



VOLUME 32 | ISSUE 1 | JANUARY 2021



LETTER FROM THE PRESIDENT

Dear <<First Name>> <<Last Name>>

Welcome to 2021! This new year has the promise of a fresh start and exciting opportunities for our profession. MAS members have experienced many challenges with 10 months of a continuing public health emergency due to the COVID-19 coronavirus. We have a long road ahead for recovery. The MAS Board has worked diligently to research information and keep you informed about government directives, vaccinations, and financial relief for our provider community. Also, it is great to see members exchanging valuable information on the [MAS Facebook](#) page. MAS launched our new website which integrates with the website of the American Society of Acupuncturists. The [MAS website](#) offers information about events, courses, committees, and a member only area.

During 2020, MAS offered engaging continuing education courses with Jeffrey Yuen in an in-person setting. The pandemic was declared, and we had to adapt to a total virtual world. Last year, MAS offered a variety of courses to support the change towards a telehealth practice. This year,

MAS is offering more [distance learning opportunities](#) to support your practice. In addition, the MAS Education Committee has launched a brand-new program to encourage and promote new education content providers. Many of you are knowledgeable and talented educators who can contribute to the continuing education of your peers. MAS is committed to supporting first-time course providers as well as continuing to bring you the best of world-renowned presenters.

In our effort to serve you, the MAS Board has established an Insurance Committee to assist members with information and issues related to accepting insurance. One of the first initiatives is a member survey to understand how to best serve you. Our goal is to address insurance issues on the legislative and administrative levels with insurance payers and regulatory agencies. Soon, we will have Acupuncture Injection Therapy included in our scope of practice. This addition to our scope of practice is pending final approval by the Maryland Department of Health. In response to an inquiry from the Maryland Acupuncture Board, MAS formed a team to formulate recommendations for an Acupuncture Injection Therapy certification course to be offered by MAS. We will keep you posted on the status of the official approval and the certification course.

The MAS Board appreciates your membership, and we are concerned about your welfare during this pandemic which is having a devastating impact on our businesses and our personal lives. To effectively serve you, MAS is offering a [Member Well Check Survey](#) to help us understand how you are navigating through these challenging times. It is our intention to use the survey data to guide our programs and activities.

Last month, the MAS Board appointed Lynne Vance as Vice President of External Affairs. Lynne has been working with our lobbyist, Evans and Associates, to advocate on our behalf on important issues, support the Insurance Committee activities, and networking with external agencies. During our last members meeting, we voted to allow virtual meetings and voting. On January 22, 2021, MAS will host its first virtual members meeting. We hope that you will attend and help us with any improvements as we move into the technology age.

The MAS Board is honored to be of service to the Maryland acupuncturist community. Be safe and at peace.

Dr. Denise C Tyson, MBA, DOM, L.Ac.
President, Maryland Acupuncture Society
Maryland Delegate, American Acupuncture Society

.....

BOARD BULLETIN

From Denise Tyson, MAS President, MBA, DOM, L.Ac

Call to Action: Get involved with MAS! Members are encouraged to view and join any of the available committees that are open for involvement. You can read about the committee descriptions on MAS' [Committees](#) page and contact the appropriate person listed under your committee of interest for application.

The MAS Vice President of Public Affairs and Student Liaison positions are vacant. If you are interested in serving the board as VP of Public Affairs or know a student interested in being a Liaison, please contact Denise Tyson and send your resume to president@marylandacupuncture.org.

.....

From Lynne Vance, VP External Affairs, MTOM, BSN, RN, L.Ac.

"It is my great honor to join the Maryland Acupuncture Society as the Vice President of External Affairs. I look forward to working with acupuncturists in Maryland to advance our profession while honoring the goals of the organization.

I have spent the past decade working in integrative environments as a dually licensed provider who began my healthcare career as a licensed acupuncturist nineteen years ago. My goal is to represent you, our members, to the wider healthcare community. I hope to learn what is important to you and to be your advocate and voice."

For inquiries regarding MAS' external or legislative relations, please contact Lynne Vance at legislative@marylandacupuncture.org.

.....

From Sheri DePetro, MAS VP of Internal Affairs, D. Ac., L.Ac.

