



www.ATCMS.org

**Editors of This Issue:**

Roger Tsao  
Ming Liu, Hongxing Wang,  
Jing Huo, Yong Ming Li

Legal Advisor  
Li Yang, Attorney at Law

# WWWQ News 望闻问切

*Newsletter of American TCM Society*

美国中医针灸学会 通讯

May 29, 2009 NO: 8



**About WWWQ**

**Wang** 望: inspection

**Wen** 闻: listening & smelling

**Wen** 问: inquiry

**Qie** 切: palpation

## ATCMS Seminar

### How to Survive During Economic Crisis

Dear ATCMS members and Colleagues:

It is our wish that Spring time did find all of you healthy and refreshed.

Ensuing the two successful academic activities in Feb. and Mar. '09, ATCMS decided to hold the third seminar at **LaGuardia Sheraton Hotel, Flushing, NY on June 21, '09.**

Our Academic Sub-Committee and Secretariat have thoroughly prepared for this seminar. Based on the questionnaire to our members, we found that most of them are deeply concerned with the following issues:

1. How to develop TCM market facing today's stern economical situation.
2. How to effectively acquire the Third-party Reimbursement.

Indeed, there are enough practitioners excellent in both knowledge and morality. But we are afflicted by insufficient source of patients and frequent denials from the insurance companies. Therefore, we entitled this seminar as:

- 1. Effective Marketing and Lobbying through your National Certification. and Communications and Marketing of NCCAOM.**
- 2. Insurance Billing for Acupuncture, Updated.**

It is our pleasure to have invited **Ms. Betsy Smith** (Associate Deputy Director of NCCAOM ) and **Ms. Mina Larson** (Director of Communications & Marketing of NCCAOM ) to lecture on the first part.

Ms Smith has over 30 years of experiences in media and government relations. Over the past 8 years, she has successfully advocated NCCAOM's status before state legislatures, regulatory boards and professional organizations. Recently, she participated in passing the legislation to regulate acupuncture in the States of Kentucky and Michigan. Ms. Larson, hailed from California with her education and experiences is currently in charge of PR and Media for NCCAOM. Together, they will vividly present to us **how** to communicate with media, **how** to exhibit our professional expertise through media in Marketing and **how** to lobby the state legislatures for advocating our profession. They will also show us **how** to draft for news-releases, **what** to say during media interviews, **how** to attract media's attentions and **how** to involve in politics. Moreover, a good deal of cases/examples will be presented to the audience to make the lecture more practical.

Taking on the second part of the seminar is **Magnolia Goh, L.Ac.**, one of our board members and a practitioner licensed in NYS. Dr. Goh has worked as board members for professional associations such as NADA, UANYSLA and ASNY. She worked for many hospitals and institutes of public hygiene. She also accumulated abundant experiences in private practicing and program collaborations. Based on her knowledge in the mechanism of health-care insurance, she will present to us **how** to manage the detailed skills of filling out the Claim Forms, **how** to differentiate the old ICD codes from the new ones, together with some newly issued code numbers.

Since all of us are endeavoring to provide services of the best quality to the community, we deserve the equivalent reward. But the claiming procedures require definite knowledge and skills. A serious error could be very harmful to our status if we don't follow the rules of the game. Therefore we welcome all who attend this seminar to discuss with the speakers so as to enhance our practicing.

It was said in the Chinese poem:

**“ Don't mind the good wine is hidden in the deep alley.  
Its fragrance will come to us riding the Spring breeze.”**

So it is our belief that we, as the descendents of Huato and Bianque will be wise enough to utilize this upcoming seminar to refresh our knowledge, exchange information, and strengthen our capabilities. There is a new world to be discovered behind the recession.

ATCMS Academic Sub-Committee

## Clinical Research in Brief

### **Perceived Effectiveness of Acupuncture: Findings From the National Health Interview Survey**

Patrick J. LaRicca, Suzanne McMurphy, Joseph J. Gallo, Daiwei Xie, Charles C. Branas. Medical Acupuncture. December 2008, 20(4): 239-244.

#### **ABSTRACT**

**Background:** Knowledge of perceived benefit from acupuncture treatment is important to predict who is using acupuncture, to inform physicians of the possible benefits of acupuncture, to determine where rigorous research should be focused, and to help policy makers predict future demand.

**Objectives:** To determine the proportions of survey respondents who reported perceived effectiveness of acupuncture treatment for specific conditions; and to determine the association of specified demographic variables with perceived effectiveness.

**Design, Setting, and Participants:** Publicly available data from 31,044 noninstitutionalized US adults who participated in the 2002 National Health Interview Survey, a cross-sectional in-home computer-assisted interview.

**Outcome Measures:** The proportions of participants reporting “any help” and “great help” for perceived effectiveness across conditions treated and per condition treated; and the association of the subgroups within age, sex, and body mass index (BMI), along with the subgroups Asian race and Chinese ethnicity, with “any help” of acupuncture treatment across conditions treated.

**Results:** Of the 1,274 respondents who reported having consulted an acupuncturist, 329 had used acupuncture in the last 12 months; 276 had used acupuncture to treat a specific condition. A total of 86% of respondents reported being helped by acupuncture, while 45% reported being greatly helped across conditions treated. In an examination of specific conditions treated, the range for “any help” was 98% to 67%, and 98% to 7% in the “great help” outcome. Older age and obesity were negatively associated with perceived effectiveness statistically but not clinically. Asian race and Chinese ethnicity were not statistically significantly associated with perceived effectiveness.

