STATE OF CALIFORNIA ARNOLD SCHWARZENEGGER, Governor

Board of Chiropractic Examiners
2525 Natomas Park Drive, Suite 260
Sacramento, California 95833-2931
Telephone (916) 263-5355 FAX (916) 263-5369
CA Relay Service TT/TDD (800) 735-2929
Consumer Complaint Hotline (866) 543-1311
http://www.chiro.ca.gov

NOTICE OF PUBLIC MEETING – CORRECTED COPY
PUBLIC RELATIONS COMMITTEE

July 8, 2010
9:30 a.m.
2525 Natomas Park Drive, Suite 100
Sacramento, CA 95833

AGENDA

1. **CALL TO ORDER**

2. **Approval of Minutes**
   March 18, 2010

3. **Development of Consumer Education Material**

4. **Web Design**

5. **Enhancing Communication with Licensees and the Public**

6. **PUBLIC COMMENT**

7. **FUTURE AGENDA ITEMS**

8. **ADJOURNMENT**

PUBLIC RELATIONS COMMITTEE
Frederick Lerner, D.C., Chair
Jeffrey Steinhardt, D.C.

The Board of Chiropractic Examiners' paramount responsibility is to protect California consumers from the fraudulent, negligent, or incompetent practice of chiropractic care.

A quorum of the Board may be present at the Committee meeting. However, Board members who are not on the committee may observe, but may not participate or vote. Public comments will be taken on agenda items at the time the specific item is raised. The Committee may take action on any item listed on the agenda, unless listed as informational only. All times are approximate and subject to change. Agenda items may be taken out of order to accommodate speakers and to maintain a quorum. The meeting may be cancelled without notice. For verification of the meeting, call (916) 263-5355 or access the Board's Web Site at **www.chiro.ca.gov.**

The meeting is accessible to persons with physically disabilities. If a person needs disability-related accommodations or modifications in order to participate in the meeting, please make a request no later than five working days before the meeting to the Board by contacting Marlene Valencia at (916) 263-5355 ext. 5363 or sending a written request to that person at the Board of Chiropractic Examiners, 2525 Natomas Park Drive, Suite 260, Sacramento, CA 95833. Requests for further information should be directed to Ms. Valencia at the same address and telephone number.

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DRAFT

BOARD OF CHIROPRACTIC EXAMINERS
MEETING MINUTES
Public Relations Committee
March 18, 2010
Hilton Glendale
100 W. Glenoaks Blvd.
Glendale, CA 91202

Committee Members Present
Frederick Lerner, D.C., Chair
Jeffrey Steinhardt, D.C.

Staff Present
Robert Puleo, Interim Executive Officer
LaVonne Powell, Legal Counsel
Linda Shaw, Licensing/CE Manager
Dixie Van Allen, Associate Governmental Program Analyst
Valerie James, Office Technician

Call to Order

Dr. Lerner called the meeting to order at 9:02 a.m.

Roll Call

Dr. Steinhardt called the roll. All committee members were present.

Approval of September 10, 2009 Minutes

MOTION: DR. LERNER MOVED TO APPROVE THE MINUTES.
SECOND: DR. STEINHARDT SECONDED THE MOTION.
VOTE: 1-0-1
MOTION CARRIED.

Board Newsletter

Mr. Puleo reported that producing the newsletter twice a year, in the spring and the fall, is more feasible. Newsletter articles have been created and we are ready to be formatted. We are on schedule with the new timelines included in the packet.

Status of Web Casting of Public Board Meetings

Mr. Puleo reported that the extra equipment/cameras have been ordered and they will be used at the next Board meeting scheduled in May.

Proposed Adoption of Board Seal

Mr. Puleo and Dr. Lerner discussed the design of the proposed Board logo. Dr. Lerner would like the selected logo to be edited to reflect a version of squared segments rather than rounded.

The Committee discussed the proposed samples of the Board seal. The Committee agreed to bring the original Board seal and the seal with the image of a caduceus and the year 1922. The original Board seal is marked "A" and the second sample is "B".

MOTION: DR. LERNER MOVED TO BRING BOTH SAMPLES BEFORE THE BOARD.
SECOND: DR. STEINHARDT SECONDED THE MOTION.
VOTE: 2-0
MOTION CARRIED.

Posting of Board Member and Executive Officer Profiles on the BCE Web Site

Dr. Lerner suggested forwarding the Governor's appointment announcements to each Board Member and ask for edits and/or revisions. Give the Board Members a dead line and then post on our web site.

Development of Consumer Education Material

Dr. Lerner commented that he would like to see a consumer educational brochure for the Board. Dr. Lerner tabled this item for another Public Relations Committee meeting in order to specifically focus on creating the brochure.

Public Outreach Activities

Mr. Puleo suggested offering speakers from the Board as a tool to provide public outreach. The public or an organization will complete the Ambassador Program form and the Board will provide a speaker. The form will be placed on our web site.

MOTION: DR. LERNER MOVED TO BRING THE AMBASSADOR PROGRAM FORM BEFORE THE BOARD

DRAFT

SECOND: DR. STEINHARDT SECONDED THE MOTION.
VOTE: 2-0
MOTION CARRIED.

Public Comment

No public comment was brought forward.

Future Agenda Items

No future agenda items.

Adjournment

MOTION: DR. LERNER MOVED ADJOURN THE MEETING.
SECOND: DR. STEINHARDT SECONDED THE MOTION.
VOTE: 2-0
MOTION CARRIED.

Dr. Lerner adjourned the meeting at 9:30 a.m.

DRAFT

STATE OF CALIFORNIA

DEPARTMENT OF CONSUMER AFFAIRS

Self-empowerment

Dressing a mental health professional in Chicano

Choosing a therapist

Your relationship with your mental health professional is vital to your success. If you use mental health services in California, you should feel comfortable asking some basic questions before choosing a therapist. The Board of Behavioral Sciences (Board) has prepared this booklet to help you make an informed decision.

Questions to ask your therapist

You may want to interview several candidates before making your choice. Start by giving the therapist or mental health professional a brief description of why you are seeking mental health services. Then, ask him or her for information such as:

- The name of the university or school he or she attended.
- The dates the degree and clinical license were granted.
- If he or she has experience dealing with issues like yours.
- How and when the length of treatment is determined.
- Whether he or she practices from a particular "model" of treatment, and if so, a brief description of that treatment and what it involves.
- If he or she has forensic experience (this question applies only if you need services because of a legal action, such as a child custody dispute).

Questions continued....

- If he or she thinks you might need medication from a psychiatrist or other physician working with your therapist and, if so, whether the therapist can make a referral.
- If he or she can accommodate your schedule for therapy appointments.
- What the office policies are regarding cancellations, vacation coverage, and phone calls between sessions.

Assessment process

The assessment process usually consists of one to three sessions in which you talk with your therapist about your current situation and needs. Your individual and family histories are also discussed at this time. These meetings should give you a good idea of your therapist's style and whether or not he or she is a good match for your personality, clinical needs, and goals. If you are not comfortable with his or her style, you may wish to search for another therapist.

Treatment plan

At the end of the assessment process, your therapist should give you a working diagnosis and treatment plan. This plan should include a recommendation about the number of sessions and referrals for other services (i.e., referral for medication, testing of a child with learning problems) that you may need to effectively resolve your issues. You and your therapist should work together on your treatment plan. Remember—therapy is a process that requires time and effort from both you and your therapist.

Mental health professionals in California

There are many different types of licensed mental health professionals. In California, they are regulated by different agencies. It's a good idea to be familiar with all of them so that you can make an informed decision.

Check the license of the mental heath professional you choose before your first visit. Here's a list of mental health professionals, the agencies that license them, and their contact information:

Marriage and Family Therapists, Marriage and Family Therapist Interns
Board of Behavioral Sciences
t (916) 574-7830 w www.bbs.ca.gov

Licensed Clinical Social Workers, Associate Clinical Social Workers
Board of Behavioral Sciences
t (916) 574-7830 w www.bbs.ca.gov

Licensed Psychologists, Psychological Assistants, Registered Psychologists
Board of Psychology
t (916) 263-2699 w www.psychboard.ca.gov

Psychiatrists
Medical Board of California
t (916) 263-2499 w www.medbd.ca.gov

Psychiatric Technicians
Board of Vocational Nursing and Psychiatric Technicians
t (916) 263-7800 w www.bvnpt.ca.gov

Psychiatric Mental Health Nurses
Board of Registered Nursing
t (916) 322-3350 w www.rn.ca.gov

Licensed Educational Psychologists
Board of Behavioral Sciences
t (916) 574-7830 w www.bbs.ca.gov

How do I find a therapist in my area?

