Reflection
GREETINGS, FRIEND OF AOMA!

As AOMA Graduate School of Integrative Medicine marks its 20th Anniversary year, and I enter my 10th year as president, I want to thank all members of our exemplar community. We know that the kind of transformative change we seek does not come easily. It requires passion, will, courage, organization, and perseverance.

Our history encourages us. AOMA has achieved regional accreditation, acquired a new campus, developed and introduced a doctoral program, expanded to integrative clinics, and recruited outstanding faculty and students.

Our commitment to leadership inspires us. Two AOMA graduates currently serve on the board of the American Association of Acupuncture and Oriental Medicine. Another serves as president of the Mississippi Oriental Medical Association, and yet another serves as president of the Texas Association of Acupuncture and Oriental Medicine. Their organizational skills are changing the world that AOMA graduates will enter.

Life can only be understood backwards; but it must be lived forwards.”
– Søren Kierkegaard

Our focus on quality motivates us. With one of only two regionally accredited doctorates in acupuncture and Oriental medicine, AOMA stands for quality and discipline in the medical arts and sciences. AOMA also provides leadership for creating international standards in integrative health care. AOMA faculty members choose to provide leadership for national exam development. These faculty members also provide peer review through accreditation site visits at other schools within the field. We hold the deepest respect for these people who bring heart to the teaching of this medicine.

AOMA’s mission, voice, and values are critical features of our actions. As a transformative community, AOMA creates a safe place for learners, faculty and staff to participate in meaningful work that makes a difference in the world.

On behalf of AOMA, I thank you for being part of the vital life of the community in which we participate.

Warmly,

WILLIAM R. MORRIS
PhD, DAOM
President, AOMA
In July AOMA launched the Doctor of Acupuncture and Oriental Medicine program (DAOM), the only single-purpose school with a regionally accredited doctoral program in the nation. The DAOM at AOMA focuses on the care and management of patients with pain and associated psychosocial phenomena. In addition to advanced clinic practice in the specialty, the curriculum emphasizes research and inquiry, as well as professionalism and leadership.

Over the course of two years, the first cohort of 15 of doctoral candidates will attain an elite integrative clinical education, expand on their fundamental knowledge of TCM and Western medicine, and build collaborative relationships within the healthcare community.

The goals of the DAOM program are to:
- Produce advanced clinic practitioners in the clinical specialty of care and management of pain and associated psychosocial phenomena.
- Develop Oriental medical scholarship in the USA by creating advanced clinical specialists who are also researchers, educators, collaborators, and leaders.
- Advance the profession in the healthcare community by creating collaborative relationships.
- Add to the evidence-base of the medicine through scholarly work.

### Doctoral Program Director

Dr. John S. Finnell is an accomplished researcher and skilled health care practitioner with a rich academic and professional background. Prior to beginning his career in integrative medicine, Dr. Finnell completed a Masters of Science in environmental engineering at the Royal Institute of Technology in Sweden. His interest in lifestyle and environmental determinants of health then lead him to earn a Doctorate of Naturopathic Medicine and a Masters of Science in Acupuncture & Oriental Medicine from Bastyr University, as well as a Masters of Public Health in Epidemiology from the University of Washington. Dr. Finnell has also completed a post-doctoral fellowship with the National Center for Complementary and Alternative Medicine (NCCAM), and served as the acting Director of Research for the True North Health Foundation.