**Conclusions:** Acupuncture is perceived to be effective by most respondents who used it to treat a specific condition. Older age and obesity are negatively associated with perceived effectiveness, but not at a clinically significant level. A larger sample of Asian and Chinese subgroups is needed to determine if there is an association of these subgroups with perceived benefit.

# ATCMS News & Views

## Online CAM News

### Alternative Medicine in Health Care Reform

From: <http://www.tcmstudent.com/>

This week, during President Barack Obama's 100 day Town Hall meeting in Missouri question and answer period, Mr. Obama was asked by a licensed acupuncturist his thoughts on alternative medicine's role in health care.

Mr. Obama replied simply -

"Well, look, my attitude is that we should -- we should do what works. So I think it is pretty well documented through scientific studies that acupuncture, for example, can be very helpful in relieving certain things like migraines and other ailments or at least as effective as more intrusive interventions."

"I will let the science guide me."

### Acupressure Eases Radiation Nausea in Cancer Patients

From: <http://www.tcmstudent.com/>

In the recent release of the Journal of Pain and Symptom management, acupressure wristbands reduced nausea for cancer patients undergoing radiation therapy.

Patients wearing the special wristbands had a 23.8% reduction in self-reported nausea compared with 4.8% among those who received usual care (P=0.01).

News: Journal of Pain and Symptom Management, April 2009

### Physicians Divided on Impact of CAM on U.S. Health Care

-- Aromatherapy Fares Poorly; Acupuncture Touted --

From: <http://www.medicalacupuncture.org/events/index.html>

New York, NY, September 7, 2005 - A new national survey of more than 700 physicians revealed that they are divided evenly on the impact of complementary and alternative medicine (CAM) on U.S. health care. Approximately 36% believe it has a negative impact, 35% believe it has a positive impact and 20% feel CAM has no impact.

Among the findings:

More than half of the physicians (59%) believed that acupuncture can be effective to some extent.

Nearly half of the physicians (48%) believed that chiropractic can be effective, while 29% indicated that it is ineffective, and 57% of physicians reported that massage therapies can be effective.

"The message here is that techniques, like acupuncture, which have made it into the mainstream, are recognized by physicians as useful complements to scientific medicine," said Dr. Alan Mittleman, Director of the Finkelstein Institute. "Other therapies remain on the fringe and are viewed with suspicion. Nonetheless, physicians seem willing to let their patients - and future research - decide what has credibility and what doesn't."

To view detailed results for this poll, please go to: <http://publish.hcdhealth.com/P1007/>

The effect of acupuncture for Tonifying and Reducing Chong and Ren Meridians on the functions of Gynaecological Endocrinal Axis

To study the relationship between the two functional axes of Western Medicine,

HpG-Hypothalamus-pituitary-Gonad and Traditional Chinese Medicine, Kedney-Chong & Ren Meridians-BaoGong in relative course of female reproductive physiology. Yu Qian and Hung Yong seven acupuncturists treated twenty-five women with Gynaecological

endocrinal dysfunction. They used Ganshu(BL18) and Shenshu(BL23) as main pions. BBT, contents

of follicule-stimulating hormone(FSH), luteotropic Hormone(LH), estradio(E2), progestin(P) were observed before and after treatment.

The results Clinical symptoms and signs were

improved. The two-way rate of BBT increased obviously; FSH, LH, E2 and P contents had statistically significant differences before and after treatment. So Acupuncture has a

good relating effect on female endocrinal dysfunction. There is a close relationship between the two functional axes of gynaecology of Western medicine and Traditional Chinese

Medicine. (Articl From ACUPUNCTURE of CHINA)

(Jing Huo)

## Articles Wanted for Newsletter Column

Dear Members:

We are initiating a column of forum in our newsletter, where we would like to provide opportunities for our members to communicate with each other and make their voice on various issues. The topics include, but are not limited to, your acupuncture clinical experiences, your feedback to our newsletter, your suggestions and comments on future seminars, and other ATCMS activities. We appreciate your participation very much.

You may email your article to Dr. Hongxing Wang (editor) at: [wanghongxing\\_99@yahoo.com](mailto:wanghongxing_99@yahoo.com)

(Hongxing Wang)

## Headline

### ATCMS Seminar: How to survive during economic crisis



**Date and Time:** June 21, 2009, Sunday, 11:00am--4:30pm  
(10:30am--11:00am: Registration)

**Location:** Sheraton LaGuardia East Hotel, 7<sup>th</sup> Floor (Gallery Room)  
135-20 39th Avenue, Flushing, NY 11354

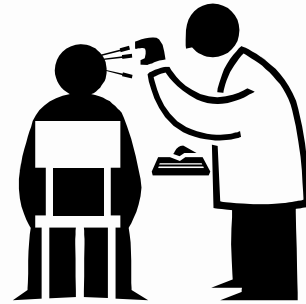
**Topics and Speakers:**

1. Effective Marketing and Lobbying Through Your National Certification.  
---- by Betsy Smith, Deputy Director of NCCAOM, and Mina Larson, Director of Communications and Marketing of NCCAOM.
2. Insurance Billing for Acupuncture Update  
---- by Magnolia Goh, L.Ac.; the board member of ATCMS.

**PDA Credit:** NCCAOM 5 Credit Points

- Fee:** 1. ATCMS member (who has paid for 2009' membership fee): \$40;  
2. Student with ID: \$40;  
3. Other: \$80

**Contact Phone:** (212) 689-1773 (Dr.Zheng); (718) 897-8952 (Dr.Zheng)



**American TCM Society**  
14 East 34<sup>th</sup> Street, 5<sup>th</sup> Floor  
New York, NY 10016, U.S.A.  
Tel (212) 689-1773  
[www.ATCMS.org](http://www.ATCMS.org)

