

# TO THE POINT

NEWSLETTER OF THE  
ACUPUNCTURE MEDICAL & RESEARCH CENTRE  
1600 West 38th St. Suite 402 Austin, TX 78731



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July & August 1998

## NIH STUDIES ACUPUNCTURE

The National Institute of Health [NIH] held a Consensus Development Conference on Acupuncture November 3-5, 1997. During this conference multiple reports were made regarding various research projects and extensive data compiled on acupuncture. The main consensus from the entire Conference was that acupuncture does work. Specifically studied were back pain, Carpal Tunnel Syndrome, stroke paralysis and rehabilitation, addiction treatment, gastrointestinal disorders, ovulation stimulation, headaches, face and neck pain, musculoskeletal pain, dental and postoperative pain. I was asked to attend the conference as well as a pre-conference program put on by a national acupuncture research group.

Not only was acupuncture effective treatment but major cost savings were noted with the studies that compared costs, specifically comparing the use of acupuncture with standard western biomedical care. Below are a few paragraphs of material quoted directly from the Conference in the Acupuncture Program and Abstracts booklet printed by the NIH.

“In summary, comparisons were available between a control group and an acupuncture group in 8 of the 10 stroke studies reviewed here. The acupuncture groups had significantly better outcome levels (p<.05 and beyond). Overall, 128 of 193 cases, or 66.6 percent, had an outcome level of good response or markedly effective, following 20 to 40 acupuncture treatments over a 2- or 3-month period. The patients who received acupunctu-

<b>Index</b>	~ ~ ~ ~ ~	puncture very early
<i>Migraines- two case studies.....</i>	2	post onset (within
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<i>E-mail Address.....</i>	3	stroke or 4 to 10
<i>Save \$ starting in August.....</i>	2	days) had the best
<i>Ask Dee Ann!.....</i>	4	outcome levels at 1
<i>Map to Office.....</i>	4	and 3 months and
		again at 1 and 2
		years later, with one
		study showing

a savings of \$26,000 per patient who began acupuncture at 4 to 10 days post stroke because of fewer days in hospitals and rehabilitation facilities.

*(continued on page 3)*



## Our New Location!

Dee Ann looked and looked for the right place to purchase this past year but just couldn't find what she was looking for.....picky, picky, picky! Yet, we found a great place to lease in the mean time. (See map on back for address and location.) We are very happy to be at our new offices. We moved last October, and are very glad for the change and new arrangements. We are easy to find and welcome you to come by and visit when you're in the neighborhood. Dee Ann is always rearranging furniture and we have acquired several new furnishings since the move. Our clients have been the greatest in notifying us when they see pieces that they think we might like. One client even called us when she wanted to change her decor and was selling some oriental furniture.

We are still planning to purchase or build new offices sometime in the near future (2-5 years). So if you find an ideal location for us, please let us know. Your idea could win you ten free treatments and us a permanent home.

## Treating Pregnancy & Fertility



Acupuncture is very effective in helping with morning sickness, low back pain and sciatica pain due to pregnancy. It is also helpful in getting a baby that is positioned feet first [breech] to turn about so the baby's head is first when delivery comes. I've also been able to help women's cervix dilate faster; speeding up the delivery time by half. One client was able to deliver her first child in less than 4 hours. Acupuncture is also helpful with low motility and raising sperm counts.

# TREATING MIGRAINES WITH ACUPUNCTURE

## ----Case #98364

A 56 years young woman came in to the Acupuncture Medical Centre with a chronic problem of severe migraines. The headaches had become daily within the last three years, and were debilitating. She had been to see multiple western medical doctors for this condition and was on several medications....Imitrex tablets , zoloft, and verapamil. The headaches, even with this medication, were daily and on a scale of one to ten for intensity; she rated her headaches as a 20 (off the scale).

Within the first four acupuncture treatments the headaches briefly got worse before getting better. By the fourth treatment we started cupping therapy along with the acupuncture. By the seventh treatment with acupuncture and oriental medicine her headaches were only once a week and the intensity of the headaches had dropped to a rating of 5-7 maximum. By the ninth treatment, six weeks after her first visit, she had only one headache within 2 (two) weeks. Dee Ann trained her on how to use intradermal needles for home therapy. She was able to stop all daily medication, utilizing the imitrex only as needed (approximately 1-2 times per month) and we reduced treatment with acupuncture to an as needed basis. With this case, even though acupuncture was not able to rid her of the condition completely, the intensity and frequency of occurrence was dramatically reduced and we were able to train the client on how to manage the pain for herself with as little pharmaceutical medication as possible.