For a general list of helpful Web sites and referral services, including resources for specialized needs, please visit the "How to Find Services" page in the "Consumers" section of our Web site at **www.bbs.ca.gov.**

If you have health insurance, find out what mental health services (for example, inpatient, outpatient, or substance abuse) your plan covers. Many health insurance plans use some form of managed care, such as an HMO. Call your insurance company, read your "Evidence of Coverage" booklet, or visit your health plan's Web site for more information.

You can still get treatment if you do not have health insurance, or if your insurance does not cover mental health. Community-based mental health programs offer low-cost or sliding scale (income-based) fees. You may have to do some research to find these services, however.

Major Internet search engines can help you locate these services in your area. Try entering your "(your city/county) low cost mental health services" in the search window.

Where else can I get information?

The Department of Managed Health Care, the Department of Insurance, and the Office of the Patient Advocate also can answer questions about your health care plan. Visit them online for more information.

Department of Managed Health Care: www.dmhc.ca.gov
Department of Insurnace: www.insurance.ca.gov
Office of the Patient Advocate: www.opa.ca.gov

Dial 2-1-1

Several counties participate in United Way of America's 2-1-1 referral network for human services. In participating counties, you can dial 2-1-1 from any landline (and most cell carriers) and be connected to someone who can help you find mental health services in your area.

The 2-1-1 referral network is constantly expanding to include more counties. Please visit the Web site at www.211.org for more information.

About the Board of Behavioral Sciences

We protect you in several ways, including:

- Ensuring high standards of licensees through education, professional experience, and examination requirements;
- Investigating consumer complaints and bringing appropriate action; and
- Giving you access to valuable information and resources.

Filing a Complaint

We investigate all complaints regarding our licensees and registrants. If you have questions about how to file a complaint, please visit our Web site at www.bbs.ca.gov, or call the Board's Enforcement Unit at (916) 574-7868.

Our Consumer Complaint Form and instructions are available in the Forms and Publications section of our Web site. These forms can also be sent to you upon request.

For more information

Call, write, or visit us online at:
Board of Behavioral Sciences
1625 N. Market Blvd, Suite S-200
Sacramento, CA 95834
(916) 574-7830
www.bbs.ca.gov

Disclaimer: The questions and recommendations contained in this brochure are for the purpose of educating consumers about typical patient experiences with mental health treatment. Every individual's experience with mental health treatment is unique. This brochure offers suggestions only and your specific treatment experience may differ from these descriptions. Differences are to be expected and do not necessarily mean that your provider is not following a responsible treatment course.

CALIFORNIA DEPARTMENT OF CONSUMER AFFAIRS

A Consumer's Guide to

Naturopathic Medicine

What is Naturopathic Medicine?

Naturopathic medicine is a distinct and comprehensive system of primary health care that uses natural methods and substances to support and stimulate the body's self-healing process. It is distinguished by the principles on which its practice is based. These principles include:

1. **The Healing Power of Nature:** Naturopathic doctors (NDs) trust in the body's inherent wisdom to heal itself.
2. **Identify and Treat the Cause:** Look beyond the symptoms to effectively address the underlying cause(s) of illness.
3. **First Do No Harm:** Seek to utilize the most natural, least invasive, and least toxic therapies first.
4. **Doctor as Teacher:** The primary role of an ND is a teacher who educates and encourages people to take responsibility for their own health and to take steps to achieve and maintain optimal health.
5. **Treat the Whole Person:** Total health includes physical, emotional, mental, genetic, environmental, social, spiritual, and other factors.
6. **Prevention:** Encourage and emphasize disease prevention and focus on promoting health and wellness.

Naturopathic doctors are trained in a wide variety of complementary and alternative therapies, including:

- Herbal and Homeopathic Medicine
- Clinical Nutrition and Diet
- Vitamins, Amino Acids, Minerals, Enzymes, and Nutraceuticals
- Physical Medicine such as Massage, Bodywork, Exercise Therapy, and Hydrotherapy
- Counseling and Behavioral Therapies
- Health and Lifestyle Counseling

In addition, NDs may prescribe hormones. They may also order other prescription drugs in collaboration with a medical doctor.

Why Visit a Naturopathic Doctor?

If you are looking for any or all of the following:

- a primary health care provider
- treatment for acute or chronic conditions
- a prevention-oriented holistic approach to your health
- someone to work in an integrated way with your current medical doctor

Naturopathic medical care can benefit all Californians, from those looking for help with a specific health condition to

those seeking to improve general health and wellness. NDs treat infants to senior citizens, men and women, and those in all stages of health and disease. Naturopathic medicine can benefit people who prefer a natural approach to their health care as well as those seeking integrated solutions to their health needs.

What to Expect from a Visit to a Naturopathic Doctor

Discussing your needs with a naturopathic doctor will help to focus your care. A typical first visit with an ND lasts 60–90 minutes and includes taking a relevant health history, conducting an appropriate examination, and making recommendations for treatment. It may include gathering information such as laboratory test results, medical records, a diet diary, and other information. Follow-up visits vary in length and frequency depending on the individual nature of the health issues being addressed, therapies being utilized, and other treatment goals.

NDs have different styles and areas of emphasis in their practices. Some may act as general practitioners—some may focus on particular areas of health such as detoxification or immune support, and others may focus on particular therapies such as homeopathy or nutrition. Selecting a naturopathic doctor who is right for you depends on the type of condition for which you are seeking help and the types of therapies that interest you.

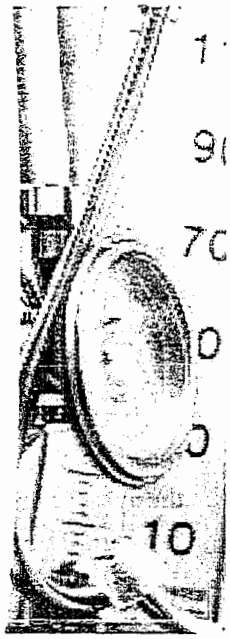
When working with a naturopathic doctor, plan to be actively involved in your treatment. Your ND may work with you to change your diet or exercise habits, teach you ways to reduce stress, as well as use supplements, vitamins, herbs, and other medicines and treatments to help you meet your goals. Ask questions about your treatment and inform your ND about signs of improvement or stubborn symptoms. Your ND may consider further diagnostic tests, changes in your treatment plan, or referrals to other health care professionals.

Insurance Coverage for Naturopathic Care

More and more insurance companies are covering naturopathic medical care. Ask your carrier about coverage or reimbursement.

If you have insurance that does not cover naturopathic medical care, use of a Health Savings Account (HSA) or flexible spending account may cover this

care. Check with your employer to determine if one of these options is available to you.

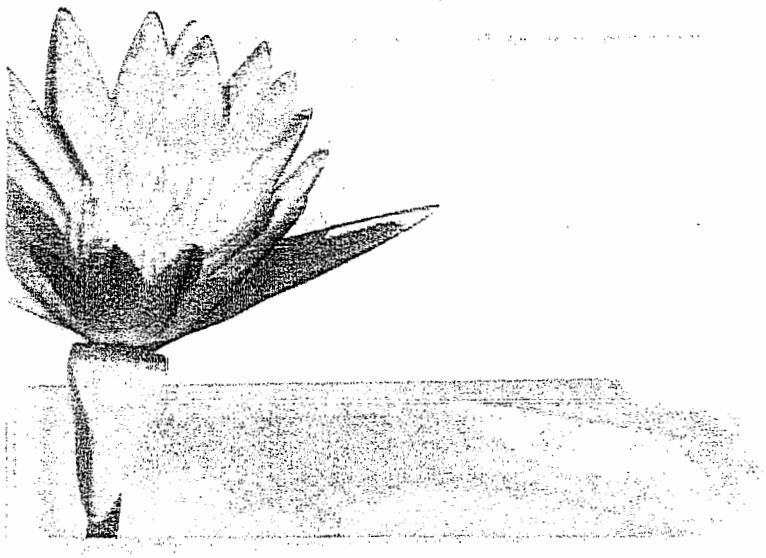


How Do I Find a Licensed Naturopathic Doctor?