Welcome to 2021, Year of the Metal Ox which begins on February 14, 2021 and lasts through January 30, 2022. According to experts in Chinese Astrology, this will be a year when success comes from working hard. In order to attract luck, health, and prosperity, surround yourself with the lucky colors of white/silver and aqua blue. There are many great articles and books about Chinese Astrology, both adult and children's books.

The education committee will continue to offer a variety of subjects, many listed elsewhere in this newsletter. One area we have identified for MAS seminars in 2021 is the interface between technology, EHRs (electronic health records), and insurance coding and billing. As our profession expands, we will be called to use additional technologies in our practices and utilize technology for coding and billing insurance companies. Our goal is to assist Maryland acupuncturists gain this additional expertise.

On November 7, 2020, MAS hosted Lillian Pearl Bridges for a delightful Saturday afternoon webinar entitled, "Face Reading for Telehealth." Seventy-five people attended the webinar. Lillian offered many gems. I really liked this one: "Where are 'happy' kidneys? At the beach, in a hammock, or on an island!" For those of us longing for a vacation, this sounded like great words of wisdom for me! The video recording for [Lillian's webinar](#) is available for \$50 on MAS' website. We are hoping to have Lillian return in the Late Spring or Summer for a second webinar. In the next issue of *Sun and Moon*, I plan to go into more detail and captivate your curiosity for Part Two of Lillian Bridges Face Reading.

Do you have suggestions for a speaker? Please email Sheri DePetro at education@marylandacupuncture.org.

.....

From Emily Herman, MAS Events & Communications Coordinator, M.Ac,
L.Ac

MAS Introduces New Program Featuring Emerging Educators

The Emerging Educators Spotlight with Maryland Acupuncture Society.
MAS members include talented and knowledgeable practitioners with a

breadth of valuable information to share with our colleagues. In response, MAS has created an innovative program to assist new professional education providers with a platform to launch their courses to a broad audience.

This NEW feature gives Emerging Educators a platform:

- MAS agrees to host Emerging Educator's course, handle registration (if their course will be taught as a live event), and advertise it to our contacts including MAS Members, affiliates, and our non-member subscribers
- MAS will do the work of certifying the course for NCCAOM PDA units
- MAS will charge attendees a fee for the course to be determined based on the length of the course and the content
- Emerging Educators retain 50% of profits for the course

This spotlight feature gives new teachers a platform to kickstart their teaching career, and introduces our membership and acupuncture community to new and exciting content!



To apply to have YOUR course featured in our Emerging Educators Spotlight, **you must be an MAS Member**. Please submit the following to events@marylandacupuncture.org:

1. Your Resumé or CV
2. A description, at least a paragraph in length, of your course (including, whether it will be a live course [webinar, for the time being due COVID-19] or pre-recorded)
3. 3-5 Bullet Points of what students will learn during your course

We will feature **ONE** Emerging Educator's course per season. *Your course could be next!*

DEADLINE TO APPLY FOR SPRING SUBMISSIONS: February 10 , 2021

.....

From Cindy Tran, MAS Secretary and Newsletter Editor, D.Ac., L.Ac.

With the physical limitations that the pandemic has cast upon the world, MAS has had to adapt quickly to obtain, develop, and deliver legitimate information and support to our professional community. Weekly board meetings were held virtually. Influxes of resources from the federal, state, and local agencies resulted in an overwhelming outflux of emails and social media posts. In-person seminars were cancelled or converted to virtual webinars. The historically printed and mailed newsletter became an all-access digital newsletter. MAS continues to do what we can to assist our members and support our profession during the toughest of times. Please provide input via our surveys from the [SURVEYS TO TAKE](#) section. We value your feedback!

For any inquiries regarding MAS communication distribution, please email Cindy Tran at secretary@marylandacupuncture.org. If you have newsletter inquiries/suggestions, would like make a newsletter submission, or place a paid advertisement, please email editor@marylandacupuncture.org.

.....

From Christina Van Norman, MAS Treasurer, DOM, L.Ac.

Because of COVID, this has been a financially challenging year for the Maryland Acupuncture Society. Large in-person seminars, where we make the largest portion of our money, were severely limited. Smaller seminars offered more frequently helped to keep us going, and we were happy to see that members have really loved them! Even when this virus leaves, and we can do the large seminars again, we are planning to keep these popular small seminars going throughout the year.

