

CalATMA

California Acupuncture and Traditional Medicine Association

Unifying Acupuncturists in California

我要參與! **Count Me In!**

저도 참여하겠습니다!

私も参加します!

¡Cuéntate conmigo!

Tôi muốn tham gia!

Overview of Acupuncture in California

~12,000

Licensed Acupuncturists

Legislated profession

California State Assembly and Senate create laws that determine how acupuncture can or cannot be practiced

20+

Membership-based organizations representing acupuncture

Threats

1. **Scope of practice encroachments (e.g. dry needling by other health care professions)**
2. **Lack of coverage and reimbursement by insurance**
3. **Evolving health care delivery system**

Opportunities

1. **Growing consumer demand for acupuncture**
2. **Emerging treatments and technology (scope of practice advancement)**
3. **Integrated health care delivery system**

Acupuncture is at a Tipping Point

**Maintain fragmented
representation of
acupuncture and
profession will
regress**



**Unify acupuncturists
to defeat imminent
threats and advance
the profession**

What is an Association?

Membership-based organization that represents one profession or industry. Associations provide a variety of benefits to members to help them thrive in their careers and provide legislative and regulatory advocacy for the profession they represent.

- 1. Every major health care profession has one statewide association.**
- 2. Acupuncture did not have one unified and inclusive statewide association. That is why CalATMA was formed.**

Unifying Acupuncture with CalATMA

- ▶ After a series of stakeholder meetings, existing acupuncture associations and unaffiliated acupuncturists decided to unify the profession and create a new statewide association – giving acupuncture the opportunity for the first time in decades to speak with one voice.
- ▶ Steering committee of 8 representatives from existing acupuncture associations, 3 at-large representatives, and 1 student member have legally formed the California Acupuncture and Traditional Medicine Association (CalATMA), an association for licensed acupuncturists and acupuncture students.

CalATMA Steering Committee

Yong Ping Chen	California Acupuncture United Association (CAUA)
Michael Fox	California Acupuncture Association (CAA)
Francisco Kim	Association of Korean Asian Medicine and Acupuncture of California (AKAMAC)
Michelle Lau	Council of Acupuncture and Oriental Medicine Associations (CAOMA)
Anyork Lee	United Acupuncture Association (UAA)
Jung Eun Seo	American Acupuncture & Alternative Medicine Association (AAAMA)
Victoria Tuan	American Society of Chinese Medicine (ASCM)
Chulong Xue	American Association of Chinese Medicine and Acupuncture (AACMA)
PyengSoo Jeong	At-Large
Neal Miller	At-Large
Joyce Wu	At-Large
Angela Lee	Student



The mission of CalATMA is to protect, promote, integrate, and advance the practice of acupuncture and traditional medicine, preserve the rights of the patients it serves and seek continuous improvement in the quality of patient treatment and care.

CalATMA Board

- ▶ **Inaugural Board of Trustees**
 - ▶ **Rona Ma, PhD, OMD, LAc, Chair**
 - ▶ **Yong Ping Chen, PhD, LAc, Vice Chair**
 - ▶ **Jung Eun Seo, DAOM, LAc, Secretary**
 - ▶ **K. Scott Phelps, LAc, Treasurer**
 - ▶ **Angela Lee, Student Representative**
 - ▶ **Eugene Park, LAc, PA-C**
 - ▶ **Michael Fox, PhD, LAc**
 - ▶ **Neal Miller, LAc**
 - ▶ **Peter Lecke, LAc**
 - ▶ **Robert T. Kehl, DAOM, LAc**
 - ▶ **Victoria Tuan, OMD, LAc**
- ▶ **David Quackenbush, Executive Director**

**20 years as nonprofit, health care
association executive**

- **Chief Executive Officer**
- **Vice President**
- **Chief Strategy Officer**
- **Consultant**

Extensive Advocacy Experience

**Governor Brown and
Governor Schwarzenegger
Appointee**

Sacramento Resident & Native

David Quackenbush
Executive Director
davidquackenbush@calatma.org

CaLATMA Advocacy: Protecting and Promoting the Profession

- ▶ **Scope of practice**
- ▶ **Insurance coverage and reimbursement rates**
- ▶ **Integration in health care delivery system**
- ▶ **Enhancing professionalism**
- ▶ **Small business regulation**



CalATMA Advocacy: Legislative Support for Acupuncture



**Assemblymember Ed Chau
with CalATMA Steering
Committee**



**Assemblymember Evan Low
with CalATMA Steering
Committee**



**Assemblymember Phillip
Chen with CalATMA
Steering Committee**

CaLATMA:

Protecting and Promoting the Profession

- ▶ **Continuing Education**
- ▶ **Licensing**
- ▶ **Accreditation**
- ▶ **Student Education**
- ▶ **National Leadership and Collaboration**



CalATMA:

Protecting and Promoting the Profession

- **Supported AB 778, 779, 888 - Opposed AB 1592**
- **Contacted insurance companies related to reimbursement and coverage**
- **Engaged CAB in short-term and long-term planning discussions**
- **Participated in ASA Annual Meeting and will pursue membership**
- **Commenced collaboration conversation with NCCAOM**





Annual Meeting
Sunday, September 29, 2019
Quinlan Community Center
10185 N Stella Road
Cupertino, CA 95014



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