You can access a list of licensed naturopathic doctors by selecting "License Look-up" on the California Bureau of Naturopathic Medicine's web site at: www.naturopathic.ca.gov

Naturopathic Medical Training and Education

Naturopathic doctors attend four-year, graduate-level, accredited naturopathic medical schools. NDs are trained as primary care practitioners. Training covers a wide range of therapies as well as science and clinical courses. An important aspect of naturopathic medical training is learning about other health care professions and appropriate referral patterns.



Naturopathic Doctors in California

In order to be licensed as a naturopathic doctor in California, NDs must graduate from a school accredited by the Council of Naturopathic Medical Education that offers a graduate degree of Doctor of Naturopathy or Doctor of Naturopathic Medicine. The education requirements consist of at least 4,100 hours of training, of which not less than 2,500 hours are academic training and not less than 1,200 hours are supervised clinical training. ND license candidates must also pass a licensing exam that is administered by the North American Board of Naturopathic Examiners.

California Bureau of Naturopathic Medicine

The Bureau of Naturopathic Medicine was established by the Legislature as part of the Department of Consumer Affairs, and began licensing NDs in January 2005. The Bureau is designed as a resource for California consumers who choose naturopathic doctors for their healthcare.

In addition to licensing, the Bureau provides licensee status, investigates consumer complaints, and, if needed, pursues

disciplinary actions against licensed NDs. Licensure ensures that naturopathic doctors have met the professional standards, passed the required examination(s), and have met ongoing educational requirements that help them stay current with professional practice. Please visit the Bureau's Web site for additional information at www.naturopathic.ca.gov

How Are Complaints Filed?

You can obtain a complaint form by writing to the Bureau of Naturopathic Medicine, e-mailing your request using the Web site, or by calling the Bureau at (916) 574-7991 or the Department of Consumer Affairs Hotline at (800) 952-5210.

Other Resources

The California Naturopathic Doctors Association (CNDA) is a professional association of naturopathic doctors in California. Contact information:

1121 "L" Street, Suite 610,
Sacramento, CA 95814
(209) 245-3521
www.calnd.org

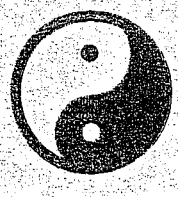
The American Association of Naturopathic Physicians (AANP) is a national professional society representing licensed or licensable naturopathic physicians. Contact information:

4435 Wisconsin Ave NW, Suite 403
Washington, DC 20016
Toll free: 1-866-538-2267
www.naturopathic.org

05-041 (10/05)

A Consumer's Guide to

Acupuncture and Asian Medicine



California Department of Consumer Affairs
ACUPUNCTURE BOARD

The mission of the California Acupuncture Board is to benefit, educate, and protect the public through regulation of licensure; development of education standards; provision of consumer information; and enforcement of the Acupuncture Licensure Act.

Additional copies of this publication are available from

Department of Consumer Affairs
CALIFORNIA ACUPUNCTURE BOARD
444 North 3rd Street, Suite 260
Sacramento, CA 95811

For more information call 916/445-3021,
or visit the California Acupuncture Board Web site
at www.acupuncture.ca.gov.

07-043 (04/08)

What is Acupuncture and Asian Medicine?

The theory and practice of acupuncture is based on Asian medicine (also known as traditional Chinese or Oriental medicine), a comprehensive natural health care system that has been used in Asian countries for thousands of years to preserve health and diagnose, treat, and prevent illness.

Acupuncture treats health conditions by stimulating "acu-points" found at specific locations on the surface of the body. Acupuncturists stimulate the acu-points by inserting very thin needles through the skin to produce physiological effects. Other methods are also used to stimulate acu-points, such as heat or finger pressure.

The general theory of acupuncture is that proper physiological function and health depend on the circulation of nutrients, substances, and energy called Qi (pronounced "chee") through a network of "channels" or "meridians." This network connects every organ and part of the body, providing balance, regulation, and coordination of physiological processes.

Pain and ill health result when the flow of Qi through the body is disrupted or blocked. This can be caused by many things, including disease, pathogens, trauma/injuries, and medication (side effects), as well as lifestyle factors such as overwork, poor diet, emotions, lack of rest, and stress.

Stimulation of the appropriate acu-points through acupuncture treatments helps to restore sufficient, continuous, and even flow of Qi and other nutrients throughout the body, restoring health and balance to the body while relieving pain and other symptoms.

The aim is not only to eliminate or alleviate symptoms ... but to treat the underlying cause ... and improve the quality of life.

The acupuncturist uses a sophisticated and complex system of diagnostic methods that take into consideration the person as a whole, discerning the body's pattern of disharmony rather than isolated symptoms. The aim is not only to eliminate or alleviate symptoms, but more importantly to treat the underlying cause, increase the ability to function, and improve the quality of life.

Acupuncture and Asian medicine is one of the newest primary health care professions in California. The potential benefits of acupuncture are widely recognized, and it is steadily being integrated with mainstream health care. More than 15 million Americans have tried acupuncture and Asian medicine since it was introduced in the United States in the 1970s. The risk of side effects from acupuncture is low and the potential benefits are high. Knowing what

to expect from acupuncture will help patients get the most benefit from their treatments. The purpose of this booklet is to help consumers approach acupuncture treatment from an informed perspective.

Endorsement by the National Institutes of Health

In November 1997, the National Institutes of Health (NIH) convened a panel of 12 distinguished physicians and scientists to review the history, licensing, practice, and current status of clinical research on the effectiveness of acupuncture.

> "There is sufficient evidence of acupuncture's value to expand its use into conventional medicine ..."

The first formal endorsement of acupuncture by NIH stated, "There is sufficient evidence of acupuncture's value to expand its use into conventional medicine and to encourage further studies of its physiology and clinical value."

The panel found clear evidence that needle acupuncture is effective for relief of post-operative chemotherapy, pregnancy-related nausea and vomiting, and post-

operative dental pain. Other benefits from acupuncture which are still under consideration include relief of post-operative pain, addiction, stroke rehabilitation, carpal tunnel syndrome, osteoarthritis, headache, tennis elbow, fibromyalgia, menstrual cramps, and asthma. The panel noted that the World Health Organization identified more than 40 conditions for which acupuncture may be helpful. The panel found that one of the advantages of acupuncture is that the incidence of adverse effects is substantially lower than that of many drugs or other accepted medical procedures used for the same condition.

Licensed Acupuncturists in California

The State of California began licensing acupuncturists in 1976, and in 1979 was the first state in the nation to recognize qualified practitioners as primary health care professionals. To qualify for licensing in California, individuals must meet specified educational requirements and pass a comprehensive State licensing examination. Once licensed, acupuncturists are required to renew their license every two years and complete continuing education as a condition of renewal. Licensed acupuncturists are required to post their license in a conspicuous location in their place of business.

What to Expect From Acupuncture Treatment

Knowing what to expect from an acupuncture treatment will make you feel more comfortable about the experience.

Determine Your Goals Are you looking for a primary health care practitioner, or someone to work with your current physician? Are you seeking short-term treatment for a specific complaint, or do you want the prevention-oriented, holistic approach to the health of mind, body, and spirit that acupuncture and Asian medicine can provide? Knowing what you're expectations are—and communicating them to your practitioner—will help you get the most from your treatment.

Select a Practitioner Ask your friends, relatives, doctor, or your health plan for a referral to a reputable practitioner. You can access a list of professional associations or verify a license through the California Acupuncture Board's Web site at www.acupuncture.ca.gov.

Once you have a list of names, call the practitioners' offices and ask questions. Find out about their training, length of practice, which aspects of acupuncture and Asian medicine they employ, any specializations, and their experience in treating your ailment. You may also want to ask about the cost of treatment.