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## Coming in August 1998

All members of Acupuncture Medical and Research Centre will receive the usual 20% off on their treatments. Now, that same 20% will also cover all supplies and herbs purchased. This isn't just our special of the month, but a permanent change, our way of saying thanks for your continued patronage!

## Patience Please.....

As most of you may know, we do have a new computer system in the office. Gone are the days of hand-written receipts and paper shuffles, however, we are still in a training period and learning about our new system is taking more time than we anticipated, please just bear with us. It will all be worth it in the near future!

## ----Case #9896

A 28 years young female came to the Acupuncture Medical Centre for headaches, and pain in the shoulder blades area. She had had the headaches 5-7 times a week, lasting 3-5 hours daily for several years. She rated the pain level on the average to be 5-7 on a 1-10 scale, ten being the worst. One time a month she complained that the intensity would escalate to the 10 rating. The discomfort and pain was at the point of nausea and losing a day of work with the severe headaches each month. She was prescribed through her western medical doctor betachron and amitriptyln for her headaches. It had gotten to the point that the prescription medication was not working. By the third treatment she had her last severe headache, rating it at a 9.5. By the sixth treatment with acupuncture she had no headaches that aspirin didn't take care of. By the seventh treatment the headaches were gone. It has been seven months with no severe headaches. She is able to control the rare minor headaches with aspirin when they occur.

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## Financial Assistance from AMRC

If you have friends or family that want to come in for Acupuncture but just can't financially afford treatments, we can still help. If they can afford \$50 a month, they can afford Acupuncture. Thanks to the new software system we've installed, keeping track of accounts is now easier. Just tell your friends and family to talk with Laine at the front desk and she will set them up on a monthly account. This also applies to established clients.

Remember our referral program? Referrals are our main practice builder. Now we've made it even better to refer someone you know to AMRC. When you refer a client to us, they will automatically receive the usual \$5 off, however, you will now receive \$8 off your next treatment or purchase of herbs and supplies. Just think, as a member when you refer 6 people to us, you've given yourself \$48 dollars credit with us and that is the equivalent of a free treatment! **Thank you for all the Referrals**

**Dee Ann will not be seeing clients**

**July: 10,13,14,23,31;**

**August: 3,14,17,28,31**

*(continued from page 1)*

No adverse reactions were reported. Moreover, acupuncture may improve cerebral circulation....”[my italics]

“Stroke is the major cause of disability among adults in the United States (Weinfeld, 1981). Every day, more than 1,200 Americans suffer a stroke, and 400 of these patients are permanently disabled. Today, more than 2 million Americans suffer long-term disabilities from stroke, and stroke costs more than \$25 billion each year.” NIH Report, NINDS, 1992. [italics mine]

Regarding four studies of Carpal Tunnel Syndrome (CTS) that reviewed laser acupuncture and micro amps TENS or needle acupuncture it is noted:

“In summary, 77 of 84 CTS cases (91.6 percent) were successfully treated with laser acupuncture, micro amps TENS, or needle acupuncture. The treatments with laser, micro amps TENS, and needle acupuncture are often performed in the acupuncture office; however, the laser treatment program with a red-beam diode laser pointer and micro amps TENS device under the supervision of a licensed acupuncturist trained in laser acupuncture (Naeser, Hahn, Liberman, 1997; Naeser, Wei, 1994). The cost for a home treatment program is approximately \$1,100. The current estimated workers’ compensation average cost for medical management including surgery is \$8,000 per case. Home treatment with laser acupuncture would represent a savings of \$6,900 per CTS case. If half the current 2 million cases of CTS in the United States were successfully treated using laser acupuncture and micro amps TENS with home treatment, this would represent a **savings of \$6.9 billion dollars per year** in the treatment of carpal tunnel syndrome. The savings provided in the acupuncture office (15 visits at \$60 per visit = \$900) or if the laser acupuncture treatments are performed by the patient at home, where the equipment is purchased by the patient (\$1,100); this is compared with \$8,000 for current medical treatments.” [Italics mine.]

