



華美中醫學院

American College of Acupuncture & Oriental Medicine

Continuing Acupuncture Education Conference

中醫師續照再進修

October 28-29, 2017

17 CAE Hours

**ENGLISH TRACK ONLY**

**Ethic, Safety and Insurance**

**- The New Requirements**

~ Marilyn Allen

**Herbal Treatment of Influenza**

**According to Depth of Penetration**

~ Dr. John Heuertz

**Sleep Disorders**

~ Dr. John Heuertz

**Battlefield Acupuncture and**

**Clinical Pearls Protocols and**

**Demonstrations**

~ Prof. John Howard

Early bird discount by  
10.09.17. Discounts available  
for TAAOM members,  
ACAOM alumni & students.

Online Registration:  
<https://acaom.edu/continuing-education-registration/>



October 2017 ACAOM CAE Conference

**APPROVAL:**

Provider approval by Texas State Board of Acupuncture Examiners (17 hrs)  
Program approval by NCCAOM (11 AOM-BIO, 2 SA, 1 ET, 1 CW-P)  
Program approval by California Acupuncture Board (17 hrs)

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**ENGLISH TRACK ONLY**

**Ethic, Safety and Insurance - New Requirements, Updates and Guidelines**  
(TX: 2 safety, 1 ethic, 1 practice management | NCCAOM: 2 SA, 1 ET, 1 CW-P)  
Speaker: Marilyn Allen, M.S.

**Herbal Treatment of Influenza According to Depth of Penetration**  
(TX: 1 biomedicine, 1 herbology | NCCAOM: 1.75 AOM-BIO)  
Speaker: Dr. John Heuertz, DOM

**Sleep Disorders**  
(TX: 1 biomedicine, 1 herbology | NCCAOM: 1.75 AOM-BIO)  
Speaker: Dr. John Heuertz, DOM

**Battlefield Acupuncture and Clinical Pearls Protocols and Demonstrations**  
(TX: 9 general | NCCAOM: 7.5 AOM-BIO)  
Speaker: Prof. John Howard, L.Ac., Dipl. Ac.

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**SAVE THE DATE**

**Next CAE conference to be held on February 24-25, 2018**

9100 Park West Drive, Houston TX 77063  
Phone: 713.780.9777 | [www.acaom.edu](http://www.acaom.edu)

Content and schedule subject to change (Rev 09.06.17)

**Ethic, Safety and Insurance - New Requirements, Updates and Guidelines**  
(TX: 2 safety, 1 ethic, 1 practice management | NCCAOM: 2 SA, 1 ET, 1 CW-P)  
Speaker: Marilyn Allen, M.S.

This course covers new requirements, updates, and guidelines on ethic, safety and insurance issues.

**Speaker Information: Marilyn Allen, M.S.**

Ms. Marilyn Allen is a Practice Management Consultant for the acupuncture profession. Her expertise spans practice building, office management, marketing and professional ethics and jurisprudence. Marilyn is a co-author of Points for Profit, a book for the acupuncture profession in the area of business and practice management, marketing and public relations. With a M.S. in Management and Administration from Pepperdine University, she has honed her skills in several large complementary medicine clinics. Marilyn serves as the Public Relations and Marketing Director for the American Acupuncture Council. Marilyn has been a contributor to three different Oriental medicine journals and in 1999 was named as the Editor of Acupuncture Today. Marilyn is currently serving as the representative to the WHO (World Health Organization) for the development of diagnostic codes for the International Classification of Traditional Medicine. Representing Traditional Medicine providers on the Technical Advisory Group for Quality and Safety. A member of the U.S. Delegation to the International Organization for Standardization. Marilyn has been elected to the Chairman's Advisory Council. The organization is working on Public Safety and Quality and Standards for herbs and medical devices used in Acupuncture Offices. Marilyn loves to work in her garden and grows various kinds of fruit and numerous flowers in her spare time,. She also enjoys experiencing various types of Traditional and Homeopathic treatments for her research and personal health and wellbeing.

**Herbal Treatment of Influenza According to Depth of Penetration**

(TX: 1 biomedicine, 1 herbology | NCCAOM: 1.75 AOM-BIO)  
Speaker: Dr. John Heuertz, DOM

There are over 60 formulas indicated to treat influenza in popular English-language formularies, but many of these treatments seem to prolong recovery even if managing to reduce symptoms. This course presents a simplified system for identifying the various phases of influenza and matching each phase to the most effective formula in order to speed recovery. The course combines the latest modern medical understanding of influenza and matches biomedicine

cine to classical Chinese concepts. The information of this course applies even to new strains of the virus.