Diagnosis An acupuncturist's diagnosis is determined in part by using methods similar to other health care practitioners: Asking patients for a thorough history of their health, diet, exercise patterns, and chief complaints; performing a physical exam, ordering laboratory tests, X-rays or MRIs, and making a referral to a specialist, if necessary. The acupuncturist also uses unique diagnostic techniques, for example, taking the patient's pulse on both wrists and observing the tongue and complexion. The three pulses felt on each wrist are believed to correspond to certain organs and functions. Following the diagnosis, the practitioner should explain to you the nature of your problem, recommend a treatment plan, and give you an anticipated prognosis (outcome).

Being informed and understanding what to expect will make you feel more comfortable about the experience.

Treatment Procedures Modern acupuncture needles are stainless steel, and are between one-half and three inches long, ultra-fine, and quite flexible. They are pre-sterilized, non-toxic, and disposable (single-use). When the needles are tapped into the skin, there may not be any sensation. Much depends on the location (hands and feet tend to be more sensitive),

the condition being treated, and the acupuncturist's technique. Needles are typically placed in several acu-points and are usually left in about 20 to 40 minutes. The goal is to normalize the circulation of Qi and blood by stimulating the energy point, which encourages the body's natural healing process. Stimulation can be done by rotating the needles manually or attaching electrodes to send a weak electric current through the needles (electroacupuncture).

The number of treatments needed depends upon the duration, severity, and nature of your health condition. Two or three treatments may be sufficient for an acute condition, while a series of five to 15 treatments may be needed to resolve chronic conditions. Some degenerative conditions may require ongoing treatments over a long period of time.

Other techniques may include moxibustion (burning herbs to heat acu-points), cupping (suction), auricular therapy (ear acupuncture), *tui na* (Asian massage), and acupressure.

Patients should evaluate their progress after each session. Some relief should be apparent in two or three sessions, or six to eight sessions for more pervasive conditions. If you see encouraging signs, stick with it. Ask your practitioner questions about your treatment and improvement. If your response to treatment is not satisfactory, the practitioner may consider further diagnostic exams, modify the treatment plan, or refer to an appropriate practitioner, if necessary.

Treatment Precautions Having an acupuncture treatment if you are very hungry or tired is not recommended.

If you see encouraging signs, stick with it. Ask your practitioner questions about your treatment and improvement.

Occasionally, some bruising may occur after treatment. If you have a bleeding disorder or are on blood thinning medications, you should inform your acupuncturist before undergoing treatment.

If you are pregnant or have a pacemaker, tell the acupuncturist so that the appropriate herbs and acu-points will be chosen.

Herbal Therapy In the course of your treatment Chinese herbal remedies may be prescribed. They may be dispensed as raw herbs or in pills, capsules, granules, or tinctures which make them easier to ingest. Most herbal formulas can treat a wide variety of symptoms while stimulating the body's natural healing process.

Acupuncturists are the only licensed health care professionals in California who are required to be trained and tested for competency in prescribing herbal medicine. Chinese herbal medicine has been practiced safely and effectively for centuries and has the greatest potential for beneficial results when prescribed by

a trained professional who recognizes both the benefits and risks.

In recent years, herbs have become very popular to self-treat many conditions. They are available in health food stores, supermarkets, and on the Internet. While herbs are promoted as safe, gentle, inexpensive, "natural" alternatives to pharmaceutical drugs, many health care professionals have concerns about safety, effectiveness, and potential misuse of herbal products, especially when self-prescribed. There are also questions of purity, strength, and standardization of herbs.

The California Acupuncture Board strongly recommends consulting an acupuncturist before beginning any herbal therapy. It is also very important to inform both your physician and acupuncturist of all the products you are currently taking (drugs, herbs, other supplements) so they can monitor effectiveness, ensure safety from adverse reactions, and watch for possible interactions. If you have an allergic reaction to any herbs, let your acupuncturist know.

> Most herb formulas can treat a wide variety of symptoms while stimulating the body's natural healing process.

Conditions Treated

How effective the treatment is depends on the severity and nature of the condition being treated. Acupuncturists are trained to identify conditions that may require referral to a specialist, so it is important for you to provide detailed information about your condition so that important medical problems are not overlooked.

If you are under the simultaneous care of different health practitioners, it is important to keep all of them informed about your treatments to ensure there are no adverse interactions.

The following is a list of health conditions commonly treated by licensed acupuncturists.

- allergies/asthma
- anxiety/depression
- arthritis/joint problems
- back pain
- bladder/kidney problems
- constipation/diarrhea
- colds/influenza
- cough/bronchitis
- dizziness
- drug/alcohol/smoking addiction
- fatigue
- gastrointestinal disorders
- gynecological disorders
- headache/migraine
- heart problems/ palpitations
- high blood pressure
- immune system deficiency
- knee pain
- menopausal discomfort
- musculoskeletal injuries
- pre-menstrual syndrome
- paralysis/numbness
- rhinitis
- sciatica
- sexual dysfunction
- side effects of chemotherapy
- sinusitis
- skin problems
- stress/tension
- stroke rehabilitation
- tendonitis

It is important to keep all your providers informed about your treatments.

Who Can Benefit From Treatment?

Patients of acupuncture range from infants to senior citizens. They may be seeking an alternative to Western medicine or it may be their last hope for relief, having exhausted other methods of treatment for a chronic condition. Or, an acupuncturist may be their first choice of health care practitioner for a low-risk form of treatment with few side effects.

What About Insurance Coverage?

Some California insurance plans include acupuncture treatment in their policies. Ask your insurer about coverage or reimbursement. Some plans that do not routinely cover acupuncture may pay for treatments if they are recommended by a physician. Many acupuncturists are providers for traditional PPO and HMO plans. Acupuncturists are currently covered under California State Medi-Cal and Worker's Compensation (Note: Subsequent laws passed by the California Legislature may affect this coverage.)

California Acupuncture Board

The California Acupuncture Board (Board) licenses and regulates the profession according to the Acupuncture Licensure Act, which identifies acupuncture as a primary health care profession. The Board is an autonomous body within the Department of Consumer Affairs. The primary responsibility of the Board is to protect consumers from incompetent, unprofessional, and fraudulent practitioners.

The Board establishes standards for the approval of educational programs, oversees the administration of the licensing examination, issues new and renewal licenses, and handles enforcement issues when complaints are received. The Board strives to promote safe practice through the improvement of educational training standards.

For complete information on the responsibilities of the California Acupuncture Board, please visit the Board's Web site at www.acupuncture.ca.gov.

How Are Complaints Filed?

A complaint should be filed by anyone who believes that a licensed acupuncturist engaged in illegal or unethical activities related to their professional responsibilities. Anyone may file a complaint, and the Board reviews each complaint received.

> The most effective complaints are those that contain first-hand, verifiable information.

All complaints **MUST** be in writing and include the names, addresses, and phone numbers of both the complainant and the licensee. Please explain, in your own words, the nature and facts of your complaint. Include as much information as possible, including any documentary evidence available. You may file a complaint online or use the consumer complaint form found on the Board's Web site under the tab "Consumers."

The most effective complaints are those that contain first-hand, verifiable information. While anonymous complaints will be reviewed, they may be impossible to pursue without documented evidence of the allegations made.

Complaints should be sent to:

CALIFORNIA ACUPUNCTURE BOARD
444 North 3rd Street, Suite 260,
Sacramento, CA 95811

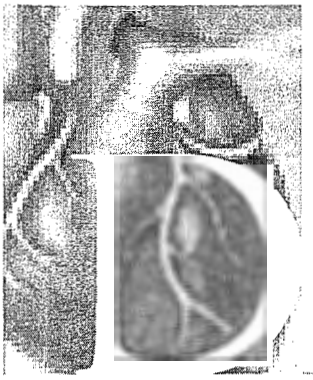
07-043 (6/08)

California Department of Consumer Affairs
ACUPUNCTURE BOARD
444 North 3rd Street, Suite 260
Sacramento, CA 95811

KRAMES
The Experts in Patient Education
A MedMedia USA Company

THE LEADERS IN PATIENT EDUCATION.

- Designed to meet health literacy guidelines
- Evidenced-based, peer-reviewed content
- Patient-centric design, layout and content in print and electronic formats



DISCOVER PATIENT EDUCATION THAT'S EVIDENCE BASED AND PEER REVIEWED.

Since 1974, Krames has been the leading choice for accurate, accessible and effective patient education.

Today we offer over 1,500 products in a wide range of formats — from booklets and brochures to innovative electronic solutions. This comprehensive content is recognized and awarded for the many ways it empowers people to take control of their health.