At our last members meeting, it was agreed that we would go ahead and take the steps needed to become a non-profit group. Many hoops were jumped through, and at last the end is in sight! Paperwork for this status is

currently being finished and filed, and we should have that status soon.
This is going to save us a lot of money over the coming years!

.....

From Lourdes Martinez, MAS Member-At-Large, M.Ac., Dipl.Ac.

Happy New Year! As we all look forward to a new year filled with promise and optimism, we hope you felt supported by the MAS community during 2020. This new year, we will continue to keep you abreast of important changes impacting our profession and valuable resources while we continue to navigate through this pandemic. Plus, we have a line-up of webinars you will not want to miss! Don't delay, renew your membership today! Refer us to a friend!

For questions regarding membership or membership benefits, please email Lourdes Martinez at membership@marylandacupuncture.org.

Join/ Renew

.....

From William May, MAS Technical Consultant

The Maryland Acupuncture Society is in the process of building a whole new learning management system for continuing education courses for acupuncturists which will offer you a guided learning experience for your professional education needs. The [MAS Continuing Education](#) section of this newsletter lists some courses that are currently available.

How Does it Work? Some students of our continuing education online courses may be confused by the way an MAS online course is split into two parts: Content and Continuing Education Credit. The Content part has to be purchased separately from our video store on Vimeo (some courses come on other media). The Continuing Education Credit part is hosted on the MAS website and requires a small registration fee to access. The NCCAOM organization has many rules on what has to be done to get an NCCAOM certificate, and the MAS courses hopefully guide you through that process. We are here to help you get your certificate!

For any website assistance and technical support, contact William May at support@marylandacupuncturesociety.org.

.....

MEMBERS' CORNER

From Colleen Dunnigan, MAS Insurance Committee Member, Billing, Office Manager of Towson Acupuncture Assoc. & The Lutherville Wellness Garden.

"I am glad to have started working with MAS, trying to help sort out all of the crazy insurance loopholes we find ourselves dealing with every year. If you are a new practitioner, just know that every year brings new challenges but we will get through them together. Do not get discouraged like so many practitioners do. After working in acupuncture billing and management for 12 years, I have seen so many changes but we always get through it. Stay strong through the frustrations, you've got this!"

.....

SURVEYS TO TAKE

MAS Support & Wellness Check-In

This survey will help us to assess how YOU, our members, have fared through the pandemic. It also helps to determine additional resources that MAS can provide. Please take the time to take this short survey as your feedback is valued. **The deadline for this survey is Saturday, January 30, 2021.**

Take the Survey

.....

MAS Insurance Survey

This important survey to gathers information on issues that Maryland acupuncturists are experiencing with taking insurance in their practice. All responses remain anonymous and confidential unless you choose to identify yourself. **The deadline for this survey is Thursday, January 21, 2021.**

[Take the Survey](#)



UPCOMING EVENTS

Virtual Annual MAS Membership Meeting

Friday, January 22, 2021

7:00-9:00pm Eastern Time

All members are encouraged to attend.

Agenda will be released before the meeting.



[Register Now](#)



Meet the M.A.S. Lobbyist - Legislative Strategy and Professional Advocacy for Acupuncturists



Friday January 15th, 6:30 PM – 8:30 PM, Eastern Time via Zoom

2 Free NCCCAOM PDA *pending

Open to all acupuncturists, Members and Non-Members

REGISTRATION IS FREE

You may have heard the Maryland Acupuncture Society talk about our work advocating for legislation that supports acupuncture, or how membership dues allow us to maintain a lobbyist for this important work.

Now, we invite you to join us virtually to meet Hayley Evans of Evans and Associates, learn about important developments in the work her team is doing for acupuncturists in Maryland, and learn what professional advocacy is and how you can be a part of it if you wish.

Hour One:

Legislative Updates:

1. The ethics of professional advocacy for acupuncture
2. How MAS has responded to dry needling

Legislative Strategy and Professional Advocacy:

1. Understanding the roles and priorities of: senators, representatives, aides and others
2. How budget influences the process
3. How healthcare professionals affect our agenda
4. How to look up and contact your local legislator, and writing an effective communication to your legislator
5. Advocacy during this time of virtual communication

Hour Two:

Live Question & Answer

Register Now

.....