Goals and Objectives:

Upon completion, the participant will be able to:

- Understand key biomedical concepts about behavior and structure of the influenza virus
- See how classical Chinese medicine concepts are actually describing what microbiology has revealed
- Accurately identify the phase of influenza infection
- Effectively prescribe the most effective herbal formulas to treat influenza

**Sleep Disorders**

(TX: 1 biomedicine, 1 herbology | NCCAOM: 1.75 AOM-BIO)  
Speaker: Dr. John Heuertz, DOM

The Centers for Disease Control have been declaring that “Insufficient Sleep is a Public Health Epidemic” for decades; and the epidemic is spreading rapidly into new demographic groups. This course explains modern etiologies for sleep disorders within a TCM context and offers some effective treatment strategies for a number of the most popular causes, including the most important TCM patterns as well as modernly-defined disorders such as Restless Leg Syndrome, Inverted Cortisol Rhythms, and Sleep Apnea.

Goals and Objectives:

Upon completion, the participant will be able to:

- Identify TCM patterns that cause insomnia and apply the correct treatment
- Understand modern biomedical sleep disorders such as sleep apnea, inverted cortisol rhythms, and restless leg syndrome and be able to treat these with Chinese medicine.

**Speaker Information: Dr. John Heuertz, DOM**

Dr. John Heuertz is a prolific writer and frequent lecturer on topical issues concerning today's Oriental medicine clinician. He obtained his Doctor of Oriental medicine degree from the International Institute of Chinese Medicine in New Mexico. He has published several pieces on Influenza, written about Sleep Disorders as well as over 50 formula monographs. He has a private practice in New Mexico and does research and technical writing for Golden Flower Chinese Herbs.

**Battlefield Acupuncture and Clinical Pearls Protocols and Demonstrations**

(TX: 9 general | NCCAOM: 7.5 AOM-BIO)

Speaker: Prof. John Howard, L.Ac., Dipl. Ac.

This course relates to the scope of practice because all protocols taught and demonstrated can be used in anyone's clinic on a daily basis. They can be used as standalone protocols or as adjuncts to existing treatment modalities. The students learn the protocols during the didactic portions of the seminar and then see how they are done during the demonstrations and clinical observations parts of the seminar including hands on practice of inserting ASP needles. The combination of these powerful teaching methods enables the student to start using the protocols immediately in their clinics.

**Goals and Objectives:**

Upon completion, the participant will understand:

- Battlefield Acupuncture (BFA) and Advanced Battlefield Acupuncture protocols and what conditions they can treat
- Treatment steps and point location for BFA
- The use of ASP needles
- Treatment follow-up and ear care
- Clinical Pearls—PTSD protocol, bleeding the ear for anxiety, Piezo Pen for lactation
- Demonstration and clinical observations using Battlefield Acupuncture, Advanced Battlefield Acupuncture and Clinical Pearls protocols.

**Speaker Information: Prof. John Howard, L.Ac., Dipl. Ac.**

Prof. John Howard completed his degree in acupuncture from the Maryland Institute of Traditional Medicine in Bethesda, Maryland in 2004. Upon completion of his acupuncture degree Prof Howard entered into a five-year fellowship with the US military under the direction of Dr. Richard Niemtow, MD, PHD. Prof Howard is both a Clinician and an Academician. His fellowship gave him the opportunity to review and extrapolate from clinical observations and provide patient consultations at Andrews Air Force Base/ Walter Reed Army Hospital. His fellowship included working with Wounded Warriors only days removed from the battlefield theater. Prof. Howard holds two types of professorships; one in Western Medicine from George Washington University (GWU) and the other in Traditional Chinese Medicine (TCM). Prof. Howard has also authored nine books and over 25 articles on two different medical fields – Acupuncture and Auriculotherapy.