“My choice to pursue my doctorate at AOMA is an easy one because my experience at AOMA [in the master’s program] went beyond all my expectations. When the program was over, I felt very well prepared to begin my practice. I have nothing but enthusiasm about returning.” - Debbye V, Class of 2015

“Within this academically challenging program, you will find a supportive community of professionals involved in the interactive pursuit of knowledge.” - Dr. John S. Finnell, DAOM Director

“You are a pivot point for people, one that is difficult to ignore and a primary reason for visiting a Chinese medical practitioner.” - Debbie V, Class of 2015

“The AOMA doctoral program on pain care and the psychosocial world offers an exploration of what it means to be human and that interests me. Pain as a locus of inquiry and a portal into human consciousness is simply brilliant. Pain is a pivot point for people, one that is difficult to ignore and a primary reason for visiting a Chinese medical practitioner.” - James Phillips, Class of 2015

“It is now time to move forward and forge new dreams and build on what I know and journey into what I do not. We need innovative thinkers and healthcare providers to create explainable models describing the mechanisms behind the tools that we use.” - James Phillips, Class of 2015
Established in 2001, the Southwest Symposium provides quality lifelong learning opportunities in support of AOMA’s mission by offering programs that meet the existing and emerging educational needs of the profession. Medical professionals gain continuing education credits in acupuncture, as well as massage, nursing, and naturopathy. It has become a truly integrative medicine conference that brings together practitioners, educators, and healthcare professionals from around the world. The Southwest Symposium also serves as an annual reunion for graduates, faculty, and members of the AOMA community.
Growing her practice, all the while helping other practitioners be successful, has really brought Gail’s love of helping and healing people to a whole new level. With a blossoming career to show for all of the hard work she has put in, she clearly has an abundance of excellent advice for other acupuncturists entering the field.

“Find which acupuncture styles and conditions you are the best at using and treating; it’s important to choose 1-3 things that you are really, really good at treating,” Gail said. “I think it’s a mistake to want to treat everything. Would you go to a doctor that treats asthma, delivers babies, and does heart surgery? I wouldn’t. I want to go to the best doctor for each issue that comes up.”

She also highly recommends not being afraid of competition. “The more people there are talking about acupuncture, the more people will know about it,” Gail said. No matter where you live (even Austin or California), there are plenty of people to support your practice.”

But Gail’s most important recommendation is this: Enjoy every minute of it. “Most people don’t have the ability to transform lives. We get to do it every day. You have an amazing gift.”

COMMENCEMENT 2013
Thirty-three scholars from the Master of Acupuncture and Oriental Medicine program walked across the stage at the Hyatt Regency on Town Lake in Austin, Texas on September 15th, at AOMA’s annual commencement exercises.

Rey Ximenes, MD, invited graduates to enjoy the journey and pursue life-long learning in the keynote address. Master’s degree program director Lesley Hamilton led the procession of graduates. The Michael Garcia Prendes Herbal Excellence Award was presented, and a new Community Leadership Award was created in honor of Cal Key Wilson. Doctoral program director Dr. John Finnell recognized faculty, awarded degrees, and led the healer’s oath.
AOMA begins at Kerrville Folk Festival

AOMA provides integrated clinical rotations for UT graduate nurses and medical education students

Texas Higher Education Coordinating Board grants AOMA authority to offer a master’s degree

William R. Morris, PhD, named 3rd president of AOMA

AOMA receives regional accreditation by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC), becoming the first stand-alone, single-degree granting school of acupuncture and Oriental medicine to be regionally accredited

Student clinic internship opens at Seton McCarthy Community Clinic

DAOM (doctoral program) approved by Southern Association of Colleges and Schools Commission on Colleges (SACSCOC)
Dr. Wu serves as vice president of faculty and a core faculty member. His strong and friendly presence entwines with AOMA’s mission and identity. He has been on the faculty of the college since 1996, just three years after it was founded.

It is no exaggeration to say students and patients love Dr. Wu. In addition to teaching, he sees about 40-50 patients per week. The most common conditions he treats include various forms of pain such as: sciatica, back pain, and neuralgia. His specialties include internal medical disorders, sports injuries, and pediatrics. He believes maintaining a clinical practice enhances his academic work. “I like the combination of teaching and seeing patients, it helps to keep it fresh, to be able to share examples with my students of what acupuncture can do. These aren’t miracles; I get to see patients get great results every day.”

