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How to Build a Strong and Successful Practice in Any Economy

by Robert Doane, L.Ac.

Almost all acupuncturists have been affected by the current economy. Many practices have simply folded and others are on the verge of failing. This problem can be avoided by taking a long and honest look at how you practice this medicine. By 'practice' I do not just mean in a medical sense, but in a business sense as well. There is a way to get out of your current financial problems, but it will take a disciplined change in how you organize your business and how you present this medicine to your patients.

My clinic, the Acupuncture and Wellness Center, P.S. in Poulsbo, Washington has been the largest volume Chinese Medical clinic in the United States for over 4 years. **In 2009 our patient visits and our income increased over 30%.** Consequently, I feel our system of doing the 'business' of Chinese Medicine works. The purpose of this seminar is to impart to you how you can dramatically turn your business around and help insulate yourself from future negative economic conditions. In our clinic we routinely treat 150 patients a day, 5 days a week. Each patient visit is approximately one hour long and they leave here feeling revived, refreshed, and relieved of their pain. My clinic produces a calming effect on the patient, even from the moment when they walk through the front door. There is no feeling of being rushed or my staff being inattentive to the patients. This requires incredible organization, great staff camaraderie, and a dedication to excellence.

Let us teach you our techniques. Rather than having someone who has no practice management experience or success try to tell you how to build one, these seminars are being taught by those of us on the front lines who know what works, what doesn't, and how to effectively implement these ideas into your practice immediately. We certainly do not need to teach these seminars; however, we are doing so to try and help those of you who are struggling with the business of Chinese Medicine. Don't let your lack of business management training cause you to have to close your doors and deny a patient's access to this incredible medicine.

About the Author:

Robert Doane, M.S., L.Ac. and his wife, Anne, started the Acupuncture & Wellness Center, P.S. in Poulsbo, WA, in 1998. The clinic rapidly became the largest private Chinese medical clinic in the State of Washington. Doane holds a Master of Oriental Medicine, is NCCAOM certified in both Acupuncture and Chinese Herbal Medicine, and is licensed to practice acupuncture in the State of Washington. He has lectured extensively on health throughout India, Europe, and the United States. Robert Doane has a passion for sharing keys to practice building with as many practitioners as possible, and to advance the effectiveness and visibility of TCM.

Upcoming Events

[Integrative Approach, Great Results: How to Build A Strong & Successful Practice in Any Economy](#)

by Robert Doane

Location & Time:
LotusWEBINAR Only
2/13/10 9 am to 6 pm PST

[Pulsynergy Made Easy Part II](#)

by Jimmy Chang

Location & Time:
LotusWEBINAR Only
2/14/10 9 am to 6 pm PST

***Robert Doane has an ongoing residency-training program of 3 years duration in his clinic. Its purpose is to train acupuncturists in both their medical techniques and business model so that they can be successful anywhere in the world. His clinic offers the opportunity for each intern to treat 40 to 50 people per day continuously. With this kind of experience it is virtually impossible not to become very good at Chinese Medicine. If you are interested in their residency training, call 360-394-4357. Visit them on their website at www.acupuncturewellness.net

Classes by the Author

Integrative Approach, Great Results: How to Build A Strong and Successful Practice in Any Economy

2/13/10 Live-streaming LotusWEBINAR

8/28/10 Live-streaming LotusWEBINAR

Chronic Stress, Depression, and Fatigue: How to Treat Them with Fabulous Results

7/31/10 LotusSEMINAR @ Chicago, IL and Live-streaming LotusWEBINAR

9/11/10 LotusSEMINAR @ Denver, CO and Live-streaming LotusWEBINAR

10/16/10 LotusSEMINAR @ Los Angeles, CA and Live-streaming LotusWEBINAR

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