Leadership
GREETINGS TO YOU, MEMBER OF THE AOMA COMMUNITY!

As we usher in the 21st year of AOMA’s extraordinary contributions to our mission of transforming lives and communities through graduate education in Oriental medicine it is appropriate to pause and reflect on the nature of our achievements. AOMA, without reservation, represents quality and discipline in the medical arts and sciences. This year, too, we achieved the highest level of regional accreditation through the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC), thereby affirming our commitment to our students and their learning experience.

Our graduates hold leadership roles in national and state associations in the development of the field. Two AOMA graduates currently serve on the board of the American Association of Acupuncture and Oriental Medicine. Another is the president of the Mississippi Oriental Medical Association, and yet another’s contribution is found in his work as president of the Texas Association of Acupuncture and Oriental Medicine. Their organizational skills are changing the world that AOMA graduates will enter. Alumna Marlene Merritt is transforming the field through research and publishing in the area of nutrition while Kirsten Karchmer is engaged through her service as president of the American Board of Oriental Reproductive Medicine.

Students and faculty provide services to people in need. AOMA faculty present at conferences worldwide and publish books that influence the development of the profession. Our patients keep AOMA clinics a thriving place to learn and heal.

In 2014, AOMA also experienced a changing of the guard. Anne Province, who served AOMA for nearly ten years, retired from her most recent role as the Vice President of Student Services and Operations, and both students and faculty will miss her even as we wish her a joyful and fulfilling next stage of life. We welcomed Donna Hurta as the Vice President of Finance and Operations and AOMA also gained a new governing board member with the appointment of Michelle Sierpina, PhD.

Warmly,

WILLIAM R. MORRIS
PhD, DAOM
AOMA President

“The future belongs to those who believe in the beauty of their dreams.”

—Eleanor Roosevelt
20th Anniversary

AOMA celebrated its 20th year on January 31st. More than 150 people attended the cocktail reception that also served as an occasion to celebrate the Chinese Lunar New Year. Dr. William Morris, president and CEO, thanked people for coming and for supporting AOMA through the years. Distinguished guests included Marlyn Allen, the editor-in-chief of Acupuncture Today and marketing director of the American Acupuncture Council; Rich Goldstein, managing partner of Yoga Yoga and the Natural Epicurean; Wally Doggett, president of the Texas Association of Acupuncture and Oriental Medicine; and Joshua Saul, president of the AAAOM Student Organization board.

Over the last 20 years, AOMA has grown by every important measure including its student body number, caliber and number of faculty, accreditation, size of campus facilities, number of patients served, and extent of community outreach. Student enrollment has increased exponentially, from 18 students in the inaugural class to more than 200 students today.

Collaboration with the Seton Family of Hospitals began in 2006 with AOMA students offering acupuncture inside of the Seton Topfer Community Clinic and expanded in 2008 when AOMA became a key partner in the creation of the Seton Williamson Medical Center GoodHealth Commons Integrative Wellness and Education Center.

In 2009 AOMA became the first stand-alone, single-degree granting school of acupuncture and Chinese medicine in the nation to be regionally accredited, and the first school of its kind to be accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC).

Accreditation Reaffirmed

AOMA received the maximum 10-year reaffirmation from the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) at the annual meeting in Nashville, TN. This is the highest level of regional accreditation that can be granted. President Will Morris said:

“This validates the fulfillment of our mission: transforming lives and communities through graduate education in Oriental medicine. It affirms the quality and integrity of our academic medical programs. The rigorous standards required by SACSCOC allow students, graduates, and patients to feel confident about the quality of education received at AOMA.

As part of the reaffirmation process with SACSCOC, AOMA developed a carefully designed and focused clinical experience that will improve student learning outcomes (Quality Enhancement Plan - QEP). According to Master of Acupuncture and Oriental Medicine Degree Program Director Lesley Hamilton, “Clinical education will more closely align with real-world experience, providing students with a staged clinical experience at the very busy AOMA clinics.”