Here's how Krames' content meets the needs of the markets we serve.

Healthcare providers in hospitals and private practices use Krames to:

- Support informed consent for treatment
- Increase compliance with recommendations and instructions
- Comply with Joint Commission patient care standards
- Speed patient consultations
- Reduce costly readmissions and callbacks

Hospital marketing departments use Krames to:

- Build brand recognition throughout the community
- Demonstrate their facility's commitment to quality care
- Generate referrals
- Enhance physician and patient relationships

Community health centers use Krames to:

- Effectively reach out to people of all health literacy levels
- Create awareness of important health issues
- Motivate healthy behaviors within the community

Health plans use Krames' material to:

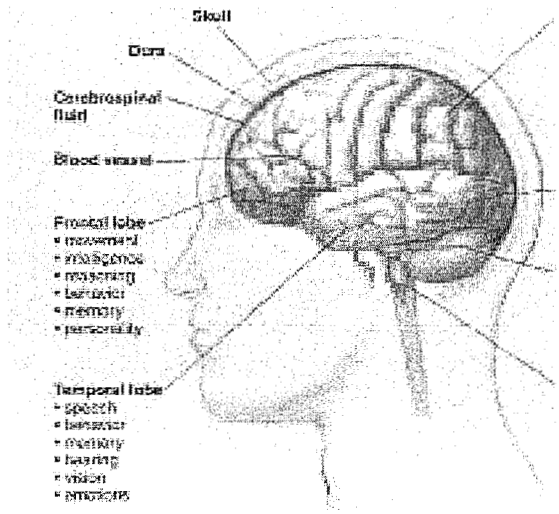
- Increase the satisfaction of their member populations
- Lower utilization though disease management and population health management programs
- Build brand preference

They all choose Krames for our superior content design, as well as our stringent development and review process.

*Call **800-333-3032** to learn more or to order.*

PUTTING IDEAS INTO ACTION: FOUR STAGES OF KRAMES' PRODUCT DEVELOPMENT.

To ensure that every Krames product is valuable, reader friendly and incorporates current practice standards and guidelines, each product is put through a rigorous four-stage development process.



Stage 1: Determining market need, conducting research

Krames' products are **research based.** Reaching peers and industry thought leaders at conferences, meetings and trade shows helps us assess the needs of the markets we serve. Formal surveys are also conducted to gather feedback from professionals and end users.

Once product need is determined, library research begins. Krames' full-time library staff researches chosen subject matter by compiling information from our **on-site medical library** as well as **government institutions and academies**, including:

- U.S. Food and Drug Administration
- Centers for Disease Control and Prevention
- National Institutes of Health
- Occupational Safety and Health Administration
- College of Obstetrics and Gynecology
- American Dental Association

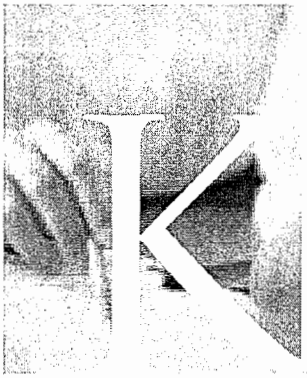
Current lay literature is also researched to help identify what the general public already knows.

Further research is completed through **interviews and roundtable discussions** with medical experts and through **attendance at medical association meetings and conferences.**

Some of the resources in our comprehensive medical library include:

- Current medical, health and safety journals
- Practice guidelines
- Subscription databases

To request a listing of our complete medical library contents, call your Krames representative.



KRAMES' PRODUCT DEVELOPMENT

Stage 2: Content Development

To ensure that content is accurate and accessible, Krames' product development team works in conjunction with **medical experts** — all specialists in their respective fields.

As preliminary product research concludes, the Krames' team selects experienced **consultants** based on:

- Leadership and experience in the subject matter
- Direct involvement with market needs
- Specific interest in health and safety education

Following a project from conception to completion, these individuals provide the expert voice behind a product.

Product development may also include **content specialists** who have extensive experience in specific subject matter. Content specialists help refine a product's content to ensure it fully addresses the continuum of care and reflects the patient experience.

For a listing of the medical experts who contribute to our product development process, call your Krames representative.

Using the Suitability Assessment of Materials (SAM) as their guide, our award-winning development team transforms this evidence-based information into patient education content that supports the **health literacy** needs of your audience.

The experts who developed this widely accepted evaluation formula analyzed our information design and taught our team how to integrate SAM using the criteria below.

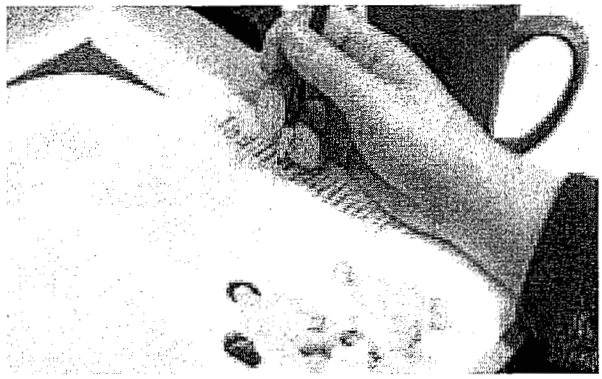
Content

Readers don't want to learn a series of medical facts. They want help with their health problem. That's why Krames content focuses on helping individuals apply knowledge and skills to achieve positive outcomes.

The purpose of each title is clearly stated and the scope is limited to essential information directly related to that purpose. Summaries or reviews are also included to reinforce key points or instructions.

Literacy demand

Krames' content is developed at a fourth- to eighth-grade reading level, using readability scales such as FOG and Fleisch-Kincaid. A conversational writing style and commonly used words help make text more understandable.



Graphics

Experienced professionals who hold Master of Arts degrees in medical illustration create detailed anatomical artwork. Their use of design technique and color helps make viewing anatomy and procedures easier for anxious readers.

Other art styles we use to appeal to diverse audiences include realistic illustrations, cartoons and photography.

Layout and typography

Our signature art/text synergy gives equal weight to words and pictures, so readers gain a clear understanding of anatomy and treatments. Content is organized into concise chunks under descriptive headings that make learning manageable. And cuing devices direct attention to key content. For example, a surgery title lists risks and complications in a shaded box.

Learning stimulation and motivation

Because people learn more readily from observation and familiar instances, our behavior-based approach models specific behaviors or skills. For example, nutrition titles give emphasis to changes in eating, shopping, preparing food and reading food labels. Breaking it down into these small steps also motivates readers by making behaviors manageable.

Interactive components such as quizzes, questionnaires and checklists keep readers involved in the learning process.

Cultural appropriateness

Krames tries to match the logic, language and experience of the intended audience. Many titles are available in Spanish that present cultural images and examples in realistic and positive ways. Ethnically diverse models help make information personally relevant to readers.

Krames content is developed by a team of experts, including:

- Experienced project editors
- Highly-trained project managers
- Specialized writers and designers
- Award-winning medical illustrators
- Knowledgeable developmental editors
- Skilled research librarians
- Dedicated language translators

KRAMES' PRODUCT DEVELOPMENT

Stage 3: Technical review

At this critical stage of the product development process, the initial draft of a product is submitted **for technical review to 8 to 15 practicing specialists.** These specialists are:

- Chosen based on prominence in specialty field
- Associated with the nation's leading universities, teaching hospitals and healthcare organizations
- From a diverse geographical range, for a balanced representation in the product review

A review team can include experts in several disciplines. For example, the review team for a breast cancer title is likely to include breast cancer specialists, oncologists, radiation oncologists, nurses and breast reconstruction surgeons.

These experts thoroughly review the product for consistency and factual accuracy. The product is revised on the basis of this review and sent back to our consulting team for final approval.

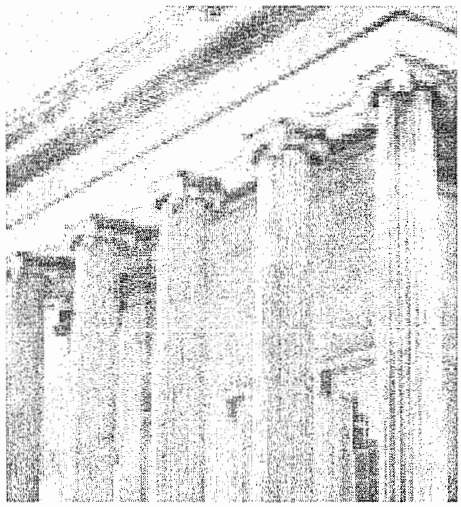
Stage 4: Ongoing Review/Updates

After a title is published, it is **regularly reviewed** to assure it continues to meet market needs.

