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IHM 660

Complete Portfolio for
Kunlun Mountain Acupuncture, Inc.

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Defining Moment

I always knew that I wanted to pursue a graduate degree. I was working in the policy science field because I had both a desire to help improve the lives of others through active change, and a love for “figuring” things out through contemplation and scholarly research. One day I was speaking to my acupuncturist about my dissatisfaction with my current job in the Maryland General Assembly; there was too much compromise at the end of every bill and I didn’t feel like we were helping anyone with such watered down legislation. My acupuncturist asked me what I loved about my work, and I told her the two reasons. She said, “You know, acupuncture is a graduate degree, and I think you’d really be good at it,” explaining to me how she viewed the job of listening to a patient’s numerous problems and “figuring” them out like putting the pieces of a puzzle together to arrive at a diagnosis and treatment plan. My mother is a nurse, and I had always had an interest in helping people by being a medical provider but had previously felt disenchanted with the conventional medical system. I realized that by pursuing a career in acupuncture would satisfy my desire to help people, feed my love of problem solving, and offered an effective alternative to conventional medicine offerings.

Promise in Being

“A shining search for justice through genuine clarity.”

At the end of the day, I know I have achieved my promise in being through satisfactory interaction with others. These interactions focus on identifying problems, upset, disagreements, misunderstandings, and miscommunications either between myself and others or between others for whom I serve as a mediator. These interactions often leave the parties feeling mistreated or unfairly misrepresented. By gently, but strongly offering guidance, problem solving solutions, or conflict resolution, my promise in being is achieved when the issue is resolved or the persons involved report being able to see or hear life from a different perspective than before.

Vision and Mission Statement

Vision: We seek to empower patients to be the expert in their own health care needs through exploration of their body’s symptoms and modern research that supports the numerous natural care options available today and in the future. By showcasing the strengths of traditional health wisdom, we will enlighten and inspire people to make the best individualized treatment decisions for themselves.

Mission: To deliver traditional medicine and health education revolutionized for the 21st century

Value Statements

- We are committed to being your partner in good health.
- Focus, dedication, expertise
- Expanding knowledge and sharing wisdom

Marketing Plan

Name, Location, Brand: Kunlun Mountain Acupuncture, Inc.
1730 West Street, Suite 107
Annapolis, MD 21401



“Your Health. Your Decision. Get Educated at Kunlun Mountain Acupuncture.”

Market Tracking:

Strategy: Direct mail advertisement

Cost: Creating and printing 1000 flyers: \$25 - \$50 (Vista Print, 2016). We will mail 1000 to 2000 flyers per month around the zip code of my office. To advertise to 1000 people through the USPS, it costs \$171.25 dollars (USPS, 2016).

Time: I enjoy graphic design and have experience creating simple mailing designs. It will take me an hour to design and I will design them similar to my business card.

Target: Our target population is people in neighborhoods around Annapolis. This excludes people in zip codes farther away but whom might still be willing to make the drive to my clinic. My current population includes many patients from Bowie and the Maryland suburbs of Washington, DC so I will need to consider additional marketing strategies to attract potential patients in these additional geographic regions. It also excludes people whom do not check their mail frequently, have opted out of receiving marketing mailings, or cannot read my mailing (children in the home for example). I can use other methods of advertisement to target these.

Perceived Effectiveness: This strategy is more effective than Facebook, because according to a review of several studies on Direct Marketing weblog, about 98 percent of people check their mail and 77 sort through it immediately (2016). People who receive my mailing are very likely to see it and read it, whereas Facebook algorithms make it increasingly difficult to assure that my free business page posts show up in the feeds of potential patients, and people may more quickly scroll past paid advertisements online because they are focused on the other content on the page. The article states: "DMN3 reports that 39 percent of consumers first patronize a business because they received a direct mail advertisement (BKV, 2016).

Extra Benefit: Even if the initial mailing does not generate a new patient, by targeting the neighborhoods closest to my office, I will build rapport, trust, and name recognition. Local residents are likely to drive by my office on busy West Street and my business name on the building's marquee may stand out to them because they have already seen my name in the mailing. Many people who live in Annapolis commute to Washington DC for work. If they have a coworker who expresses an interest in acupuncture, having a physical mailing to hand to the coworker means I am more likely to receive a referral and will extend my mailing's reach beyond my original mailing area.

Elevator Speech

A) Acupuncture, huh? How does that work?

What a great question. Like everything in science, there are still functions of the human body that remain a mystery to us. But the simple answer has to do with nerve stimulation and connective tissue. When a needle is placed, it stimulates the nerves of the skin and that stimulus is conducted to the brain. Like when you touch a hot stove and your brain says, “Take your hand away.” You pull it away. Same

concept with acupuncture needles. But somehow the ancient Chinese people figured out that if you place a needle and stimulate it a certain way at a point behind your ankle, it send a message to your brain asking to send pain relieving endorphins to your low back. My time in acupuncture school was spent memorizing all the hundreds of points on the body, their functions, and how to stimulate different functions with different ways of needling those points.

B) Does acupuncture work for weight loss?

Acupuncture helps the body to self-regulate the body systems that contribute to weight gain. For example, certain points help to decrease overproduction of cortisol – the stress hormone that leads to belly fat. Other points can help to stimulate the endocrine system if your thyroid is slow and not producing enough thyroid hormones. And there are other points that can help to decrease your sugar cravings, or increase your energy level so that you feel more motivated to get some exercise. The reason why your body is holding onto excess weight is different for everyone, so we'd need to do a comprehensive examination to determine what is causing your weight gain specifically, and then tailor your treatment plan to support your specific needs.

C) I've always wanted to try acupuncture, but I'm afraid of the needles. Do they hurt?

The needles I use are nothing like the needles you are thinking of when you say you are afraid. Acupuncture needles are solid and very, very thin because they don't need to conduct blood or fluids like when you have your blood drawn or get a shot. I can fit ten acupuncture needles into the head of one hyperdermic needle. They are so small, you normally don't feel them at all, or if you do, it is such a small quick pinch that by the time you can even say "ouch" the pain is already gone.

Ethics and Oath of Medicine

I pledge to know my scope of practice and be certain that I treat within this scope and refer patients when a service is outside my scope.

I pledge to understand fair pricing guidelines as well as the laws regarding discriminatory pricing practices so that I can set a fair price for my services and offer discounts in a fair and legal manner when appropriate.

I pledge to give high quality referrals to other providers whom I have taken the time to get to know their practice philosophy and assure that it aligns with my own.

I pledge that referrals I give will always be appropriate for my patient's needs, not for financial gain to myself.

Self Reflections

My strength in marketing is my ability to resist heavy handed marketing suggestions by using my outside observer to consider if a particular strategy is in alignment with my values, and would be relevant to me as a consumer. I believe many acupuncturists are so scared about being able to make a huge income immediately out of school that they might succumb to marketing strategies based on fear tactics. I really have an ability to take a deep breath and stay connected to the reasons why I decided to become an acupuncturist as a guide rather than giving in to fear.

I really struggle at organizing myself enough to complete simple marketing tasks. I have lots of grand ideas, and see things that others do that I want to do, but I never have enough time. I spend too much time pondering two equally valid options, and then the whole day goes by and I have not completed even one page of content on my website. I have staff members willing to help me with marketing, but I have a really hard time delegating all the ideas in my head so they never get done. I haven't sent out an e-newsletter in 8 months because I just am too caught up in work to delegate this task to my interns, yet everytime I do send out an e-blast, it activates former patients to return. I know this is effective and I just am not good at prioritizing it.

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