

Central Coast COMMUNITY ACUPUNCTURE

Welcome to Our Community!

Please take a minute to read this introduction to our clinic and to our community. We are delighted that you are interested in joining us!

What is different about the Central Coast Community Acupuncture (CCCA) clinic?

- **We treat in a community setting -**

CCCA is modeled after clinics in Asia, where acupuncture usually occurs in a community setting. In our clinic we primarily use recliners, grouped in quiet, healing rooms. Treating patients in a community setting has many benefits: it's easy for friends and family members to come in for treatment together; many patients find it comforting; and a collective energetic field becomes established which actually makes individual treatments more powerful.

- **We have a sliding scale - \$25-50 for the first appointment & \$15-40 per treatment for follow-ups.**

Pay whatever you can afford, so that you can follow our treatment plan and get better.

The only way that we at CCCA can make acupuncture affordable and still make a living ourselves is to streamline our treatments and see multiple patients in an hour, so we have returned to the traditional approach; instead of asking you lots of questions, we rely on pulse diagnosis to decide how to treat you. This is exactly how acupuncture is practiced traditionally in Asia -- multiple patients per hour and very little talking.

Because we have a sliding scale, we cannot do insurance billing (that's the insurance companies' rule). If you have insurance that covers acupuncture, we'll be happy to give you a payment receipt, and you can submit it; that's OK with the insurance companies.

Our Commitment to You

We want to make it possible for you to receive acupuncture regularly enough and long enough to get better and stay better. We want our community to be welcoming to all different kinds of people. We want to give you the tools to take care of your own health so that you will not need to rely only on corporations like Big Insurance or Big Pharmaceuticals for costly, high-tech interventions. We will provide a safe environment with skilled practitioners.

What We Need From You

◆ **Responsibility**

CCCA does not provide primary care medicine! Acupuncture is a wonderful complement to Western medicine, but it is not a substitute for it. If you think you have a problem that is not "garden variety" (meaning, you are worried that you might have a serious infection, a malignant growth, or an injury that won't heal, etc.), or if you want someone knowledgeable to go over the details of your medical history with you, you need to see a primary care physician (ND, MD, or DO). You cannot expect us to diagnose and treat something really serious. We *can* provide complimentary care for conditions which require a physician's attention -- for instance, we often treat patients for the side effects of chemotherapy. But we need you to take responsibility for your own health.

CCCA does not receive grants, state or federal money, or insurance reimbursement. CCCA exists because patients pay for their treatments – it a sustainable community business model.

◆ **Flexibility**

The community setting requires some flexibility from you. For instance, many patients have a favorite recliner. When we are busy, someone may be sitting in yours. Similarly, we have a few patients who snore. We offer earplugs at our clinic if noises tend to bother you or you can bring your own Ipod/MP3/CD player with

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headphones. Basically, we need you to participate in making yourself comfortable in the community room before we arrive to treat you.

In terms of how long you want to stay -- **tell us when you check in, if you need to be somewhere at a certain time; we'll make a note and make sure you're out on time.** In general, if you feel done, open your eyes and give us a meaningful look -- if your eyes are closed, we think you're asleep and we won't wake you up.

◆ **Community-Mindedness**

The soothing atmosphere in our clinic exists because all of our patients create it by relaxing together. We appreciate everyone's presence! Maintaining this reservoir of calm requires that no one talk very much in the clinic space. If you would like to speak to a practitioner one-on-one at any length, please let us know. We may need to schedule that separately and might need to do it by phone.

Unfortunately, we can't explain what every point does, or how acupuncture works, while we are treating you -- these are very large topics! This is why our wellness library exists. If you have questions, we'll happily give you plenty to read!

Payments & scheduling appointments

Part of our success is that our patients learn the "routine" and take on a lot of responsibility for the appointments. We have an invisible reception system, which basically means, you take care of the payments, while we focus on the acupuncture.

Payments are received in the payment box on the wall in the waiting room, which your acupuncturist will explain how to use. Re-scheduling can be done online at our website, or you can let your acupuncturist know in person or over the phone, when you are available for your next appointment, and we will schedule it for you.

Please take all personal belongings, (bags, shoes, etc.) with you back into the treatment room. And of course, **please turn your cell phone OFF.**

◆ **Commitment**

Acupuncture is a PROCESS. It is very rare for any acupuncturist to be able to resolve a problem with one treatment. In China, a typical treatment protocol for a chronic condition could be acupuncture every other day for three months! Most of our patients don't need that much acupuncture, but **virtually every patient requires a course of treatment, rather than a single treatment, in order to get what they want from acupuncture.**

One big reason that we are able to keep our prices so low is because of the extraordinary amount of marketing our patients do on our behalf. We cannot express how grateful we are for this. Our patients are such effective marketers because they have first-hand experience of how well acupuncture works. All of our satisfied patients basically made a commitment to a course of treatment.

On your first visit, your acupuncturist will suggest a course of treatment, which can be anything from "we'd like to see you once a week for six weeks" to "we'd really like to see you every day for the next four days". This suggestion is based on our experience with treating different kinds of conditions. **If you don't come in often enough or long enough, acupuncture probably won't work for you.** The purpose of our sliding scale is to help you make that commitment. We need you to commit to the process of treatment in order to get good results.

And, last, but not least....enjoy the space. We do, and hope that Central Coast Community Acupuncture can be an important part of your community. Thank you,

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