- Editors call on practicing specialists to stay abreast of new developments
- Our in-house library staff constantly monitors medical and regulatory guideline changes
- End-user feedback is submitted to editors
- Outcome studies are conducted

During this stage, product titles are also reviewed to ensure that they remain in adherence with specialty practice guidelines. If practice guidelines have been updated, then products will be updated as well so they are in line with the most current guidelines.

See pages 10–11 for a listing of some of the practicing specialists who have contributed to Krames' product development process.



Below is a partial listing of the leading institutions and organizations our reviewers are associated with:

American Cancer Society

American Heart Association

American Lung Association

Columbia University Medical Center

Emory University Hospital

Goldman Institute on Aging Research Cente

Greater Pittsburgh Orthopaedics Center

Johns Hopkins University

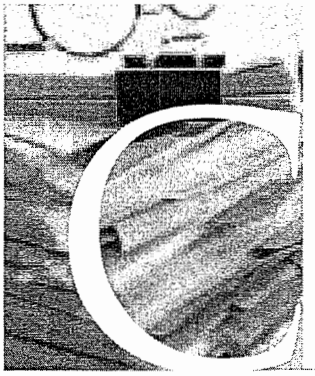
Loyola University Medical Center

New York Presbyterian Hospital

Reproductive Science Center

Stanford University

Tufts School of Dental Medicine



COMPLYING WITH PRACTICE GUIDELINES

Krames' products are developed to meet the current practice guidelines and standards of care of the prestigious organizations listed below:

Cardiology: American Heart Association, American College of Cardiology, American Association for Cardiovascular and Pulmonary Rehabilitation, Heart Failure Society of America, Heart Rhythm Society, Society for Cardiovascular Angiography and Interventions, Society of Thoracic Surgeons, American Association of Thoracic Surgery, American Society of Hypertension, Society of Invasive Cardiovascular Professionals

Dental: American Dental Association, American Academy of Periodentology, American Association of Orthodontists, American Association of Oral and Maxillofacial Surgeons, American Academy of General Dentistry, American College of Prosthodontists, American Association of Endodontists

Diabetes: American Diabetes Association, American Podiatric Medical Association, International Diabetes Center, National Institute of Diabetes and Digestive and Kidney Diseases, American Dietetic Association, American Association of Diabetes Educators, Endocrine Society, Juvenile Diabetes Research Foundation, National Kidney Foundation

Eye Care: American Academy of Ophthalmology, American Society of Cataract & Refractive Surgery, Eye Surgery Education Council, American Academy of Optometry

Gastroenterology: American College of Gastroenterology, American Cancer Society, National Comprehensive Cancer Network, National Digestive Diseases Information Clearinghouse, American Society of Colon and Rectal Surgery, Society of American Gastrointestinal Endoscopic Surgeons, American Society of Colon & Rectal Surgeons, Society of American Gastrointestinal Endoscopic Surgeons

OB/GYN: American College of Obstetricians and Gynecologists, American Association of Gynecological Laparoscopists, National Academy of Family Physicians, National Institutes of Health, American Society of Reproductive Medicine, American Academy of Pediatrics, American Society for Colposcopy and Cervical Pathology, American Society of Reproductive Medicine, North American Menopause Association, National Vaginitis Association

Oncology: American Cancer Society, National Cancer Institute, American College of Obstetricians and Gynecologists, National Institutes of Health

Orthopaedics: American Association of Orthopaedic Surgeons, National Association for Sport and Physical Education, North American Spine Society

Public Health: (includes Infectious Disease): Centers for Disease Control and Prevention, American Social Health Association

Pulmonary: American Lung Association; American Academy of Allergy, Asthma & Immunology; Asthma and Allergy Foundation; National Heart, Lung and Blood Institute; GOLD: Global Initiative for Chronic Obstructive Lung Disease; American College of Chest Physicians; American Association for Cardiovascular and Pulmonary Rehabilitation

Urology: American Foundation for Urologic Disease, American Urological Association

THE END RESULT OF OUR RIGOROUS PROCESS SPEAKS FOR ITSELF.

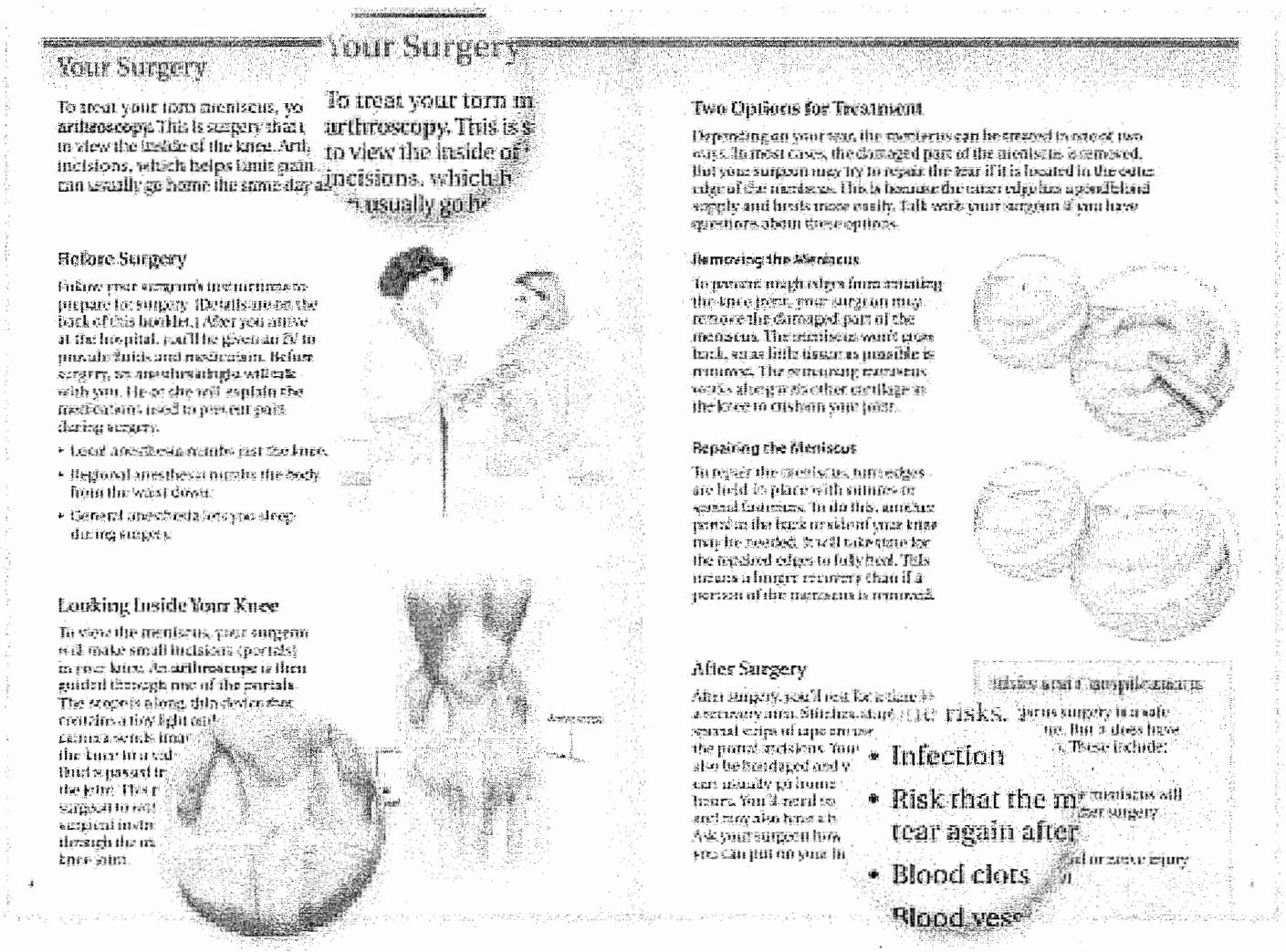
You won't find more effective resources anywhere. In fact, healthcare professionals, health plans and employers continually rate Krames' content as superior to the competition in several important areas such as clarity/readability, graphics/illustrations, presentation and technical accuracy.

