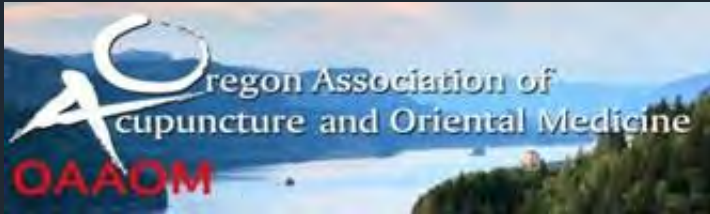


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OAAOM
October 2012

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Give us



Join the OAAOM before
October 24th
and get 2 FREE movie tickets
to the Portland event

**Celebrate AOM Day on
Wednesday, October
24th**

**in two locations,
with sort films featuring
acupuncture, alternative
health and local fimmakers.**



Portland

Hollywood Theater

7:30 pm

Eugene

229 McKenzie Hall

University of Oregon

6:00 pm

FREE



"Like many people, I joined the
OAAOM to go to an event-
the film 10,000 Needles"

Wendy Childs, LAc

OAAOM Secretary

Your Input!
Please let us know
what you think!
**Take the OMB
2012 Renewal and
Policy Operations
Survey**

No time now?
Look for it in your inbox!



"I joined the
OAAOM
because I
wanted to take
responsibility

for the advancement and
protection of AOM in
Oregon and nationally. I
knew it would take
ACTION, and I couldn't
expect change if I did not
get involved."

Brian Baker, LAc
OAAOM Board Member

LINKS

JOIN TODAY!
OAAOM Board Service
Information
2012 OAAOM Board of
Directors

**Why should
YOU
join the
OAAOM?**



"If I am not
in the
conversation how
can I hope to have a
voice?"

Beth Howlett, LAc

SAVE THE DATE

Earn CEUs

Treasure's of Oregon - OAAOM Event

January 12, 2012

Sponsored by the OAAOM
and OCOM Alumni Association

- **HIPAA Training**
- **Oregon Medical Board /
Acupuncture Advisory Council
Presentation**

**Ayurvedic Herbs, Lifestyle and Yoga
Recommendations for Living Pain**

Free

Saturday & Sunday

October 27-28, 2012

9:00a.m. - 5:00 p.m.

**NCNM Helfgott Research Center
2220 SW 1st Avenue**

Click Here for Complete Schedule

Interested in Ayurvedic Medicine? Curious
about how it is compatible with naturopathic or
Chinese medicine? Come spend a weekend
exploring different aspects of Ayurvedic
Doshas, culinary and medicinal herbs, and the
Ayurvedic lifestyles for better living and for
preventing and treating acute and chronic pain.

Early Bird ends Oct 14 (save \$50)!

Attend in person, or online as a live webinar

Click Here for Registration

Information

14.0 CEUs approved by OBNM

14.0 PDA points pending approval by NCCAOM

GET INVOLVED

**Alternate Board of Director
Position**

If you have fundraising experiend, we
need you on the OAAOM Board of
Directors

Board Service Information

2012 Board of Directors

Email info@oaaom.com with your interest



"I joined because I wanted to learn how to be a positive force of change in the field of Chinese medicine and the OAAOM offered mentorship in becoming a leader."

Sariantral Kali
OAAOM Board Member

The OAAOM is lucky to have a student representative from both OCOM and NCNM
Sarah Hammer
OCOM Student Rep
Karmen Scott
NCNM Student Rep

"I joined OAAOM because, as a Chinese Medicine student, it is important to support the future success and representation of the medicine."
Karmen Scott
NCNM Student Rep

"I imagine I am not the only Oregon acupuncturist who calls the OAAOM and asks what is 'this' about and can you help me with 'that.'"



"When I was phoned during a membership drive, I was glad to know there was an active



professional organization. I signed up for a working membership and shortly thereafter joined the board when I learned that I had skills the organization could use."

"I encourage members to talk about the OAAOM with your colleagues, share that you are a member and support the growth of our organization and profession by encouraging them to join, too. Consider participating in our work by serving on a committee, volunteering to call potential members in your area or even serving on the board - like me, you might be surprised that your skills are exactly what we need."

Bijana Devo Kadakia, ND, LAc
OAAOM Treasurer

Thank You Contributors

We have invited LAc's to write articles relevant to the acupuncture community. The OAAOM does not necessarily endorse any opinions expressed by guest contributors.

