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IHM 661

Week One, Assignment Two: Value Proposition Statement

**Experienced providers offering effective treatment for your unique health needs.**

My company (Kunlun Mountain Acupuncture / me as an acupuncture practitioner):

- 1) We only hire providers with a minimum of 5 years experience (Quality = 4, Desire/Exclusivity =  $2 \times 2 = 4$ )
- 2) We focus our continuing education on specialized topics such as pulse diagnosis, fertility, or autoimmune disorders to develop very deep understandings of specific conditions (Quality = 3, Desire/Exclusivity =  $2 \times 2 = 4$ )
- 3) We are located on the ground floor of a building with ample free parking conveniently located to major highways (Quality = 2, Desire/Exclusivity =  $2 \times 1 = 2$ )
- 4) We offer a wide range of payment options to make receiving consistent treatment affordable (Quality = 2, Desire/Exclusivity =  $2 \times 0 = 0$ )
- 5) I have completed the Doctorate of Acupuncture degree with a focus in integrative medicine concepts and can collaborate with your current medical provider team. (Quality = 5, Desire/Exclusivity =  $1 \times 2 = 2$ )

My service (acupuncture):

- 6) We continually add new treatment tools such as essential oils, cupping, and himalayan salt rocks to our services so that we can uniquely tailor our treatment approach for the needs of the patient. (Quality = 3, Desire/Exclusivity =  $2 \times 1 = 2$ )
- 7) Our foundational education is in Five Element acupuncture – one of the richest and most elegant traditions of Chinese medicine (Quality = 3, Desire/Exclusivity =  $1 \times 1 = 1$ )
- 8) Acupuncture has an evidence based record of treatment success with complex, chronic disorders such as autoimmune disease, chronic pain, and fertility. (Quality = 4, Desire/Exclusivity =  $2 \times 2 = 4$ )
- 9) My patients report that I use a gentle, soft needling technique that makes their treatments more comfortable (Quality = 2, Desire/Exclusivity =  $2 \times 0 = 0$ )
- 10) Acupuncture has been shown to be as or more effective than conventional treatment for many difficult to treat conditions. (Quality = 3, Desire/Exclusivity =  $1 \times 1 = 1$ )

Expressing my statement:

Our experienced providers pursue continuous deepening of their knowledge and skill set through rigorous study with elite, world re-known masters in our respective health care fields. We offer the wisdom of an ancient medicine that has evolved over three thousand years, including modern scientific concepts and understandings of the body that confirm what the ancient medicine sages knew all along.