



## Welcome to Our Community!

*“Providing Affordable Care  
For the Health of Our Community”*

Jessica Feltz,  
L.Ac.

243 W. Patrick Street  
Frederick, MD 21701

Phone: 240.405.7878

Jessica@TheTurningPointAcupuncture.com  
www.TheTurningPointAcupuncture.com

### ◆ Commitment

Acupuncture is a PROCESS. It is very rare for any acupuncturist to be able to resolve a problem with one treatment. In China, a typical treatment protocol for a chronic condition could be acupuncture every other day for three months! Most of our patients don't need that much acupuncture, but virtually every patient requires a course of treatment, rather than a single treatment, in order to get what they want from acupuncture.

One big reason that we are able to keep our prices so low is because of the extraordinary amount of marketing our patients do on our behalf -- we don't have to advertise. We cannot express how grateful we are for this. Our patients are such effective marketers because they have first-hand experience of how well acupuncture works. All of our satisfied patients basically made a commitment to a course of treatment.

On your first visit, your acupuncturist will suggest a course of treatment, which can be anything from “we'd like to see you once a week for six weeks” to “we'd really like to see you every day for the next four days.” This suggestion is based on our experience with treating different kinds of conditions. If you don't come in often enough or long enough, acupuncture probably won't work for you. The purpose of our sliding scale is to help you make that commitment. If you have questions about how long it will take to see results, please ask us, or if you think you need to adjust your treatment plan, please let us know. We need you to commit to the process of treatment in order to get good results.

And, last, but not least...enjoy the space. We do, and hope that *The Turning Point* can be an important part of your community.

In terms of how long you want to stay, if you need to leave by a specific time, let the acupuncturist know so that you can relax during your treatment without worrying about the clock. We'll make sure you're out on time. In general, if you feel done, open your eyes and give us a meaningful look -- if your eyes are closed, we think you're asleep and we won't wake you up.

### ◆ Community-Mindedness

The soothing atmosphere in our clinic exists because all of our patients create it by relaxing together. We appreciate everyone's presence! This kind of collective stillness is a rare and precious thing in our rushed and busy society. Maintaining this reservoir of calm requires that no one talk very much in the clinic space. If you would like to speak to a practitioner one-on-one at any length, please let us know. If you want to have a substantial conversation, we will probably need to schedule that separately and might need to do it by phone.

You may have questions about acupuncture and how it works. Unfortunately, we can't explain what every point does, or how acupuncture works, while we are treating you -- these are very large topics! This is why our Resource Center exists. If you have questions, we'll happily give you plenty to read!

Part of our success is that our patients learn the “routine” and take on a lot of responsibility for the appointments. Re-scheduling and making payment happens at the front desk BEFORE each treatment, so you can relax and enjoy treatment. Please take all personal belongings, (bags, shoes, etc.) with you back into the treatment room. And of course, please turn off your cell phone.

## What is different about The Turning Point?

### We treat in a community setting -

Most US acupuncturists treat partially or fully unclothed patients on tables in isolated cubicles. This is not traditional in Asia, where acupuncture usually occurs in a community setting. In fact, the most famous Chinese acupuncturists often needle patients in the waiting room, because their clinic overflows with 80 – 100 patients per day! Treatments are very simple and repeated frequently. At *The Turning Point*, patients remain fully clothed, lying in comfortable recliners in a quiet, soothing common room. With this more traditional style, we spend less time talking; the tongue and pulse diagnoses guide your treatment. This allows more patients to be seen in an hour, so that prices stay down for you.

In our clinic we primarily use recliners, clustered in groups in a large, quiet, soothing space. Treating patients in a community setting has many benefits beyond just affordability and convenience. Friends and family members can more easily come in for treatment together. Many patients find it comforting. A collective energetic field becomes established which actually makes individual treatments more powerful. As with any kind of intentional group endeavor, such as meditation or prayer, when you do something with other people it raises the energy for everyone. The same event occurs with acupuncture: receiving treatment in a room with others raises the Qi dynamic, and healing is enhanced.

In some styles of acupuncture, the needles are removed after only a few minutes or after a half hour at most. The style of acupuncture practiced at *The Turning Point* allows patients to keep their needles in as long as they want, and the “right”

amount of time varies from patient to patient, and may vary for you from visit to visit. Some individuals feel renewed after twenty-minutes, while others may fall deeply asleep for several hours and awaken feeling refreshed. This helps empower you in your healing process by letting you listen to your body and have input in your treatment.

### We have a sliding scale -

Most US acupuncturists see only one patient per hour and charge \$65 to \$175 per treatment. They tend to spend a long time talking with each patient, going over medical records, asking many questions. We don't. The only way that *The Turning Point* can make acupuncture affordable and still remain in business is to streamline our treatments and see multiple patients in an hour, so we have returned to the traditional approach; instead of asking you lots of questions, we rely on pulse diagnosis to decide how to treat you. This is exactly how acupuncture is practiced traditionally in Asia -- many patients per hour and very little talking.

Please see the enclosed form that explains our sliding scale. Because we have a sliding scale, we cannot do insurance billing (that's the insurance companies' rule). If you have insurance that covers acupuncture, we'll be happy to give you a payment receipt, and you can submit it; that's OK with the insurance companies.

## Our Commitment to You

We want to make it possible for you to receive acupuncture regularly enough and long enough to get better and stay better. We want our community to be welcoming to all different kinds of people. We want to give you the tools to take care of your own health so that you will not need to rely on corporations like Big Insurance or Big Pharmaceuticals for costly, high-tech interventions. We will provide a safe environment for your healing..

## What We Need From You

### ◆ Responsibility

*The Turning Point* does not provide primary care medicine! Acupuncture is a wonderful complement to Western medicine, but it is not a substitute for it. If you think you have a problem that is not “garden variety” (meaning, you are worried that you might have a serious infection, a malignant growth, or an injury that won't heal), or if you want someone knowledgeable to go over the details of your medical history with you, you need to see a primary care physician (ND, DO, or MD). We can provide some excellent, affordable referrals, even if you have no insurance coverage. But you cannot expect us to diagnose and treat something really serious. We *can* provide complimentary care for conditions which require a physician's attention -- for instance, we often treat patients for the side effects of chemotherapy. But we need you to take responsibility for your own health.

*The Turning Point* does not receive grants, state or federal money, or insurance reimbursement. *The Turning Point* exists because patients pay for their treatments — it a sustainable community business model.

### ◆ Flexibility

The community setting requires some flexibility from you. For instance, many patients have a favorite recliner. When we are busy, someone may be sitting in yours. Similarly, we have a few patients who snore. Other patients who dislike snoring bring earplugs to their treatments. We are grateful for this! Some of our patients even bring favorite pillows or blankets from home with them, because they prefer theirs to ours. That's fine with us. Basically, we need you to participate in making yourself comfortable in the community room before we arrive to treat you.