



GENERAL ACUPUNCTURE

## News In Brief

Editorial Staff

### A "Modern" Business Model

Acupuncturists may have a new professional atmosphere to consider, as a new concept is on the horizon — at least for one [business](#).

After studying and researching acupuncture, a group of entrepreneurs designed and launched a "modern" business model for this ancient healing medicine, which will focus on health, wellness, and prevention.

Technology also plays a role — new patients are to fill out their information on a tablet and then view a video that shares the benefits of acupuncture, as well as what to expect from their treatment. A great idea to dispel any negative thoughts clients may have about needles.

What do you think of this new business model, is this good for acupuncture? Send your thoughts to [editorial@mpamedia.com](mailto:editorial@mpamedia.com).

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