AOMA’s QEP was developed through an 18-month process that included faculty, students, clinical supervisors, alumni, administrators, and the AOMA governing board. Hamilton says:

- By providing clinical practice that progressively and systematically develops interns through staged competencies, students will develop leadership and professional readiness while transitioning to clinical practice in various healthcare settings.
- Students who began internship prior to fall 2013 may partake in the advanced clinical opportunities prior to graduation. Students who begin as interns during or after the fall 2013 term will experience all the benefits of the staged competencies designed to gradually and increasingly develop their confidence and competence.
AOMA’s vision of Oriental medical scholarship includes developing advanced clinical specialists, integrative team practitioners, educators, researchers, and leaders. “The doctoral program at AOMA provides our graduates and other practitioners with an opportunity for continued study and career development,” President Will Morris said.

ACCREDITATION

In July the SACSCOC Board of Trustees continued AOMA’s accreditation following review of membership at Level V (doctoral level) offering the Doctor of Acupuncture and Oriental Medicine degree. The Accreditation Commission of Acupuncture and Oriental Medicine (ACAOM) site visit for programmatic accreditation of the doctoral program is scheduled for May 2015.

FIRST COHORT

Inaugural cohort doctoral students will present research posters at the Southwest Symposium in May and give final presentations in June 2015. The first DAOM cohort will graduate in September 2015. Since beginning the doctoral program, two students have obtained leadership positions. Donna Guthery was appointed to the Texas State Board of Acupuncture Examiners and Debbie Vaughn became a faculty member in the master’s program teaching Clinical Theater.

SECOND COHORT

July marked the beginning of the second cohort of AOMA’s DAOM program. There are nine active students in the second cohort. These students are currently identifying their research questions and formulating their research protocols.
AOMA STRENGTHENS LEADERSHIP TEAM WITH STRATEGIC HIRE OF VP OF FINANCE & OPERATIONS

In June AOMA appointed Donna LaPoint Hurta, MBA as the new VP of Finance & Operations. “We at AOMA are excited about the new perspectives that Donna LaPoint Hurta will bring our operations and financial management. Donna’s strong background in educational management will assist AOMA in fulfilling its mission,” declared President William Morris.

In this newly established executive position, Donna is responsible for caring for AOMA’s financial resources and accounting methods in a professional, responsible, and safe manner while providing the highest quality of service to students, faculty, and staff.

Donna Hurta brings more than 20 years of experience in finance and operations. She has a diverse background in accounting, GAAP compliance, payroll and reporting, multiple entity reporting, budget management, and audit oversight. During her career Donna has developed a high skill set in evaluating and developing policy and procedures in addition to human resource, facility management, and software conversions for companies.

Donna Hurta graduated from University of South Carolina with a B.A. in Economics. She completed her MBA in Finance at University of South Carolina, and earned her CPA from the State of South Carolina.

In her most recent position as the Director of Finance at Texas Congress of Parent and Teachers, Donna led the state-wide non-profit association in all aspects of financial management, including supervision of 401k, insurance benefits and payroll, and responsibility for annual budgets including working with department heads and communicating to board of directors. Prior to that Donna served as Director of Finance and Operations at Austin San Antonio Corridor Council, Inc. There she was responsible for the non-profit organizations daily operation, internal control, policy and procedure, and staff management.

Anne E. Province retired from AOMA after ten years of dedicated service with the academic institution, concluding a 40-year career in business, higher education administration, and teaching.

Anne had a marked impact on AOMA’s current development. She came to AOMA in 2005 as the Director of Institutional Effectiveness to assist the school in attaining regional accreditation. Promoted to Vice President of Student Services and Institutional Effectiveness in 2007, she became AOMA’s Vice President of Student Services and Operations in 2009. From 2009-2012 Anne also taught Practicum Management 1-3 and has been a guest lecturer in the doctoral program on eco-psycho-social pain.

During her tenure, AOMA achieved significant strategic objectives, including:

- Texas Higher Education Coordinating Board reauthorization in 2006 and 2008
- Regional accreditation candidacy and membership with Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) (2007, 2009)
- Substantive change for the new campus with SACSCOC (2010)
- Substantive change to doctoral level (Level V) with SACSCOC (2011)
- DAOM program approval through SACSCOC (2014)
- New campus design, build-out, and move from north to south Austin (2011)
- Rebranding of the institution from Academy of Oriental Medicine at Austin to AOMA Graduate School of Integrative Medicine (2010)

In the fall of 2014 Anne moved into a special-projects role for AOMA, working on new program development and regulatory compliance. In addition to these key contributions, Province has brought comfort and stability to staff and students. Her guidance and compassion will be greatly missed.

