New England School of Acupuncture

Susan L. Gorman, President & CEO
Meredith St. John, VP & Academic Dean
Acupuncture & Oriental Medicine (AOM) profession

Identified by the US Department of Labor as an emerging profession with *a bright future* (2011)

http://www.onetonline.org/link/summary/29-1199.01
Alternative Healthcare Industry

- This industry provides health services: acupuncture, meditation, yoga, deep breathing, massage, diet based therapies.
- Practitioners operate privately or in groups in their own offices or in facilities with others.
Alternative Healthcare Industry

- Revenue of $11.6 billion in 2011
- Growth expected 4% +/- year through 2016
- Acupuncture represents 2% of this market
- Growth estimates for acupuncture industry: $287 million in 2016
Alternative Healthcare Industry

- Holistic orientation to health
- Cultural affinity groups – environment, feminism, interest in spirituality and/or personal growth psychology
- Mounting acceptance of safety and efficacy
- Higher incomes & education
- Graduating medical students have increased exposure
- Chronic health problems of aging population

Data from Stanford Center for Research and Disease Prevention
Acupuncture usage in the US

3.1 million Americans used acupuncture within past year

- 1-2% of population
- 4.1%, or 8.19 million Americans report lifetime use

AOM profession

Estimated 12,000-18,000 active acupuncturists in US

www.acufunder.com/Acupuncture

1,000 active acupuncturists in MA

NESA’s mission

• Education
• Research
• Public service

Weidong Lu, MB, PhD, MPH, Lic.Ac.
Academic Programs

Masters in Acupuncture  MAc
2500 hours, 140 credits, 3 years

Masters in Acupuncture & Oriental Medicine  MAOM
3000 hours, 180 credits, 3-4 years
Academic Programs
MAc

Japanese Acupuncture Style (JAS)
300 didactic hours
9 clinic rotations

Shakuju Therapy

Suzahne Riendeau, Lic.Ac.
Academic Programs

MAc

Chinese Acupuncture Studies (CAS)

- Core curriculum
- 9 clinic rotations
- 5 electives
Chinese Herbal Medicine (CHM)
- 450+ didactic hours
- 10 clinical rotations
- In-house dispensary of raw and granular herbs and patents
Academic Programs
combined master’s degrees

Pain Research Education & Policy (PREP)

NESA &
Tufts University
School of Medicine
Academic Programs
Orthopedic Acupuncture

Didactic & clinical
Biomedical integration
Acupuncture & bodywork
Cadaver dissection labs

Sports medicine (SMAC) certificate post-grad

Sue Gorman, MBA, President with Steve Cina, Lic.Ac.
Research: $5 Million in federal funds

- Center grant from National Institutes of Health (NIH)
- Study of effectiveness of acupuncture for Gulf War Illness with US Department of Defense
- Mechanistic studies of connective tissue hypothesis with Helene Langevin, MD, LAc, University of Vermont
- Imaging studies of brain effects of acupuncture with Vitaly Napadow, PhD, LicAc, Mass General Hospital
- Study of Japanese-style acupuncture for endometriosis pain in young women with Rosa Schnyer, DAOM, LAc, Harvard Medical School
- Study of Irritable Bowel Syndrome with Ted Kaptchuk, PhD, Harvard Medical School
Public Health

1. 20,000 treatments annually
2. Satellite clinics:
   - Boston Medical Center
   - Cambridge Health Alliance at Malden Hospital
   - Elder Service Plan of North Shore in Lynn
   - Lemuel Shattuck Hospital
   - Pathways to Wellness
   - Roxbury Comprehensive Community Center
   - Winchester Hospital at Wilmington
3. NESA volunteers, faculty, students, and alum:
   - Veterans Acupuncture Care (VAC)
   - Pan-African Acupuncture Project (PAAP)
   - Mindful Medicine Worldwide (MMW)
Training & Credentialing of Acupuncturists

- 3-4 year Masters degree
- New clinical doctorate degree
- Education includes foundation in biomedicine
- State licensure
- National board certification
  - National Commission for Certification of Acupuncture & Oriental Medicine
    (www.nccaom.org)
Insurance Coverage

- Acupuncture currently covered locally by:
  - Few Insurance Companies: Guardian, United
  - Employers' Flexible Spending Accounts & self-funded plans
  - Unions' self-funded plans, eg. Local 4
  - Workers compensation insurance
  - Personal Injury Insurance (PIP) for motor vehicle accidents
- Discount plans:
  - Blue Cross, Harvard Vanguard 20%
  - Tufts 25%
Costs of Acupuncture

Mostly paid out of pocket

$85 - $150 initial evaluation
$55 - $80 follow-up visits
Thanks for listening.