As the apprentice of a veteran barefoot doctor in China, Dr. Wu began his practice of traditional Chinese medicine in 1977. Earning a bachelor and master degree in medicine, he became an associate professor in 1993 at the Chengdu University of Traditional Chinese Medicine (TCM). It is one of the three oldest and most prestigious TCM universities in China. During a 10-year period he taught acupuncture, Chinese bodywork, foundations of Chinese medicine, and Chinese medical qigong. He also served as chief acupuncturist at Chengdu’s teaching hospital. Since then, he has practiced acupuncture and Oriental medicine in China, Europe and America. Dr. Wu has published 10 books, served in a number of capacities with the National Certificate Commission for Acupuncture and Oriental Medicine (NCCAOM), and has received many honors and awards including an “Excellent Author” award by the Sichuan Publishing House and an “Outstanding Teacher” award by Chengdu University of TCM.

Faculty Spotlight

QIANZHI ‘JAMIE’ WU, LAC, MD (CHINA), MS
Vice President of Faculty

QUALITY ENHANCEMENT PLAN

AOMA has identified “Enhancing Clinical and Management Skills” as the theme of its Quality Enhancement Plan (QEP), part of the institution’s reaccreditation by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC). AOMA views the QEP as an opportunity to implement a carefully designed and focused clinical experience that will enhance student learning. As a result of the QEP, clinical education will more closely align with real-world experience through three levels of internship designed to be progressive. Level 3 interns will have advanced clinical opportunities, including solo, faster-paced, integrative and specialty practice.

By providing clinical practice that progressively and systematically develops interns through staged competencies, students will demonstrate leadership and professional readiness in transitioning to clinical practice in various healthcare settings.

The QEP was developed through an 18-month process that included faculty, students, clinical supervisors, alumni, administrators, and the AOMA governing board. Focus groups, team meetings, literature reviews, and a campus-wide contest to develop the QEP logo ensure broad institutional commitment to improve student learning outcomes through clinical experience in a meaningful and measurable way.

CHINA STUDY TOUR

Faculty member Dr. Xiaotian Shen led 21 AOMA students on the 2013 China Study Tour. Beginning their trip with a one-week cultural tour of Beijing they then flew to Chengdu to study at Chengdu University. There, they had the opportunity to study herbal medicine. They also gained valuable clinical experience, working in treatment centers under supervising professors. Their trip concluded with studies in tai chi, qigong, and meditation at Emei Mountain, the highest of the four sacred Buddhist mountains. They also had the option of extending their tour an extra week to visit Tibet.
NEW INTEGRATIVE CLINIC INTERNSHIPS

In 2013, senior learners at AOMA began practice at an integrative medical setting in one of the largest pain management organizations in Central Texas. Interns work with faculty supervisors to create individualized treatment plans in collaboration with Austin Pain Associates’ (APA) medical team. The south Austin clinic provides another opportunity for AOMA to achieve its mission.

January 2014 brings AOMA interns into addiction care. They will provide specialized acupuncture for patients in recovery through a combined social-medical model of care that focuses upon acupuncture points in the ears. The facilities at Austin Recovery’s Hicks Family Ranch offer space for the experience. The 40 acre, in-patient addiction treatment facility located just outside of Austin in Buda, Texas serves between 800 and 1,000 clients each year. With 28,500 square feet, there is plenty of room for counseling, education about addiction, 12-Step programs, life skills classes, Musical Journey experiences, and now acupuncture.

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.

Income & Expenses

REVENUE SOURCES

Tuition provides 64% of AOMA’s income. Clinic fees, AOMA Herbal Medicine, and continuing education programs also support the institution’s mission.

EXPENSES

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<td>Accreditation Costs</td>
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AOMA SERVES THE PUBLIC BY OFFERING ACUPUNCTURE IN FIVE OFF-SITE INTEGRATIVE CLINICS IN THE AUSTIN AREA, MANY OF WHICH ARE IN UNDERSERVED AREAS.

64%
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