

November 23, 2009

Dear FAOMRA Members:

In 2005, the leaders of eight national AOM organizations began to meet each year in Columbia, MD for informal dialogue about topics of interest to the AOM profession. At their most recent meeting on March 21, 2009, the organizations agreed to engage in joint strategic planning later in the year under the professional facilitation of Marilyn Snider of Snider and Associates and established a joint planning committee to make arrangements for this event. The impetus for this decision arose from the momentum created by the inclusion of AOM as part of the Institute of Medicine's National Summit on Integrative Medicine and the Health of the Public, which had been held only a few weeks earlier on February 25-27, 2009 in Washington, DC, and the desire of the organizations to have AOM included as part of the ongoing health reform efforts at the federal level.

On September 21, 2009, a leadership team from each organization assembled in San Francisco and developed a strategic plan (attached) that reflects the strong desire of the participating organizations for closer mutual collaboration to advance the AOM profession in the United States. The San Francisco meeting was attended by representatives of the American Association of Acupuncture and Oriental Medicine (AAAOM), Accreditation Commission for Acupuncture and Oriental Medicine (ACAOM), American Organization for Bodywork Therapies of Asia (AOBTA)[®], Council of Colleges of Acupuncture and Oriental Medicine (CCAOM), Federation of Acupuncture and Oriental Medicine Regulatory Agencies (FAOMRA), National Certification Commission for Acupuncture and Oriental Medicine (NCCAOM), National Federation of Chinese Traditional Chinese Medicine Organizations (NFCTCMO), and Society for Acupuncture Research (SAR).

The agenda for the San Francisco meeting was established in close collaboration with Ms. Snider and was designed as a "process agenda" that would allow substantive issues to emerge organically during the meeting itself. The development of the strategic plan was aided at the meeting by a preliminary sharing of wholly individual perceptions concerning various strengths, weaknesses, opportunities, and threats that the representatives believed were associated with the AOM profession today. Under the skilled guidance of Ms. Snider, the group then proceeded by consensus to develop a 5-year vision statement that declares: "**By 2014, acupuncture and Oriental medicine (AOM), an independent, licensed profession, will be fully accessible to the public throughout American health care.**" The vision statement is intended to be a collective expression by the attending organizations of what they hope to achieve by 2014 through their joint collaboration. To implement the vision statement, the organizations developed a strategic plan consisting of four 3-year goals, as follows:

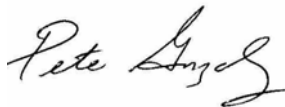
- Promote research, education, public awareness, and outreach
- Increase job opportunities for AOM graduates in all health care settings
- Obtain federal recognition for the profession
- Achieve licensure and parity in 50 states and the District of Columbia

These goals are not intended to be in priority order as each has significant importance in its own right. Associated with each goal are specific and measurable objectives or “action items” to ensure that there is individual accountability for implementation of the strategic plan by specific dates. The action items touch upon many areas of interest to the organizations, such as the first-professional doctorate, mutual assistance in publicizing the activities of each organization, inter-organizational cooperation for public relations/marketing, AOM research, AOM graduate success, federal recognition of AOM under Medicare and by the Bureau of Labor Statistics, enactment of new AOM practice acts in states where licensure does not currently exist, and several specific items to promote Asian Bodywork Therapy at the federal and state levels.

By mutual agreement, the American Association of Acupuncture and Oriental Medicine (AAAOM) assumed administrative responsibility to monitor progress on the goals and objectives of the strategic plan and to prepare and distribute monthly updates of the plan to the other national organizations. As they have for the past five years, the organizations plan to convene again next spring for informal dialogue and a review of their progress under the plan.

Periodically over the years various national AOM organizations have met for a variety of purposes and with varying degrees of success. The historic nature of the recent San Francisco meeting lies in the strong commitment of the current leadership of eight of these organizations to achieve a new level of organizational communication and cooperation through the development of a formal strategic plan, a plan that contains a consensus vision statement and concrete objectives that will be implemented with direct individual accountability. The collegiality, passion, and mutual commitment that characterized the San Francisco meeting hold promise for greater unity within the profession and, in turn, a more powerful and effective movement forward for AOM for the benefit of practitioners, patients, and health care in the United States.

Sincerely,

A handwritten signature in cursive script that reads "Pete Gonzalez". The signature is written in black ink and is positioned below the word "Sincerely,".

Pete Gonzalez, President

Attachments
Strategic Plan

The AOM national organizations attending the San Francisco strategic planning meeting were represented as follows:

<u>ORGANIZATION</u>	<u>REPRESENTATIVE</u>
AAAOM	Deborah Lincoln, RN, MSN, Dipl.Ac. (NCCAOM), (President) Jeannie Kang, LAc (Vice-President & Chair, Fundraising) Bekah Christensen (Executive Director)
ACAOM	Carla Wilson, MA, Dipl.Ac & CH (NCCAOM), LAc (Chair) Dort Bigg, JD (Executive Director)
AOBTA	Maria Spuller, Dipl. ABT (NCCAOM), AOBTA [®] -RI (President) Stuart Watts, AOBTA [®] -CI, DOM, L.Ac. (Treasurer) Matthew Sweigart, AOBTA [®] -CI (Director of Education) Steven Torino, L.Ac, Dipl.Ac. (NCCAOM), AOBTA [®] -CP (Member-at-Large)
CCAOM	Lixin Huang, MS (President) Steve Given, DAOM, LAc (Vice-President) Elizabeth Goldblatt, PhD, MPA/HA (Immediate Past President) David Sale, JD, LLM (Executive Director)
FAOMRA	Pete Gonzalez, MA (President)
NCCAOM	Tess Hahn, LAc, OMD., Dipl. Ac. (NCCAOM) (Chair) David Canzone, Dipl. Ac. (NCCAOM), DOM (Vice-Chair) Kory Ward-Cook, PhD, MT (ASCP), CAE (CEO)
NFCTCMO	Angela Tu, MD (China), Dipl. Ac. & CH (NCCAOM), LAc, OMD (President) Rona Ma, PhD, LAc (Active President) Christine Chang, DAOM, Dipl. OM (NCCAOM), LAc (CEO)
SAR	Roni Posner, EdD (Executive Director)

