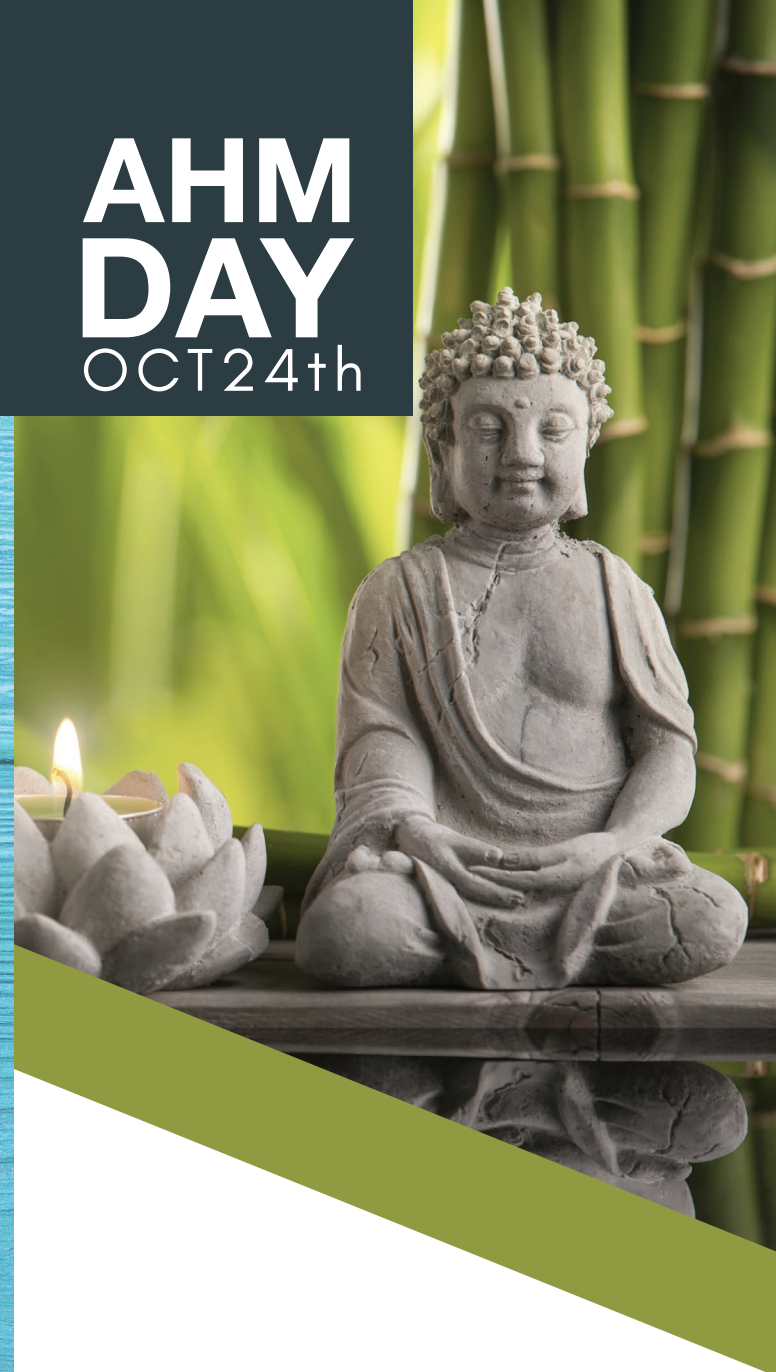




Call today to see if
acupuncture can help you
reach your health goals.

**AHM
DAY**
OCT24th



WHAT IS AHM DAY?

Acupuncture & Herbal Medicine Day (AHM Day) is observed annually on October 24. It is part of an effort designed to increase public awareness of the progress, promise, and benefits of acupuncture and Traditional Chinese Medicine (TCM).

Celebrating Acupuncture
& Herbal Medicine.



Acupuncture & Herbal
Medicine Day

ACUPUNCTURE & HERBAL MEDICINE DAY

Acupuncture and Traditional Chinese Medicine (TCM) is a natural form of healthcare grounded in safe, effective and time-tested techniques. Its growing popularity and acceptance results in more pain relief for more patients with fewer negative side-effects. It also means healthier patients who live longer. By stimulating self-healing through a holistic approach to wellness and prevention, AOM offers truly patient-centered care.

