

## PCOM Symposium Celebrates 25 Years

Editorial Staff

Acupuncture and Oriental medicine practitioners and students, as well as providers representing various other health care disciplines, flocked to San Diego's Catamaran Resort Hotel to attend the Pacific College of Oriental Medicine (PCOM) Annual Symposium on Oct. 24-27.

The symposium, now in its 25th year featured a wide array of distinguished speakers such as: Jeffrey Yuen, Ted Kaptchuck, Kiiko Matsumoto, Miki Shima, Giovanni Maciocia, Lillian Bridges, and Matt Callison who presented seminars and interactive workshops covering a myriad of Oriental medicine topics from pregnancy acupuncture, facial reading and diagnosis, qi gong to traditional Thai massage.

The symposium also featured a multi-level exhibit hall that provided attendees access to the latest AOM supplies, practice-management tools and techniques from more than 70 vendors.

The conference also featured fun-filled festivities to celebrate the anniversary milestone of 25 years that the Pacific Symposium has been around. Organizers also challenged each of the speakers to present the theory, technique, or approach to a given condition that they know creates "Extraordinary Results."

The keynote speaker of the conference was Ted Kaptchuk, author and assistant professor of medicine at Harvard Medical School. Professor Kaptchuk discussed the latest clinical research on acupuncture, including controversial methods like "placebo acupuncture." He compared clinical and neurobiological findings on genuine and sham acupuncture, examining the East Asian perspective on placebo effects and medical ritual; and pondering how Nei Jing's idea of a "penetrating divine illumination" relates to placebo studies.

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