Information in brackets [] indicates minor clarifications made to the strategic plan after the meeting without objection.

AOM NATIONAL ORGANIZATIONS ✪ ONE-YEAR STRATEGIC OBJECTIVES

September 21, 2009 – September 1, 2010

THREE-YEAR GOAL: *Promote research, education, public awareness and outreach*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By October 1, 2009	Dort Bigg	Send an email to the AOM National Organizations Executive Directors asking them to announce to their members that ACAOM is closing the input regarding the first Professional Doctorate survey and encourage their members to give input not later than January 15, 2010.				
2. By October 15, 2009	Roni Posner	Provide to the AOM National Organizations leadership information to post on their website about the SAR 2010 Conference set for March 19-21, 2010 in Chapel Hill, North Carolina.				
3. By November 1, 2009	Executive Directors of all eight AOM National Organizations	Post links to the websites of all the other organizations.				
4. By November 1, 2009	Each Executive Director, working with their Executive Committee	Appoint a representative to participate on a joint, inter-organizational PR/Marketing Committee.				

<p>5. By January 1, 2010</p>	<p>PR/Marketing Committee (Kory Ward-Cook and Christine Chang-co-leads), working with the NCCOM Marketing Director</p>	<p>Identify at least three marketing strategies to implement and report the results to the AOM National Organizations leadership.</p>				
<p>6. By March 1, 2010</p>	<p>Roni Posner and Christine Chang</p>	<p>Determine the feasibility of having English translations of current peer-reviewed AOM research and report the results to the AOM National Organizations leadership.</p>				

THREE-YEAR GOAL: *Increase job opportunities for AOM graduates in all health care settings*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By March 1, 2010	David Sale (lead) and Kory Cook-Ward	Report to the AOM National Organizations leadership the results of surveys to identify where AOM graduates are working.				
2. By March 1, 2010	Liza Goldblatt, working with John Weeks	Survey the 45 consortium medical centers to see which ones have their own practitioners [either AOM or licensed CAM] on their staff or as contractors and report the results to the AOM National Organizations leadership.				
3. By March 1, 2010	Angela Tu (lead), Lixin Huang, Rona Ma and Bekah Christiansen	Identify environments in the survey of where AOM graduates are working and develop at least two strategies for expanding opportunities in at least six environments.				

THREE-YEAR GOAL: *Obtain federal recognition for the profession*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. Upon passage of HR 646	Matthew Sweigart and Deborah Lincoln, working with the AAAOM lobbyist	Advocate for inclusion of ABT as OM in the regulations.				
2. By October 31, 2009	Kory Ward-Cook and Tess Hahn	Update AOM organizations and AOM stakeholders (including federal legislators) about the status of federal recognition by the Bureau of Labor Statistics.				
3. By November 1, 2009 and at least quarterly thereafter	Deborah Lincoln and Bekah Christiansen	Report on the status of legislative endeavors related to AOM to the AOM National Organizations leadership.				
4. By December 1, 2009	Deborah Lincoln	Identify Federal Insurance Commissioners to target in order to advance HR646 (leading to insurance coverage for acupuncture) and identify who influences them and how.				
5. By February 1, 2010	Bekah Christiansen and Deborah Lincoln, working with the AAAOM lobbyist	Identify committees of jurisdiction for HR 646, target legislators on the committees and develop lobbying campaigns for each of the committees of jurisdiction.				
6. By March 1, 2010	Bekah Christiansen, working with AAAOM staff	Identify AOM stakeholders, compile the information into an Advocacy Network database, and notify the AOM National Organizations leadership that the database is available.				

THREE-YEAR GOAL: *Achieve licensure and parity in 50 states and DC*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By March 1, 2010	Kory Ward-Cook and Bekah Christiansen	Identify individuals in the National Foundation for Women's Legislators from unlicensed states and ask them to advocate with legislators in their state to submit a bill for a Licensure Act.				
2. By March 1, 2010	Maria Spuller and Kory Ward-Cook	Write a model bill for Asian body work for review by other national organizations.				
3. By March 1, 2010	Deborah Lincoln, working with AAAOM leadership	Identify practitioners in each unlicensed state, establish an affiliation with the State organization or individual practitioners, and determine the viability of a licensure movement in each state.				
4. By September 1, 2010	Bekah Christiansen [and Kory Ward-Cook working] with AAAOM, [NCCAOM], NAF, [and the State Association Leaders President's Council]	Publish a survey of state license statutes for AOM in the form of the Laws Book/ARC.				
5. [By September 1, 2010]	[Kory Ward-Cook]	[Publish an electronic reference regarding AOM regulations Combined with item 4 above.]				