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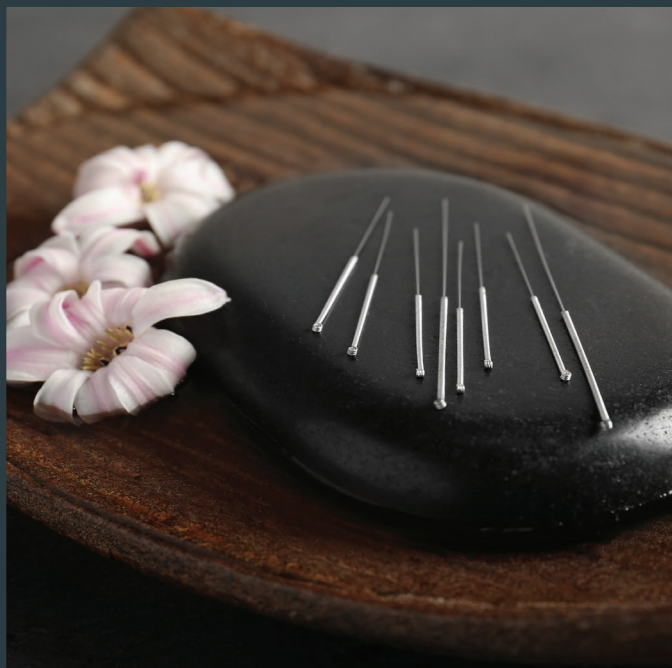
DOES ACUPUNCTURE HURT?

Most people feel some sensation during acupuncture, but not necessarily pain. When hair-thin needles are inserted by a trained professional, they can produce a feeling of heaviness -- like a dull ache --or sensations such as warmth and tingling. Occasionally the sensations can be stronger. Most people find acupuncture very relaxing. In fact, you may even fall asleep during your treatment!

WHAT DOES A TREATMENT LOOK LIKE?

Acupuncture is the insertion of fine stainless steel needles through the skin at meridian points chosen on the basis of the patient's constitution and symptoms. It is highly customized to individual health concerns. Acupuncture is deeply patient-centric in its approach to care and treatment. Acupuncturists use many approaches and modalities to directly address a patient's health concerns and symptoms.

Acupuncture is
**SAFE.
NATURAL.
EFFECTIVE.**



HOW DOES IT WORK?

According to Chinese medical theory, acupuncture promotes healthy circulation of blood and "qi" because, "Where there is free flow [of blood and qi] there is no pain, where there is pain there is no free flow [of blood and qi]." Scientific evidence for acupuncture's effectiveness continues to grow. It is clear that for pain conditions (such as chronic low back pain), acupuncture treatment is both beneficial and safe.

OCT
24th

CAN ACUPUNCTURE HELP WITH PAIN?

Yes! Acupuncture promotes healthy circulation of blood and qi thus resolving pain. From a biochemical perspective, acupuncture analgesia is achieved by peripheral nerve stimulation that directs the brain to release endorphins, which in turn block pain pathways in the brain. The Department of Veterans Affairs, the World Health Organization and an increasing number of health insurance providers recognize acupuncture as an effective intervention for musculoskeletal pain. As a drug-free intervention with demonstrated and lasting results, acupuncture is an alternative for pain management without the same potentially serious side effects as of prescription drugs and surgery.

WHAT ABOUT ACUPUNCTURE FOR CHILDREN?

Kids may not like getting shots, but that doesn't mean they won't like acupuncture! Common pediatric complaints like earaches, bedwetting, ADHD and asthma all respond very well to AOM treatment. Such treatments can include needling and non-needling techniques such as Tui Na massage. As a general rule, acupuncture is safe for ages seven or older. A practitioner who specializes in pediatrics may use acupuncture on children of all ages. Every child should be assessed for readiness for acupuncture on a case-by-case basis.

WILL INSURANCE COVER MY TREATMENTS?

Inquire directly with your insurance provider about your coverage. More and more private insurers as well as car insurance and workman's compensation programs often reimburse for acupuncture treatments. In some states, VA hospitals and even Medicaid programs have coverage for acupuncture. Not all practitioners accept insurance, but all can provide you with the appropriate statements. Be sure to ask when you make an appointment.