Here are just a few of the ways Krames' content can help you achieve your goals:

Boost comprehension.

The example below shows just a few of the comprehension-building elements that are the hallmarks of Krames' content.

Defines key terms in easy-to-understand language.



Your Surgery

To treat your torn meniscus, you ... arthroscopy. This is surgery that ... to view the inside of the knee. Arthr... incisions, which help limit pain. ... can usually go home the same day a...

Before Surgery

Follow your surgeon's instructions to prepare for surgery. Details are on the back of this booklet. After you arrive at the hospital, you'll be given an IV to provide fluids and medication. Before surgery, you may drink water with you. He or she will explain the medications used to prevent pain during surgery.

- Local anesthesia numbs just the knee.
- Regional anesthesia numbs the body from the waist down.
- General anesthesia keeps you sleep during surgery.

Looking Inside Your Knee

To view the meniscus, your surgeon will make small incisions (portals) in your knee. An arthroscope is then guided through one of the portals. The scope is a long, thin device that contains a tiny light and camera which lets ... the knee in a wid... field is passed th... the joint. This ... surgeon to not ... surgical instru... through the in... knee joint.

Two Options for Treatment

Depending on your tear, the meniscus can be treated in one of two ways. In most cases, the damaged part of the meniscus is removed. But your surgeon may try to repair the tear if it is located in the outer edge of the meniscus. This is because the outer edge has a good blood supply and heals more easily. Talk with your surgeon if you have questions about these options.

Removing the Meniscus

To prevent rough edges from irritating the knee joint, your surgeon may remove the damaged part of the meniscus. The meniscus won't grow back, so as little tissue as possible is removed. The remaining meniscus works along with the other cartilage in the knee to cushion your joint.

Repairing the Meniscus

To repair the meniscus, torn edges are held in place with sutures or special fasteners. To do this, another portal in the back or side of your knee may be needed. It will take time for the repaired edges to fully heal. This means a longer recovery than if a portion of the meniscus is removed.

After Surgery

After surgery, you'll rest for a short ... recovery area. Stitches and/or special strips of tape are used ... the portal incisions. You'll ... also be bandaged and ... can usually go home ... hours. You'll need to ... and may also have a b... Ask your surgeon how ... you can put on your le...

risks. ... surgery is a safe ... but it does have ... These include:

- Infection
- Risk that the m... meniscus will tear again after ... surgery
- Blood clots
- Blood vess... ... injury

Reinforces complex key text points with friendly, colorful medical illustrations.

Presents essential information in quick-scan bulleted lists to grab readers' attention and increase recall.

*Call **800-333-3032** to learn more or to order.*

Help individuals get past their fears.

By addressing the conflicting emotions that arise with an injury, diagnosis or chronic health condition, our materials enable readers to understand their health and build the necessary skills to preserve their quality of life.

Motivating change.

Our behavior-based approach uses many learning models to teach patients how to make lifestyle adjustments and successfully manage their conditions. Interactive components such as quizzes, questionnaires and checklists keep readers involved in the learning process. According to a patient survey:

- 97% felt more confident about their self-care skills
- 99% said they would follow their treatment plans more closely
- 95% made lifestyle changes suggested in their booklets

Save time and money.

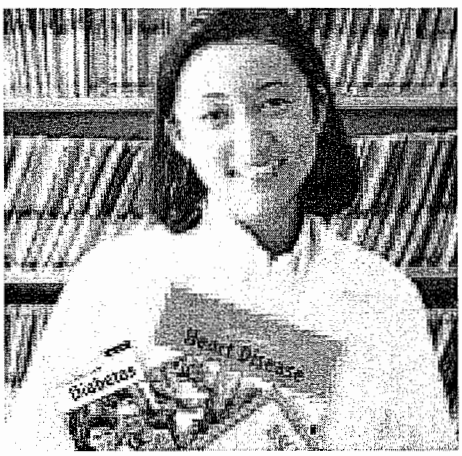
Krames helps you do more in less time. According to customer surveys:

- Hospital nurses save an average of 31 minutes and $18.37 per patient with Krames patient education
- Physicians in private practice save an average of 9.9 minutes and $13.40 per patient

Enhance your brand image.

A survey of patients who received Krames booklets reveals the impact patient education material has on your brand.

- 94% had increased confidence in their healthcare provider
- 99% felt that their booklet was helpful
- 100% shared their booklets with family and friends



Krames Partial Contributor List — Countless distinguished practicing specialists have contributed to Krames' product development process. Below is a listing of some of the individuals who have made recent contributions:

Name/Degree	Medical Specialty	Location	Institution
Kenigsberg, Eugene M., MD	Allergy - Adult Asthma	Woodland Hills, CA	Southern CA Permanente Medical Group
Hinckle, Darlene, RN, MSN	Ambulatory Surgery, Perioperative	Allentown, PA	Fairgrounds Surgical Center
Dunn, Andrea L., PhD	Behavioral Science	Golden, CO	The Cooper Institute
Giudici, Michael, MD, FACP, FACC	Cardiac Electrophysiology-Arrhythmias, Pacemakers, ICD, CRT	Davenport, IA	Genesis Heart Institute
Lui, Karen, RN, MS	Cardiac Rehabilitation	Ft. Myers, FL	Southwest Florida Heart Group
Sanderson, Bonnie, PhD, RN	Cardiac Rehabilitation, Cardiovascular Disease Secondary Prevention	Birmingham, AL	University of Alabama
Porterfield, David H., MD, DSC	Cardiology	Worcester, MA	Worcester Medical Center
Ryan, Colman, MD	Cardiology - Cardiac Disease, Hypertension	Daly City, CA	San Francisco Heart & Vascular Institute
Savage, Edward B., MD	Cardiothoracic Surgery	Chicago, IL	Rush University Medical Center
Zerwic, Julie, PhD, RN	Cardiovascular Disease	Chicago, IL	UIC College of Nursing
Gutekunst, Mark R., DC	Chiropractic	Chesapeake, VA	Cedar Chiropractic
Russell, Scot W., PhD	Clinical Psychology, Behavioral Medicine, Chronic Pain	Salt Lake City, UT	St. Mary's Hospital, University of Utah
Sands, Laurence R., MD, FACS	Colorectal Surgery	Miami, FL	University of Miami
Stackhouse, Rita, RN, BSN, MBA	Critical Care	Des Moines, IA	Des Moines General Hospital
Desai, Aseem D., MD	Electrophysiology Radiology - CRT, Arrhythmias, Pacemakers, ICD	Chicago, IL	University of Chicago Hospitals
Culligan, V. Deborah, MPH, BSN	Emerging & Chronic Diseases	New Haven, CT	Quinnipiack Valley Health District
Herman, Jimmy O., BA, RN, ET	Enterostomal Therapy	Abilene, TX	Abilene Home Health Professional Care, Inc.
Mills, Lavonne, MD	Family Practice	Pocatello, ID	Portneuf Medical Center
Hughes, Trish, EdD, CRNP, BC	Family Practice - Asthma, Allergy, COPD	Rockville, MD	MAMSI
Sundberg, Richard A., MD	Gastroenterology	San Francisco, CA	CPMC
Moskowitz, Mark S., MD	General & Vascular Surgery	Gastonia, NC	Carolina Surgery
Friedman, Joel, MD	General Cardiology	San Jose, CA	Palo Alto Medical Foundation
Carter, Richard L., DDS	General Dentistry	Colorado Springs, CO	SmileSaver
Smith, Lindsay B., MD, FACS	General Surgery	Reno, NV	Western Surgical Group
Cheung, Ramsey, MD	General Surgery - GI, Hepatology	Los Altos, CA	Stanford University
Olsen, Douglas O., MD	General Surgery, Bariatric Surgery, Laparoscopic Surgery	Nashville, TN	Centennial Medical Center, Vanderbilt Medical Center
O'Hanlan, Katherine A., MD	Gynecologic Oncology	Portola Valley, CA	Gynecologic Oncology Associates
Galen, Donald I., MD	Gynecology - Infertility	San Ramon, CA	Reproductive Science Center
Metzger, Deborah A., PhD, MD	Gynecology, Reproductive Endocrinology, Infertility	Los Altos, CA	Harmony's Women Health
Richardson, William, MD	Internal Medicine	St. Louis, MD	St. Louis Behavioral Medicine Institute Chronic Headache Program
Moses, Jeffrey W., MD	Interventional Cardiology	New York, NY	Columbia University Medical Center
Maciejko, James J., MS, PhD, FACC	Lipidology, Preventive Cardiology	Detroit, MI	St. John Hospital and Medical Center
Devney, Peggy, RN, MSN	Nephrology, Hepatology, Abdominal Transplant	San Francisco, CA	UCSF
Prolo, Donald J., MD, FACS	Neurological Surgery	San Jose, CA	Stanford University
Stark, Stuart Robert, MD	Neurology	Alexandria, VA	The Neurology & Headache Treatment Center
Miller, J. Keith, MD, FAAN	Neurology - Neurophysiology & Electroencephalography	High Point, NC	Johnson Neurological Clinic
Reed, Bruce R., PhD	Neuropsychology	Martinez, CA	UC Davis Alzheimer's Disease Center
Drewek, Michael J., MD	Neurosurgery	Denver, CO	InterMountain Neurosurgery & Neurosciences
Duncan, Tammy R., RN, BSN	Nursing	Talbotton, GA	Talbot County Dept. of Public Health
Gould, Michelle, RN, BS	Nursing - Arrhythmias, Pacemakers, ICD	Palo Alto, CA	Palo Alto Medical Foundation
Messick Chris, RN, BSN	Nursing - Cardiovascular, Pulmonary Rehabilitation	La Jolla, CA	Scripps Memorial Hospital
Cochran, Janelle H., RN, MSN	Nursing - Cardiovascular/Radiology	Miami, FL	Baptist Cardiac and Vascular Institute
Halm, Margo A., RN, MA, CCRN, CS	Nursing - Critical Care and Cardiology	St. Paul, MN	United's John Nasseff Heart Hospital
Cohen, Linda E., RN, BC-ADM, CDE	Nursing - Diabetes	Paramus, NJ	Diabetes Center-HUMC
Sapp, Pamela E., RN, MSN, ONC	Nursing - Orthopaedics	Atlanta, GA	Emory University Hospital

