

What Are My Choices?

IN THIS ISSUE: PUBLISHED PRODUCTS -- BOOKS, CHARTS, VIDEOS

Editorial Staff

You've decided to pursue a career in acupuncture and Oriental medicine. You've graduated and are now a licensed acupuncturist. So, what do you do now? Where can you go to find information on the latest products, continuing education programs, and other goods and services to help your practice grow?

"What Are My Choices?" is here to answer those questions. What Are My Choices? is a periodic column that gives you the information you need straight from the experts - the companies themselves. This issue's column focuses on unpublished products such as books, charts and videotapes - all important components of a successful acupuncture and Oriental medicine practice.

Acu-Free.com: Acu-Free.com brings you the best in distance learning on video. Earn 15 CEUs/PDAs for recertification with "Expert Acupuncture." Learn from Dr. Holmes Keikobad, world-renowned teacher and practitioner of acupuncture and Oriental healthcare; he has practiced on three continents, and set up healthcare systems for large cities and special populations. These videos were produced and directed by Carol Andrade, PhD, LAc, award-winning writer and producer of medical media. Tel: 480-481-0009; e-mail: helix99@mail.com; Web: www.acu-free.com.

Acupuncture Media Works: Provides top-quality patient education tools that are focused on helping you grow your practice. Our products are designed and created by an acupuncturist who uses his own clinic as a living laboratory to ensure the effectiveness of these products. We provide the most succinct, effective, and affordable patient education and practice building tools. Tel: 866-696-7577; Web: www.acupuncturemediaworks.com.

Blue Poppy: Established in 1982, Blue Poppy Enterprises is the world's largest English-language publisher of books and educational products about Chinese medicine and acupuncture. From a single self-published and self-promoted book, Blue Poppy now publishes 83 titles, from translations of pre-modern masters to new contemporary clinical manuals that help provide the bridge between Western and Chinese medicine. Tel: 800-448-8372; Web: www.bluepoppy.com.

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Healinghands Media: Healinghands Media is the brainchild of Daniel Wasserman, DOM, whose goal it is to develop quality video products as a resource for modern practitioners in holistic medicine. Tel : 305-674-8711; Web: www.healinghandsmedia.com.

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Shya Publications: *Chinese Herbal Patent Medicines: A Clinical Desk Reference* by Jake Paul Fratkin. A complete discussion of 1,280 available Chinese herbal products based on classical and modern hospital formulas. Each description includes energetic application, symptoms, clinical comments, cautions and ingredient percentages. 80 pages of color photos for product identification. A complete listing of toxicology reports on heavy metals, added pharmaceuticals and pesticides, as well as a listing of endangered wildlife. Tel: 303-554-0722; Web: www.ShyaPublications.com.

White Dove Publishing: Since 1983, White Dove Publishing has provided patient education material to alternative practitioners and currently distributes *The Acupuncture Answer Book* to acupuncturists throughout the nation. This 32-page book, answering more than two dozen questions in "patient language," is currently the main thrust of White Dove's "Acupuncture National Outreach Project," a nationwide endeavor getting underway to help Americans learn more about the healing properties of acupuncture and oriental medicine. Tel: 800-234-3683; e-mail: whitedovebooks@yahoo.com; Web: www.whitedovepublishing.com.

Wysong: Wysong is an organization dedicated to enhancing the health of humans, the animals in their care, and the environment in which we all live. Throughout the world, the shortsighted and selfish inclination to exploit the Earth as a limitless raw material is steadily unraveling the delicate natural web, which is critical to healthful living. Pamphlets and Educational aides available. Tel: 989-631-0009; e-mail: davidd@wysong.net; Web: www.wysong.net.

If your company offers products or services to the acupuncture/Oriental medicine profession and you would like to be listed in "What Are My Choices?," please contact *Acupuncture Today's* marketing department at 1-800-324-7758 or marketing@mpamedia.com.

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