AOMA wishes Anne a peaceful and fulfilling retirement. For the first six months she plans to travel to Big Bend, northern New Mexico, northern California, and New York City. She will continue teaching and her spiritual direction practice, and looks forward to more time for gardening, photography, art, and reading.
AOMA APPOINTS NEW GOVERNING BOARD MEMBER

In June AOMA announced the appointment of Michelle Sierpina, PhD as its newest member of the board of governors. The AOMA governing board consists of five members who are elected based upon their ability, skills, and experience to set the strategic plan and policies that ensure that the institution will achieve its mission.

“Serving on AOMA’s board allows me the privilege to participate as the college sets an ever-higher national standard for promoting clinical excellence through education, research, and professional and community collaborations,” said Dr. Sierpina. “I am proud and grateful to be a part of an organizational team that produces exceptional leaders in evidenced-based Oriental medicine.”

Dr. Sierpina is the founding director of the Osher Lifelong Learning Institute (OLLI) at the University of Texas Medical Branch (UTMB). She is also an adjunct professor at the UTMB School of Nursing. AOMA will find Dr. Sierpina’s experience in medical education curriculum and program development to be invaluable at the level of governance.

AOMA President William Morris states, “Michelle Sierpina is an excellent fit for the governance of AOMA. She brings wisdom and experience in higher education, and a passion for learning. AOMA is fortunate to have her in our community.”

Dr. Sierpina is a pioneer in the development of integrative healthcare in Texas, and her commitment to lifelong learning will be an asset to the future of AOMA and healthcare.

Student Services

AOMA recognizes that life balance includes both intellectual and personal growth during the course of a student’s development. The health of the whole person constitutes a significant foundation for successful professional development and preparation for eventual acupuncture and Chinese medical practice. These are a few examples of student services that support student wellness and life balance from 2014.

STUDENT WELLNESS WEEK

The AOMA Student Association (ASA) and AOMA’s Student Services department hosted a week of nourishment for students last spring. The free Student Wellness Week included snacks, a juice bar, a student counseling services presentation, meditation, a tea bar, NADA treatments, a mindful eating dinner, herb discounts, wellness journals, and a gratitude board.

PRACTICE MANAGEMENT FIELD WORK PROGRAM

The Student and Career Services department launched the Practice Management Field Work Program, a voluntary enrichment opportunity where students can assist successful local acupuncture practices with their day-to-day operations and thereby learn the business side of working in the health care field. AOMA maintains an updated list of Austin-based acupuncture clinics that offer paid and unpaid opportunities to work in their offices, doing various kinds of administrative work. Students can use these opportunities to learn more about the professional aspects of an acupuncture clinic. This networking opportunity to work alongside successful practitioners helps to bridge the gap between being a student and working in the real world.

CAREER SERVICES RESOURCES

This year, the Career Services department added many new resources, such as sample new graduate resumes and cover letters, resume-writing tips, a student part-time work guide, and an alumni mentoring program. Weekly job opportunities and career counseling services were also offered to all students and alumni.
Faculty Spotlight

Dr. Yuxin He’s expertise as a teacher and practitioner enriches the learning experience of AOMA students. His contributions to both community and to the larger profession embody the institution’s commitment to excellence. In addition to his considerable interaction with the larger profession at the national level, Dr. He serves AOMA as Dean of Academics and as a senior faculty member in the Herbal Studies Department.

Dr. He is an award-winning researcher whose contributions to the profession are numerous and substantive. He is the author of eight books on Chinese medicine and has published a number of scholarly articles in respected professional journals. Before coming to Texas, Dr. He taught in five of China’s top medical schools. His early clinical and investigative work focused first on diabetes and later on HIV treatment. Eventually, he’s attention to significant illnesses and their mechanisms and remediation turned to cancer, cancer patients, and methods of care that addressed not only cause of disease but also after-effects of treatment. His clinical specialties today include sports injury, dermatology, emotional disorders, chronic fatigue, pain management, immune dysfunction, and palliative care for cancer patients undergoing chemotherapy and radiation. Dr. He is currently working on the outline of a book-length study on cancer prevention and treatment via Chinese medicine.

