

# 2018 AAM CONVENTION

**APRIL 7-8 • CROWNE PLAZA KANSAS CITY DOWNTOWN HOTEL  
FEATURING MATTHEW BAUER, L.A.C.**

## 1 HEALING WITH THE ENERGY EQUATION

A model called the energy equation has been developed and discussed to understand the qi dynamics and improving their efficiency. You will read about patients suffering from long-standing qi deficiencies that lead to breakdowns in a wide range of body systems. The course discusses how you could increase the quality and quantity of qi patients have available and enhance the body's automatic ability to heal the problems. The course focuses on understanding how to build or tonify depleted qi states and how to increase efficiency in every aspect of qi dynamics. More information on this topic may be found at <https://www.youtube.com/watch?v=6cTdFettB6c>.

## 2 WHAT ACUPUNCTURE CAN AND CANNOT TREAT

Have you ever wondered why it is that you can treat several people with essentially the same sort of health issue and find the treatment works for some but not others? Matthew will work with attendees to step back and look at the big picture of just what it is we try to make happen with acupuncture and why looking at the forest rather than the trees helps us to understand both the successes and the failures. The course will offer advice for how you can easily explain to your patients how acupuncture works, what the goals of the treatment are, and what the odds are that the treatment will be successful. Doing this allows you and your patient to be on the same page from the very beginning of the treatment process and greatly reduces the chances of patients being unhappy with the treatment outcomes – even unsuccessful outcomes.

## 3 INCREASING PATIENT LOAD TO BUILD A SUCCESSFUL AND SUSTAINABLE PRACTICE

Using material from his book, Making Acupuncture Pay: Real World Advice for Successful Private Practice, Matthew will present on how to build a successful and sustainable practice and how the key to his has nothing to do with marketing or advertising and everything to do with communicating with patients and squeezing the most benefit out of the least number of treatments.

## 4 GERIATRIC ACUPUNCTURE

Acupuncture treatments in the geriatric community is a great solution when a patient is fragile and already loaded up with a long list of medications. The natural ability for acupuncture to utilize the body's intrinsic resources, makes this treatment option superior for geriatric patients. Statistics show the geriatric demographic is growing and therefore so should our research and treatment capabilities. This course reflects on philosophies from the Yellow Emperor's classic text. The training course discusses Taoist concepts of yin/yang and fire/water and the reverse processes of aging. More information on this topic may be found at <https://www.youtube.com/watch?v=gygwWFM-f88>.



**Registration now open at [missouriacupuncture.org](http://missouriacupuncture.org).**

*Lodging is available onsite at the Crowne Plaza Kansas City Downtown Hotel (located at 1301 Wyandotte Street) at the rate of \$149 per night. Call 816-474-6664. Contact the AAM Office at 573-635-6044 or [info@missouriacupuncture.org](mailto:info@missouriacupuncture.org).*