongue surface is moist with a thin, white coat.

Predisposed towards sweating easily, or spontaneous sweating, night sweats or sweaty palms and soles.

Emotional or physical sensitivity to cold temperatures. Frequent colds, tendency toward abdominal pain, palpitations, shallow or dream filled sleep, or muscle spasms.

I have found that cinnamon twig types are sensitive to drafts. If you ask a patient if they are bothered by drafts and they don't seem to understand the question, they probably are not of this constitution. Cinnamon twig people usually give clear verbal and non-

verbal confirmation that drafts and wind are a problem for them. These people also tend to be sensitive, both to their own inner states and those of others. When palpating their abdomen, you will find it to be flat and with taut musculature.

Bupleurum types share a number of similarities with those of the cinnamon constitution in that they both tend to have taut muscular and thin to medium builds. Bupleurum types also have issues involving temperature changes, and their abdomens will also exhibit areas of tightness. In clinical practice it is common to see both types, and there are significant overlaps. How to tell which is which?

The first sign to look for is on the tongue. Cinnamon twig types tend to have a reddish tongue, while their bupleurum brethren tend to show with a purplish tongue. Cinnamon twig types have some kind of rising qi issue. It could be "running piglet" or other manifestations of an upward gushing of qi such as light burping, dizziness, palpitations or a subjective feeling of something moving upward in their bodies. Bupleurum types tend more toward stagnation, as evidenced by the purplish tongue and wiry pulse; they often complain of the usual litany of issues associated with both qi, and if it is a long-term condition, blood stagnation.

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Persuasive Words for your Next Brochure

—Continued from Page 7

- Don't wait any longer to achieve the health results you've been dreaming about!
- Intrigued by acupuncture but nervous about the needles?
- Rather than simply reading about the great effects of acupuncture in the news, why not try a complimentary treatment for yourself?

One of these is all that would be on the cover except for a supporting graphic or photo image.

Whichever of these statements you might use, you must follow the metaphor into the inside of the brochure with details of what your clinic can help them with and why they should overcome their hesitation and try your services. You might offer a short, free consultation for people to see your clinic and meet you in person with no charge or obligation. You might list the conditions you are most skilled at treating, you might include that photo of yourself.

Other rules:

1. Spell-check, proofread, and one or two associates to proof it for you.
2. Let the words and design sit for a day and read them again. Get a friend or two who are not practitioners to read them for you and give honest feedback (is it believable; does it sound sincere; would it motivate them to action; should you rewrite any sections; do they like the graphics?).
3. Use bullet points and short text sections. Remember that pictures speak more loudly and people won't read a ton of text anyway.

It does not matter if this is a three-panel-fold, two-panel-fold, or a brochure-sized two-sided card; any of those formats can be effective. You can even design this like an oversized post card and use these as a mailer as well as an informational "brochure."

This takes some work and time. Yes you have to pick colors, paper,

fonts, and other design elements, but you need not reinvent the wheel. Pick up a few brochures from any profession or industry at offices, clinics, stores, or your yoga class and look at what you like. Then analyze why and do something that echoes (not copies) the same feel.

I hope these ideas help you create more persuasive, effective, and client-grabbing promotional pieces. All good wishes for your success.

Honora Lee Wolfe, Dipl.Ac. is the marketing director at Blue Poppy Enterprises and specializes in teaching and writing about the business of professional practice. She is the author and co-author of many books including *Points for Profit: The Essential Guide to Practice Success for Acupuncturists* (Fourth Edition, 2009). She can be reached at honora@bluepoppy.com.

Simple Miso Soup Recipe

By: *Christine Kleinschmidt*

Simple miso soup is said to aid digestion and assimilation of food as well as improve resistance to sickness. Great as we move into this time of lung/large intestine Autumn.

Soak seaweed of choice for 5-7 minutes. Cut into small pieces and

boil in 3 cups of water for 10 minutes. Add vegetables of choice at this time that have been cut into small pieces and simmer 5 or so minutes- until veggies are softish.

Dilute about 5 tablespoons of the miso paste of your choice in one cup of water and add this to the simmering water. Simmer over

very low heat in a covered pan for 3 minutes. Low simmer is very important here as boiling miso destroys the nutrients.

Buckwheat noodles or brown rice can be added to make this a meal. Experiment with vegetable combination that you like and top off with chopped scallions and/or minced ginger.