SATURDAY, OCTOBER 28, 2017	
TIME	ENGLISH TRACK
8:00-9:40 AM	Herbal Treatment of Influenza According to Depth of Penetration ~ Dr. John Heuertz <i>(TX: 1B, 1H   NCCAOM: 1.75 AOM-BIO)</i>
9:40-10:00 AM	<b>Break</b>
10:00-11:40 AM	Sleep Disorders ~ Dr. John Heuertz <i>(TX: 1B, 1H   NCCAOM: 1.75 AOM-BIO)</i>
11:40-12:30 PM	<b>Lunch provided by ACAOM</b>
12:30-3:00 PM	Battlefield Acupuncture and Clinical Pearls Protocols and Demonstrations ~ Prof. John Howard <i>(TX: 5G   NCCAOM: 4 AOM-BIO)</i>
3:00-3:20 PM	<b>Break</b>
3:20-5:00 PM	<i>Resume:</i> Battlefield Acupuncture and Clinical Pearls Protocols and Demonstrations ~ Prof. John Howard
<b>SATURDAY Total</b>	<b>TX 9 hrs: 2 bio, 2 herb, 5 general NCCAOM: 7.5 AOM-BIO</b>
SUNDAY, OCTOBER 29, 2017	
TIME	ENGLISH TRACK
8:00-10:00 AM	Safety - The New Requirements ~ Marilyn Allen <i>(TX: 2S   NCCAOM: 2 SA)</i>
10:00-10:20 AM	<b>Break</b>
10:20-11:20 AM	Ethics — New Updates ~ Marilyn Allen <i>(TX: 1E   NCCAOM: 1 ET)</i>
11:20-12:10 PM	Insurance — New Guidelines ~ Marilyn Allen <i>(TX: 1PM   NCCAOM: 1 CW-P)</i>
12:10-1:00 PM	<b>Lunch provided by ACAOM</b>
1:00-2:40 PM	Battlefield Acupuncture and Clinical Pearls Protocols and Demonstrations ii ~ Prof. John Howard <i>(TX: 4G   NCCAOM: 3.5 AOM-BIO)</i>
2:40-3:00 PM	<b>Break</b>
3:00-4:40 PM	<i>Resume:</i> Battlefield Acupuncture and Clinical Pearls Protocols and Demonstrations ii ~ Prof. John Howard
<b>SUNDAY Total</b>	<b>TX 8 hrs: 2 safety, 1 ethic, 1 PM, 4 general NCCAOM: 2 SA, 1 ET, 1 CW-P, 3.5 AOM-BIO</b>

Please fill out below form and mail to ACAOM-CAE at 9100 Park West Drive, Houston TX 77063, fax to 713-781-5781, or email cae@acaom.edu  
 Online registration [www.acaom.edu/continuing-education-registration](http://www.acaom.edu/continuing-education-registration)  
 Call 713-780-9777 or 1-800-729-4456 should you have any questions.

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_  
 Language: English Track [ ] L.Ac.#: \_\_\_\_\_

**Lunch included. Free parking. Early bird discount if register by October 9, 2017**

October 28-29, 2017	Two Days	One Day Only	
Regular Registration	[ ] \$330	[ ] \$198	[ ] Saturday [ ] Sunday
Early Bird Registration	[ ] \$300	[ ] \$180	[ ] Saturday [ ] Sunday
TAAOM Member Early Bird	[ ] \$280	[ ] \$168	[ ] Saturday [ ] Sunday
ACAOM Alumnus Early Bird	[ ] \$280	[ ] \$168	[ ] Saturday [ ] Sunday
Student Discount	[ ] \$198	[ ] \$118	[ ] Saturday [ ] Sunday

Check if applicable: [ ] ACAOM faculty [ ] ACAOM student  
 [ ] ACAOM new graduate (within 1 year)  
 [ ] I am willing and available to volunteer at this event.

**Method of Payment:** [ ] Cash [ ] Check # \_\_\_\_\_ (Payable to ACAOM)

Credit Card: [ ] MasterCard [ ] Visa [ ] AMEX [ ] Discover

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Sec. Code: \_\_\_\_\_

Signature: \_\_\_\_\_ Processed: \_\_\_\_\_

**Cancellations:** Refund, less \$50 processing fee, will be given to those who cancel in writing by October 9, 2017.

**Hotel with Special Rate:** Hilton Westchase Hotel at 9999 Westheimer Road, Houston TX 77042. The special rate \$85/night (tax not included) only applicable if reservation is made by October 6, 2017. To reserve a room, call 713-974-1000, code: American College of Acupuncture & Oriental Medicine CAE Conference.

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