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Name/Degree	Medical Specialty	Location	Institution
McGuire, Lora, RN, MS	Nursing - Pain Management	Joliet, IL	Joliet Junior College
Standifird, Kathy, RN, BSN, ICCE	Nursing - Perinatal & Childbirth Education	Fruita, CO	International Childbirth Education Association
Senchyna, Clare, FNP, PA	Nursing - STD, FP, HIV	San Francisco, CA	San Francisco City Clinic
Marchese, Kathy, RN, BSN, CWOCN, APN	Nursing - Urology, Wound Ostomy, Continence	Chicago, IL	Loyola University Medical Center
Carlson, Joseph, PhD, RD	Nutrition, Exercise Physiology, Cardiac Rehabilitation	Salt Lake City, UT	University of Utah
Sheffield, Jeanne, MD, ACOG	OB/GYN	Dallas, TX	University of Texas SW Medical Center
Goldman, Mindy, MD	OB/GYN - Breast Cancer	San Francisco, CA	UCSF Women's Health Center
Dillon, William P., MD	OB/GYN - Maternal, Fetal	Buffalo, NY	Children's Hospital
Cohen, Richard, MD, MPH	Occupational Medicine	Saratoga, CA	UCSF
Detweiler, Evan, OTR	Occupational Therapy, Rehabilitation, Ergonomics, Neuro Rehabilitation	Fort Wayne, IN	Rehabilitation Hospital of Fort Wayne
McGinnis, LaMar S., MD, FACS	Oncologic Surgery	Atlanta, GA	American Cancer Society
Harrie, Roger P., MD	Ophthalmology	Salt Lake City, UT	Salt Lake Clinic
Hill, Jeffrey D., OD	Optometry	Hueytown, AL	EyeCare Associates
Strauss, Robert A., DDS, MD	Oral & Maxillofacial Surgery	Richmond, VA	Virginia Commonwealth Univ. Medical Center
Craig, Edward V., MD	Orthopaedic Surgery	New York, NY	Hospital for Special Surgery
Missirian, John, MD	Orthopaedic Surgery - Foot & Ankle	Daly City, CA	Seton Medical Center
Ma, Benjamin C., MD	Orthopaedic Surgery - Shoulder & Sports Medicine	San Francisco, CA	UCSF
Reynolds, James B., MD	Orthopaedic Surgery - Spine	Daly City, CA	San Francisco Spine Institute
McCarroll, H. Relton, MD	Orthopaedic Surgery - Hand Surgery	San Francisco, CA	CPMC
Day, Terry A., MD	Otolaryngology - Head & Neck Surgery, Oncologic Surgery	Charleston, SC	Medical University of South Carolina
Bartlett, Phillip C., MD	Otolaryngology - Tonsillectomy & Adenoidectomy, Hearing Aids	San Francisco, CA	University of California, San Francisco
Chase, Judith A., NP	Palliative Medicine, Spine, Pain Management	Urbana, IL	Carle Foundation Hospital
Hassink, Sandra Gishon, MD	Pediatric Obesity	Wilmington, DE	Al DuPont Hospital for Children
Sockrider, Marianna, MD, DrPH	Pediatric Pulmonology - Childhood Asthma	Houston, TX	Baylor College of Medicine
Martin, Jeannette, MD	Pediatrics	Chattanooga, TN	Children's Hospital
Roza, Lorna, PT	Physical Therapy	San Leandro, CA	Unicare
Rorer, Kathy, PT	Physical Therapy - Back, Neck, Ortho, Fibromyalgia, Industrial	Paducah, KY	Rehab Associates
Farrell, Joseph P., MS, PT, FFAAOMPT	Physical Therapy - Spine Rehabilitation	Castro Valley, CA	Redwood Orthopaedic Physical Therapy, Inc.
Schneider, Robert, EdD	Psychology	Medfield, MA	Harvard Vanguard Medical Associates
Garvey, Chris, FND, MSN, MPA, APRN, AE-C	Pulmonary - COPD, Asthma, Sleep Medicine	Daly City, CA	Seton/UCSF
Richards, William, MD	Pulmonary Critical Care	Clearwater, FL	Lincare
Murphy, Pamela, CRTT, CPFT	Pulmonary Functions, Pulmonary Rehabilitation, Broncoscopy	New Orleans, LA	Memorial Medical Center
Rounsaville, Mark C., MD	Radiation Oncology	San Francisco, CA	CPMC
Macal, Kimberly Ann, RD, CDE	Registered Dietician	Owosso, MI	Memorial HealthCare Center
Ridley, Barbara, RN, FNP	Rehabilitation Nursing	Berkeley, CA	Alta Bates Medical Center
Claman, David, MD	Sleep Medicine - Snoring & Sleep Apnea	San Francisco, CA	UCSF
Dowling, Glenna A., RN, PhD	Sleep, Circadian Rhythms, Parkinson's & Alzheimers Disorder	San Francisco, CA	Goldman Institute on Aging Research Center
Rainer, W. Gerald, MD	Thoracic & Cardiovascular Surgery	Denver, CO	UCHSC/St. Joseph Hospital
Henry, Mitchell L., MD	Transplant Surgery	Columbus, OH	Ohio State University
Colella, Kathleen M., MSN, CVRN	Urology	Chicago, IL	VA Chicago Healthcare
Reese, Jeffrey H., MD	Urology - Prostate Disorders, Vasectomy, Bladder Cancer	San Jose, CA	Santa Clara Valley Medical Center
Rosenberg, Andrew G., MD	Urology Oncology	Burlingame, CA	Katz & Hayne MDs, Inc.
Hogan, Kathy, RN, MA	Urostomy	Elgin, IL	St. Joseph Hospital
Mungas, James E., MD, FACS	Vascular Surgery	Great Falls, MT	Great Falls Surgical Associates
McCann, Richard L., MD	Vascular Surgery & Transplant Surgery	Durham, NC	Duke University Medical Center

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