Neighboring Events

The Acupuncture Association of Missouri (AAM) is partnering with the Illinois Association of Acupuncture & Oriental Medicine (ILAAOM) to promote upcoming association sponsored events. If you know of any events hosted by a neighboring association, please contact the AAM office at (573) 635-6044 or jill@penman-winton.com for inclusion within the next AAM quarterly newsletter.

Author and Instructor Paul Pitchford is coming to Illinois.

Paul will teach "Healing with Whole Foods: An Integrative Approach", based on his highly acclaimed textbook. The Illinois Association of Acupuncture & Oriental Medicine is hosting Paul for a CEU on October 24th and 25th. For more information on the class, go to:

<http://ilaaom.org/CEU/ceu3.html>.

Training in Practical Moxibustion on October 11th.

The training will include techniques in diagnosis, palpation, and application of Moxa as part of the Japanese Acupuncture Series at PCOM. The class will be taught by Tom Hurre, President of the Illinois Association of Acupuncture & Oriental Medicine. More information at www.ilaaom.org

To add association events to the next AAM quarterly newsletter please contact the AAM office at (573) 635-6044 or jill@penman-winton.com

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Calendar of Events

January 2010

27 Acupuncture Day at the
Capitol
Jefferson City, MO

June 2010

5-6 Annual Convention
Featuring Dr. Tan
St. Louis, MO

For additions please contact
info@penman-winton.com.



A•A•M

Acupuncture Association of Missouri

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Jefferson City, MO

65102

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Cinnamon Twig and Bupleurum Constitutions Cont....

—Continued from Page 9

Abdominal palpation is very helpful in distinguishing between these two types. Both tend toward having fairly flat abdomens with taut musculature. However, with the cinnamon twig constitution it is the rectus abdominus muscles that hold the tension, while with the bupleurum types it is the sub-costal region that is tight.

Both constitutional types have issues with temperature. Cinnamon twig types tend to be acutely sensitive to cold drafts, and generally have a dislike of cold as well. But, if the draft is removed, they put on more clothes (note: these people are the first in the fall to start wearing scarves), or move into a warm environment, they feel fine. Bupleurum types run hot and cold. They have issues of temperature regulation. They could be appropriately dressed for the weather, but then later in the day find they are chilled. A few hours later, they will complain of being too warm. It is not that the outside temperature is changing so much as it is that bupleurum types have problems with their own temperature regulation. This issue of temperature regulation is part of a larger issue for bupleurum types, namely they cycle through various symptoms. They may sleep poorly every third night, or have bowel movements once every other day, or oddball symptoms that seem to run a sort of elliptical orbit around them. Odd symptoms that recur on a regular basis are a classic sign that points toward the use of bupleurum.

Finally, there are differences between the levels of activity of these constitutional types. Cinnamon twig types are not lethargic, but neither do they tend to enjoy vigorous exercise. They tend to prefer moderate to light activity; those with the bupleurum constitution for the most part thrive on physical activity. It is one of the ways they have of moving their qi and eliminating their tendency toward stagna-

tion. Those patients who say they feel better after a run or aerobic workout, and use exercise as a stress reliever tend to be those who benefit from a bupleurum-based formula.

In clinical practice it is not always so easy to differentiate between the constitutional types, and there are those patients who are a combination of two. Being able to rule out certain formula families helps the practitioner to select herbs that will be of the most benefit to their patient. As with any other diagnostic method in Chinese medicine, it does not always guarantee that your patient will respond positively to the treatment. However, consideration of constitution gives the practitioner a powerful set of lenses that allows us to focus on the strengths and weaknesses inherent in a patient's "terrain." It helps us to understand their predilection towards certain kinds of illnesses, make sense of how their problems are kept in place and better grasp the progression of their healing process. By supporting a patient's constitutional strengths we help them to call on their inherent resources for healing and wellbeing.

About the Author

Michael Max graduated in 1998 from the Seattle Institute of Oriental Medicine and has studied, lived, and worked in both the United States and Asia. He now bridges Asia and America with his practice in St. Louis, and trips to China guiding other practitioners to study non-mainstream Chinese medicine, Shang Han Lun, with his teacher, Dr. Huang. More information about this method can be found in Michael's recently published translation of Dr. Huang's "The 10 Key Formula Families in Chinese Medicine" or by visiting www.classicformulas.com