



AOM UNITE AMERICA

AAAOM Legislative and Fundraising Goals and Objectives

REPRESENTING...

AAAOM. ONE VOICE. ONE MEDICINE. ONE WORLD.

IN HEALTHCARE REFORM



Why AAAOM Needs Your Support to Raise \$500,000 This Year

The profession of acupuncture and Oriental medicine (AOM) has a unique political opportunity in the year 2009 to exponentially expand its patient base and accessibility via inclusion in the Obama administration's national healthcare reform. Although this door is presently open for AOM, the opportunity is finite. Therefore we must act NOW. Without action, many of our patients, unable to get reimbursement for their care, will be compelled to seek other medical options, and AOM will continue to be underutilized by the American public. Without action, our rights to use Chinese herbs will continue to be challenged if not severely restricted. Without action, some states will continue to prohibit the licensed practice of AOM altogether, while others will allow less qualified professions to be the main providers. With your financial support behind AAAOM's action, we can seize the opportunities before us:

Grassroots Advocacy: Organize and implement a grassroots AOM advocacy network made up of 26,000 practitioners, 8,075 students, 65 schools, all state and national associations, affiliated vendors, and tens of thousands of our patients across the country. This strategic AOM network, once established, will access and lobby every state and federal legislator in the country in order to achieve our political goal – *To recognize and secure AOM, not simply as complementary or alternative, but as a primary and accessible means of healthcare and wellness.*

Fundraising Strategy: AAAOM's approach to raising the \$500,000 needed to fund its legislative agenda is to tap into the strength of our diversity. When the "investment in the future of AOM" is spread across the entire profession—practitioners, schools, vendors, students, patients, organizations—the financial impact to each of us is small, but the collective dividends are HUGE! For practitioners, we are asking for a contribution of \$1 per day, or \$30 per month.

Every dollar you invest in this effort will directly support the following efforts:

Federal Lobbyist: The cornerstone of our national legislative agenda is the hiring of a top notch D.C. lobbyist who will regularly work with federal legislators and regulators to strategically advance AOM political interests and opportunities, including:

National Goals:

Achieve third party reimbursement for acupuncturists by passing into law the Federal Acupuncture Coverage Act (HR 646) – thereby providing acupuncturists with the option to *choose* to participate in Medicare and Federal Employee Health Programs. Also to include AOM in new federal healthcare plans, Veteran Administration programs, detox and loan forgiveness programs.

Seek public and private funding to create and maintain an Herbal Safety Database: Once in place the database will document the safety of our herbal *materia medica*, thereby protecting it against unwarranted actions by the FDA and promoting an eventual third category for Chinese herbs.

State Activities: Lobbying for licensure in remaining states without licensed AOM statutes. Expand and strengthen AOM scopes of practice in all states. Track and vigorously defend against all anti-AOM bills.

International Goals: Continue to send an AAAOM representative to the World Health Organization (WHO) and the World Federation of Chinese Medicine Societies (WFCMS) to support research efforts to make AOM more mainstream in the U.S.

Additional Activities: Expand and promote research opportunities that substantiate the efficacy of AOM. Increase and promote public awareness, outreach, and access to AOM. Identify and create job generating opportunities for our profession.

Can you invest a \$1 a day –\$30 a month to this vital effort? *With everyone's help we shall succeed!*

Please visit www.aaamonline.com/paf today to set up an automatic monthly contribution that will secure the present and future of AOM in the United States.