The Evolution of the Acupuncture Profession: *New Patients, Telehealth, & Other Income Streams* with National Speaker & “Introverted Visionary”

Chen Yen



Saturday January 30th 10 AM – 12:15 PM Eastern Standard Time

Live Webinar

2 NCCAOM PDA Approved

The landscape of how we work, live, and what can be possible when receiving healthcare is forever changed. More people are open to interacting and learning online than ever before. The acupuncturist's role has also evolved as the importance of health and alternative ways of receiving healthcare have moved to the forefront. As acupuncturists, you play an important role in helping your patients in navigating their health, including in the online terrain. Educating and attracting new patients in ways that don't depend on being "in person" has also become an essential skill. Join us in this continuing education live webinar to learn how to attract new patients, and bring in other streams of income beyond just seeing patients!

Course Objectives:

- Learn specific ways to attract a consistent flow of patients virtually
- Understand how to educate people about the benefits of telehealth
- Learn where to find places to educate online that people will pay attention to
- Explore other streams of income beyond treating patients



MAS Continuing Education

Distance Learning for CEUs are now available.

[The Stress Code for Acupuncturists](#) by Joshua Solomon, L.Ac., Dipl. Ac. (2 NCCAOM PDA)



From our first *Emerging Educator* to be featured in our NEW Emerging Educator Spotlight Program: Joshua Solomon's The Stress Code for Acupuncturists. The Stress Code for Acupuncturist teaches a 5-step process to help us acupuncturist better manage our own stress. The course includes:

In-Course Instruction:

1. 2-hours of "do it yourself" video instruction designed to help acupuncturists reduce their stress levels and access their centered, opened, relaxed experience (CORE).

Additional Resources:

1. 4-modules plus 1-bonus module (Keys for Dissolving Stress).
2. Downloadable "Instant Gratification Meditations" (IGMs), 3-5 minute audios that guide the user through integrating The Stress Code process into their daily lives. Morning, afternoon, and evening IGM's available.
3. 27-minute deep guided yoga nidra CORE meditation (downloadable).
4. Stress Code Academy Facebook community access.

5. The continuing education credit comes from the NCCAOM as professional development activity (PDA) with a certificate. [Read more about the PDA process.](#)

Additional Distance Learning for CEUs Available Now:

- [Energetics of Orthopedic Acupuncture with Alex Tiberi– 14 PDA](#)
- [Cancer Care and Chinese Medicine with Jeffrey Yuen – 14 PDA](#)
- [Manifestations of Shen with Alex Tiberi – 14 PDA](#)

Earn CEU/PDA



DID YOU KNOW THAT...

Your Maryland Acupuncture Society Membership fee automatically enables your membership in the American Society of Acupuncturists. This gives you access to a vast amount of information and events regarding our profession on the state level AND national level. Please utilize this paid resource!

Visit ASA's Website



On December 8, 2020, Maryland Secretary of Health, Dennis Schrader, released a [directive](#) that allows ALL licensed healthcare professionals the ability to administer COVID-19 vaccinations as an initiative to prevent and control a contagious disease. For those who are interested, you must receive appropriate orientation and training for COVID-19 vaccine administration with Maryland Responds Medical Reserve Corps.

Apply & Train Now

.....

In September 2020, The Federal Government through the Department of Health and Human Services (DHHS) – Centers for Medicare and Medicaid Services (CMS) proposed new rates for providers as effective for 2021. In this proposal, CMS wanted to create a crosswalk between our current procedure codes (CPT) of 97810 – 97814 and PT Codes for Dry Needling 20560 -20561. This would dramatically decrease our compensation and put our medicine in the same category as Physical Therapy, which is not acceptable. In response to this proposal, under the guidance of ASA, MAS prompted a Call To Action, encouraging practitioners, acupuncture patients, and all supporters of acupuncture to submit public comments to CMS. As a result, CMS overturned their proposal to create a crosswalk between acupuncture and PT dry needling procedure codes.

Official Details

.....