With more than twenty years of experience to his credit, Dr. He is particularly well known for his application of Chinese herbal medicine in the treatment of disease. As a proponent of integrative protocols, Dr. He has also studied Western medicine and passed all three steps of the USMLE (United States Medical Licensing Examination). He is able to incorporate elements of both Western and Eastern care in his treatments to provide excellent and timely care to his patients. Dr. He’s colleagues and peers value his efforts on behalf of the profession and the college. At AOMA, where Dr. He has taught since 1996, his students appreciate his rigorous, caring delivery of herbal knowledge in the classroom.

Clinical Outcomes

Caring for patients with the highest quality acupuncture and Chinese medical healthcare is part of AOMA’s mission. AOMA faculty’s clinical specialties include neurology, pain management, women’s health, and treatment of various conditions, including: allergies, anxiety, stress, depression, and gastrointestinal disorders. In 2014*, AOMA professional and student intern clinics provided more than 18,000 treatments to more than 4,000 individual patients.

ACUPUNCTURE PATIENT VISITS
18,464 total annual
9,226 Student Clinic
7,169 Professional Clinic Acupuncture/Tuina/Herbal Consults

INDIVIDUAL PATIENTS
2,434 Student Clinic
2,173 Professional Clinic

TREATMENTS BY CHIEF COMPLAINT
In 2014*, half of the treatments provided in the AOMA professional and student intern clinics were pain related. Anxiety, stress, and depression comprised the second highest chief complaint area at 11%. See the chart to the right for remaining breakdown.

*Data based on patient visits between November 1, 2013 - October 31, 2014

CHIEF COMPLAINTS

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Pain</td>
<td>50%</td>
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<tr>
<td>Anxiety, Stress &amp; Depression</td>
<td>11%</td>
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<tr>
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<td>Allergies</td>
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<td>Blood Pressure</td>
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</tr>
<tr>
<td>Digestive</td>
<td>4%</td>
</tr>
<tr>
<td>Inflammation</td>
<td>4%</td>
</tr>
<tr>
<td>Fatigue</td>
<td>3%</td>
</tr>
<tr>
<td>Neurological</td>
<td>3%</td>
</tr>
</tbody>
</table>
Alumni Statistics

PATIENTS PER WEEK
4.3% see 50-100 patients
30.2% see 20-50 patients
27.6 see 10-20 patients
37.9% see fewer than 10

TYPE OF PRACTICE
53.4% solo practice
8.6% employee in a clinic
21.6% collaborative practice
16.4% other type of practice

TYPE OF COLLABORATIONS
39.7% with Acupuncturists
33.1% with Massage Therapists
14% with Chiropractors
7.4% with Medical Doctors

AVERAGE ANNUAL SALARY
$37,400 for all graduates
$73,532 for graduates in practice for 5 or more years

AVERAGE FEE PER TREATMENT
24.8% charge less than $60
31.2% charge $60-70
26.6% charge $71-80
10.1% charge $81-99
7.3% charge $100+

TIME WORKING PER WEEK
23.7% work 20-30 hours
24.6% work 30-40 hours
26.3% work 40+ hours
22.9% work fewer than 10

WHERE ARE AOMA ALUMNI?
AOMA alumni practice in 42 out of the 50 states. In addition, alumni practice internationally in Canada, Germany, Guatemala, Mexico, New Zealand, and Switzerland. 52.3% practice in Austin, Texas and 19.8% practice in Texas, outside of Austin.

94% OF AOMA ALUMNI WORK IN THE FIELD OF ORIENTAL MEDICINE
90% OF GRADUATES OBTAIN LICENSURE WITHIN ONE YEAR OF RECEIPT OF DIPLOMA
94% OF GRADUATES
2014 Commencement

AOMA’s 18th annual commencement ceremony took place on Sunday, September 14. Thirty-eight graduates of the Master of Acupuncture and Oriental Medicine Degree program attended the exercises at the Omni Southpark Hotel in Austin, Texas.

