

# Dongguk Royal to Provide Acupuncture Services at USC

Editorial Staff

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After more than a year of negotiations, officials at Dongguk Royal University School of Oriental Medicine and the University of Southern California have reached an agreement on a new program that allows USC students, faculty and staff to receive free acupuncture treatments. The program began Nov. 3, and will operate out of the University Park Health Center located on the USC campus.

Andre Rafael, LAc, the Dean of Clinics at Dongguk Royal, will oversee the program. Treatments will be provided by interns from Dongguk Royal, who will work under Mr. Rafael's supervision. In addition to traditional acupuncture, *tuina*, cupping and electroacupuncture will also be provided. Each school benefits from the new program in different ways: Dongguk Royal interns get the opportunity to hone their skills in a well-known institute of higher learning that has a diverse patient base, while USC faculty and students learn about the benefits of Oriental medicine at no expense.

Many USC students have expressed an interest in acupuncture and other forms of Asian healing, or have witnessed its effects first-hand. In an article in the Daily Trojan, senior Carle Pierose related that his back "felt awesome" after receiving acupressure and a shiatsu massage last summer. "I prescribe to the possibility that (acupuncture) could work," he added.

For more information on the program, contact Mr. Rafael at (213) 487-0150, ext. 133.

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## Herbal Remedies, Acupuncture Help Niners Linebacker Recover

In September 2002, San Francisco 49ers linebacker Jamie Winborn injured his left knee in a football game when a player fell on it after he made a tackle. He tried to play through the pain, but the damage caused by the injury forced him to undergo an operation in December.

After being declared inactive for the rest of the season, Winborn spent the next eight months using a variety of methods - both Eastern and Western - to help bring his surgically repaired knee back to full strength. Among the therapies used by Winborn in the off-season was herbal medicine, which he applied directly to his leg to facilitate healing.

"I worked real hard this summer, saw doctors, and got any herbal medicines I could to rub on my leg," he said. "Ancient Japanese warriors used the stuff so they could rub it on their legs if their bodies were aching."

But Winborn didn't stop there. In addition to the herbal remedies, he received a series of auricular

acupuncture treatments. In an interview with the *Contra Costa Times*, he explained that he chose ear acupuncture because "it (the ear) is shaped like a fetus, and there are certain parts of it that affect the leg."

Winborn's efforts appear to be paying off. Through the first seven games of the season, he ranked third on the team in quarterback sacks and sixth in tackles.

"He looks to be back to normal because he can run," observed head coach Dennis Erickson. "That's his biggest quality."

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### Acupuncture Ahoy!

Celebrity Cruises, a Miami-based cruise line, has announced the addition of acupuncture services on board the *Infinity*, one of its most luxurious ships. Cruises featuring the treatments began in September, and will continue through the remainder of the cruise season.

Treatments on the *Infinity* are provided by a group of licensed acupuncturists from Florida. Lectures on feng shui, nutrition and healing with herbs are included with treatment. Sessions last approximately one hour, and range from \$100 to \$250, depending on the quantity and length of services provided.

Currently, the *Infinity* is the only ship in the Celebrity line offering acupuncture services. If the treatments prove popular, however, they may be added to the list of amenities on other ships next year.

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### Oxford Offers CAM Therapies to Members

Oxford Health Plans, which provides health coverage to over 1.5 million people in New York, New Jersey and Connecticut, has announced it will offer its members access to more than 2,200 credentialed complementary and alternative medicine practitioners, including acupuncturists. Services will be provided through the Carol and Morton Siegler Center for Integrative Medicine, part of the Saint Barnabas Ambulatory Care Center in Livingston, N.J.

"It is important for physicians to be aware of the complementary and alternative medicine therapies that their patients are receiving or using on their own, such as acupuncture and herbal supplements," said Dr. James Dillard, medical director of Oxford's complementary and alternative medicine program. "Through this program, Oxford members have the flexibility and choice to integrate conventional medicine and alternative therapies safely and effectively."

Under the program, Oxford members can access the Siegler Center's network of acupuncturists, massage therapists, chiropractors, nutritionists and yoga instructors. Members can select a provider, schedule an appointment, then pay the provider a fee, which is negotiated at the time of the visit. Depending on their health concerns and preferences, Oxford members also can meet with medical doctors and CAM practitioners to discuss integrating both therapies into a care plan.

For more information, visit [www.oxfordhealth.com](http://www.oxfordhealth.com).

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## California Acupuncture Board Moves to New Location

Effective Nov. 17, 2003, the California Acupuncture Board (CAB) has relocated to a new office in Sacramento. The board also has new telephone and fax numbers.

The board's new address is:

California Acupuncture Board  
444 North Third Street, Suite 260  
Sacramento, CA 95814  
Tel: (916) 445-3021  
Fax: (916) 445-3015

The board's Web site ([www.acupuncture.ca.gov](http://www.acupuncture.ca.gov)) and e-mail ([acupuncture@dca.ca.gov](mailto:acupuncture@dca.ca.gov)) will remain unchanged.

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