Effective January 1, 2021- For those who bill to insurance, the E/M codes are now based on total time to include face-to-face and non face-to-face time. Some codes have been eliminated. When prolonged time occurs, the appropriate add-on code may be reported. The appropriate time should be documented in the medical record when it is used as the basis for code selection.

Official Details

.....

CLASSIFIEDS & ADVERTISEMENTS



AcupBilling LLC

Professional Insurance Billing
for Acupuncturists

www.acupbilling.com
1-800-920-8057

**Our LIMITED
time offer!**

For new members:
30% off your first
month bill

Valid only for MAS members
with a contract of 1 year with us.

Email:
William@acupbilling.com

- ✓ 11 years in service
- ✓ Fast turn-around times
- ✓ Live customer service M-F
- ✓ CMRS certified
- ✓ Competitive pricing
- ✓ HIPAA compliant
- ✓ Insured for errors and omissions
- ✓ 1 specialty: We only focus on
Acupuncturists

We can help you with:

- Credentialing
- Verifying benefits
- Precertifications
- Claims submission
- Handling denials
- Worker's Comp
- Auto Accidents

Our Competitive Pricing:

6.5% - 9% charged based on your volume.

Our Guarantee:

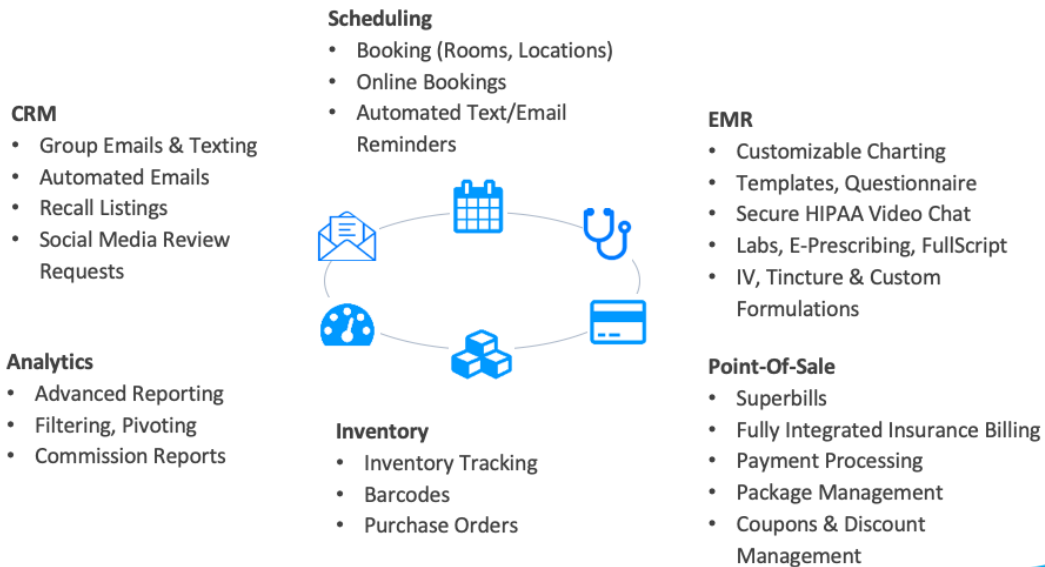
*Our policy is simple - we want you to be paid and happy.
If you are unhappy due to our service, you can cancel anytime
with no penalties. Just let us know how we can improve.*

OptiMantra

Streamlined Practice Management and Clinical EMR Workflow

Everything You Need to Keep Your Practice Running

Customizable and Comprehensive Workflow for Acupuncture and TCM



Hear Directly From One of Our Practitioners



Joshua Saul, MAcOM, DACM, LAc., CAN
Sun Wellness Holistic Center

"I looked at and tried so many different software programs to manage our rapidly growing multi-office, multi-practitioner practice.

We've now been using OptiMantra for over 3 years and I couldn't be happier. Moving our operations over was seamless, and since then I've been able to configure the program to do the things I need – easy charting, integrated billing, faxing charts to VA, inventory tracking... Their team is knowledgeable and responsive.

I whole-heartedly recommend OptiMantra."

Starting at

\$59/month –

Get scheduling, charting, POS, billing, video chat and much more!

FREE First Month

info@optimantra.com
www.optimantra.com

Copyright © 2020 Maryland Acupuncture Society, All rights reserved.

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.