Lesley Hamilton, the Master of Acupuncture and Oriental Medicine Degree Program Director, was the master of ceremonies. The procession of graduates was led by Dr. Qianzhi (Jamie) Wu, Vice President of Faculty.

Dr. William Morris, AOMA President made the opening remarks and introduced Victor S. Sierpina, MD who delivered the keynote address. Dr. Sierpina spoke to the graduates about seeing acupuncture as a way of life and the need and opportunity for integrative approaches in our current healthcare system.

"Be active in advocating for health insurance reform to cover what you bring to the system. You can make a difference in shaping the health care system of the future," he counseled.

Anne Province, VP of Student Services, presented the Calvin Key Wilson Community Leadership Award to Tara Lattimore for her commitment to leadership of the student body via her work with the student association and her other projects in support of AOMA. Additional proceedings included faculty speakers, awarding of degrees, and a healer’s oath, followed by a reception in the lobby.

After completing a rigorous four-year master’s degree program, which includes more than 900 hours of clinical internship, AOMA graduates are at the forefront of their field, integrating Eastern and Western medicine in clinics and hospitals. Upon graduation, these thirty-eight professionals will work in independent private practice, multi-disciplinary clinics, substance abuse treatment facilities, hospice programs, oncology centers, community acupuncture clinics, military/veterans facilities, and corporate wellness programs.

The 2015 commencement ceremony will take place on September 13, 2015 at the Omni Hotel.
AOMA was named a 2015 Military Friendly® School by Victory Media, the leader in successfully connecting the military and civilian worlds. The Military Friendly® Schools designation is awarded to the top 15 percent of colleges, universities, and trade schools in the country that are doing the most to embrace military students and dedicate resources to ensure their success in the classroom and after graduation.

AOMA is proud to support student veterans – and proud of our students! To celebrate the announcement, we interviewed Tony Bailes, a master’s degree alum and current doctoral student at AOMA. In addition to being a full-time student, Tony is also the president of AOMA’s Student Veteran Organization and an active member of the campus community. Read the interview with Tony on our blog.

INCOME & EXPENSES

AOMA MISSION STATEMENT
The mission of AOMA is to transform lives and communities through graduate education in Oriental medicine by:

- Providing excellent and innovative teaching of acupuncture and Oriental medicine to learners while developing knowledge, skills, and attitudes that lead to intellectual and personal growth
- Delivering high quality acupuncture and Oriental medical healthcare to our patients
- Providing leadership for the development of acupuncture and Oriental medicine professionals

VISION
AOMA’s vision is to be a leader in Oriental medicine education by engaging our communities and by preparing compassionate and skilled practitioners who embody the art and spirit of healing.

OUR CORE VALUES
We recognize that the outcomes we produce result from the collective activities that are consistent with the following core values:

- Sustainability: Our programs and community engagements are sustainable and effective.
- Integrity: We do what we say we will do. In our communication we are honest and complete.
- Inspiration: We are called into action by a spirit of purposeful aliveness.
- Flexibility and openness: We conscientiously choose our actions in consideration of all the parties involved.
- Professionalism: In all that we do, we are impeccable, clear and complete.
- Compassion and Service: In word and action, we look for opportunities to benefit others.

REVENUE SOURCES
Tuition provides 66% of AOMA’s income. Clinic fees, AOMA Herbal Medicine, and continuing education programs also support the institution’s mission.

EXPENSES
Payroll & Related: 63%
Rent: 12%
Utilities, Depreciation & Supplies: 10%
Educational/Student Services: 7%
Financial Expense: 4%
Marketing: 2%
Administrative Support: 2%
Accreditation Costs: 1%
Behold the pea, which we lovingly grow and harvest on our 420-acre certified organic farm in Palmyra, Wis. At its peak during the flowering stage, we juice, concentrate, and blend pea vine into Catalyn®, a tonifying agent that includes real living nutrients of vegetable, mineral, and animal origin.

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—Marlene Merritt, LAc, DOM, ACN

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Holly Guzman, LAc
Jason Bialock, LAc
Mary Bove, ND, AHG
Paul Anderson, ND
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Qianzhi Wu, PhD, LAc
David Twicken, DOM, LAc
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