**Have something you'd like to share?
Please contact us**

Rethinking the Role of Acupuncturists in Chemical Dependency Treatment

by David Adler, LAc
Old Town Clinic, Portland, OR

The National Acupuncture Detox Association (NADA) has been a proponent for the training of Acupuncture Detox Specialists (ADS) for several years. ADS are usually allied health care workers not licensed as acupuncturists, such as nurses, social workers, and psychologists, who have received the 70 hour NADA competency training to provide the NADA ear protocol services. Ryan Bemis, in his article West Coast NADA Report: Where Acupuncturists are Many, Services for Addicts Suffer (Guidepoints: News

However, we don't often hear about *all* of the things the OAAOM does to support our practice."

**Kimberly Dornan
OAAOM Member**



Bran LeFae is a freelance writer, plain language editor and fine art photographer

located just north of Seattle, Washington.

An enthusiastic advocate for complementary and alternative health care, she enjoys working with practitioners to create clear, engaging websites and educational material for clients.

Please contact Bran at bran@bramblethornstudios.com for rates and more information.

You can learn more about Bran and see her work at <http://bramblethornstudios.com/>

"I joined the OAAOM because of all the information I had been reading concerning the health of the public via "dry needling" or the practice of acupuncture without comprehensive training. Chinese Medicine is powerful and I respect it; the OAAOM was the only organization I saw defending it."

**Tooba Durrani, ND, LAc
OAAOM
Membership Director**

"By joining the OAAOM and working directly with our legislative team and lobbyist, I discovered that my voice is more powerful than I'd ever imagined."

from NADA, January 2012), attempted to strengthen the hypothesis that "it is not sustainable for addictions and mental health programs to exclusively depend on hiring an outside contracted acupuncturist at \$30-\$70/hour to perform the NADA five point ear protocol." This statement has several inaccuracies.

Click here for full text

"Let's elevate our standards for quality of care where health care providers seek us out for answers, training, and a model of health."



**Joanna Flores, LAc
OAAOM Board Member**

Portland Back Flow Valve Issue

by Kimberly Dornan, LAc

Portland acupuncturist, Kimberly Dornan approached the OAAOM this summer with a concern about a costly facilities requirement.

In the process of applying for a permit to make some improvements to her clinic, she was told by City officials that she was required to install a back flow device on the sink. This would presumably protect against the possibility of potentially hazardous materials contaminating the water supply.

The requirement was puzzling to us.

Read what Kimberly has to say



Reach Your Audience - The Value of Plain Communication by Bran LeFae

In our high tech world, a website has become a critical component to any successful marketing plan for the healthcare practitioner.

Just like anything else in marketing, a website is only as good as the communication it contains. Creating a website that reaches and engages your audience can be challenging for many reasons. Among others, did you know that in the United States the average reading level is only eighth grade? Health care literacy levels are low as well. How can you reach across these barriers to help your patients be empowered in their healthcare choices?

KEEP IN TOUCH:

Phone: [\(503\)893-5993](tel:5038935993)

Web: www.oaaom.com



Join us on Facebook



Send us an Email

Plain language communication is an approach that can help.

[Read More Here](#)

LEGISLATIVE NEWS

Acupuncture as an Essential Health Benefit and Health Reform in Oregon

by Laura E. Ocker, LAc, Co-Chair
OAAOM Legislative Committee

For the last two years the OAAOM has been actively involved in state healthcare reform endeavors. Some examples of the process and recent achievements include:

1. The adoption of non-discrimination of provider type language by Oregon legislators in January of 2012 with the passage of Governor Kitzhaber's Healthcare Transformation Bill (Senate Bill 1580).
2. Increases in acupuncture coverage for Oregon Health plan recipients.
3. Regular participation in discussions with state representatives to advocate for acupuncture.
4. Collaboration with other advocates.

Despite the thorough advocacy steps outlined above, acupuncture was not included in Oregon's Essential Health Benefit package.

[Read FULL TEXT HERE](#)

Maryland, Department of Health and Public Hygiene Request for Comments

**[CLICK HERE to read the
OAAOM Response](#)**
SUPPORTING DOCUMENTS

- Oregon Medical Board Dry Needling Position Letter, dated December 7, 2011

- Oregon Medical Board/ Acupuncture Advisory Council Minutes dated October, 7. 2009
 - An Order Staying Administrative Rule Pending Judicial Review, Issued by the Court of Appeals of the State of Oregon on July 29, 2011
-

FLUORIDE

Portland is considered one of the nation's most liberal cities, and the issue presents a clash between two progressive positions: the desire to improve the dental health of low-income children and the impulse to avoid putting anything unnecessary in the air, food or water.

**Letter of Concern Regarding the
OAAOM Stance on Fluoride
by Dawn-Starr Crowther, LAc, Dipl. Ac.
OAAOM Member**



**Water Fluoridation Referendum Signature
Petitions Due Now!**

FOR MORE INFORMATION VISIT

<http://www.cleanwaterportland.org/intro/>

Oregon Association of Acupuncture and Oriental Medicine