All quoted materials from “Neurological Rehabilitation: Acupuncture and Laser Acupuncture to treat Paralysis in Stroke and Other Paralytic conditions and pain in Carpal Tunnel Syndrome”; Margaret A Naeser, PhD; pgs.. 93-105 of NIH Program and Abstracts on Acupuncture 1997.

These are just a few of the studies that show cost savings with the use of acupuncture treatment. There are several more studies that show cost savings that were mentioned in the NIH review. This proceeding

material shows how your insurance company can save money through incorporating acupuncture treatment coverage within your policy. If you would like to review the information yourselves contact the National Institute of Health and request a copy of the NIH Consensus Development Conference on Acupuncture Program and Abstracts, November 1997. This was the NIH’s first conference on Acupuncture and the study of the various research projects covering acupuncture. Future research of different disorders will detail where acupuncture is most effective and its limitations. You can take the initiative now and contact your insurance company. Share this information. Ask them to cover acupuncture within your insurance policies. In talking with various insurance companies that do business in Texas, I have found that they request to hear from their customers about adding acupuncture to the policies. Even with the access to the afore mentioned studies, the insurance companies still want to know directly from their customers that they want and are interested in utilizing acupuncture and oriental medicine.

One of the major concerns at the NIH conference was who is performing the acupuncture in the studies. Keep in mind when selecting providers that Texas licensed acupuncturists are specialists, trained with 1800+ hours in acupuncture and oriental medicine. There are no specific training requirements for Medical doctors, Chiropractors or Osteopathic physicians practicing acupuncture in the State of Texas. In order to be sure that you are getting optimal professional care in the field of acupuncture, retain a licensed acupuncturist. Ask that your insurance company solicit licensed acupuncturists as providers for your health program. In this way you will be getting the best performance possible from an expert trained in the field.

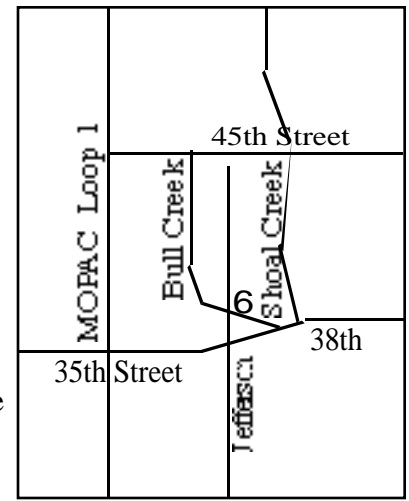
Of an independent survey compiled by Interactive Solutions for Landmark Health Care Inc. 30% of those surveyed noted a decrease in the number of medical doctor visits when utilizing some form of alternative/ complementary health care. 42% were somewhat or very likely to use acupuncture. 67% believe alternative care is somewhat to very important in selecting a health care plan. 40% say their attitude toward alternative care has become more positive. 71% believe consumer demand will be moderate to strong for alternative care. For more information about this study contact <http://www.landmarkhealthcare.com/constudy.htm> or call 1-800-638-4557.

Further questions? Contact me by---  
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**Email:** AMRCAustin@aol.com

# Ask Dee Ann!

**Q:** Does my insurance cover acupuncture?

**A:** Several insurance companies have caught on to acupuncture's popularity with customers and have added acupuncture as one of the new options to their plans. Those companies that have not added acupuncture yet are waiting to hear from their customers. Be sure to request that acupuncture be added to your plan. I've talked with multiple companies and they have stated that their customers must request changes before anything can be considered. Mention the money saving research from the recent National Institute of Health [NIH] studies quoted in the article on the front of this newsletter.



*X= The Jefferson Building  
1600 West 38th St. Ste. 402*

**Q:** How does acupuncture work?

**A:** The acupuncture needle stimulates the body's defense system to be activated. Due to the intruder at the first defense line (the needle being inserted into the skin) the body's immune system implements an increase of blood flow to the area where the needle has been placed; with the hopes of finding the intruder and pushing it out of the body. With this signal being noted in the brain, endorphins are then released in order to relieve any pain or discomfort due to this invasion. The traditional theory is that various channels on the body, where your body's electricity travels, are stimulated at specific points. This stimulation effects various functional changes in the body from temperature, increased blood cells (white and red), anesthetizing, normalizing the blood pressure in the body, reducing swelling, increasing blood circulation, and setting the brain waves to Alpha.

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