

Purple Dragon

Community Acupuncture

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Welcome to Purple Dragon Community Acupuncture!

We are delighted that you have decided to try acupuncture with us. Here are some things you should know:

About acupuncture

Acupuncture is very old, and nobody really knows why it works. There are a lot of different theories, but they are all just theories. We believe that people should be able to try it and decide for themselves if they want to use it to improve their health. In most cases, people need a series of treatments in order to get good results. Your acupuncturist will suggest a treatment plan: how often you should come in and when you might expect to see results.

If you have other questions about acupuncture, please click the "About" tab on our website -- there is plenty of helpful information there. You may also download our free ebook *How To Thrive In A Modern World: A Layperson's Guide To Chinese Medicine* by Linda Phelps, LAc by clicking the "Get the ebook now!" button on the right side of our website. It's a pdf document that you can read on your computer or print out a hard copy. www.PurpleAcu.com

About the community setting

Community acupuncture is a way of delivering acupuncture to make it affordable to more people. When acupuncture is too expensive, people often don't get enough treatments to get good results. Our goal at Purple Dragon is to make it possible for you to get as much acupuncture as you want to get.

Community acupuncture means that instead of treating people in separate, individual cubicles, we treat everybody in a shared space, in recliners. You do not need to disrobe. Once you are comfortable in a recliner that you like, we will generally ask you to take off your shoes and socks and to roll your pants up to your knees and your sleeves up to your elbows. Most conversations happen at the whisper level, because there will most likely be at least one person who is asleep in the treatment room at any given time. After your acupuncturist puts the needles in, your job is to relax and let them work. You can stay as long as you like; most people stay between 45 minutes and an hour. When you are ready to go, just open your eyes and give us intentional eye contact when we walk through the treatment room (this happens about every 10 minutes). We'll come over and take your needles out.

We have ambient music in the treatment rooms; you are welcome to bring iPods or other personal listening devices if you prefer your own music or guided meditation. People do snore sometimes, so if snoring bothers you, you should consider bringing an iPod or earphones. You are also welcome to bring your own neck pillows or blankets if you prefer them to ours. We won't be offended.

About our business

Purple Dragon is a social business. (For more information about social business, check out *Creating a World without Poverty: Social Business and the Future of Capitalism* by Muhammad Yunus.) This means that Purple Dragon is designed to produce social dividends rather than profits, but we are not a nonprofit or a charity. It means that Purple Dragon only breaks even financially, while providing as much affordable acupuncture as possible and creating as many living wage jobs for acupuncturists as we can. We do not receive any grants or government funding; we depend entirely on fees for service. If you enjoy your experience, please tell your friends, because word of mouth referrals are what keep us open.

The purpose of the sliding scale (\$15 -\$40 per visit and a \$10 new patient set-up fee) is to make sure that you can get enough acupuncture to get good results. Please don't try to pay us too much and then not come in often enough. We would rather that you come in more often and pay less – really and truly. We want you to get good results and then tell everybody you know that acupuncture works! If you are having any financial difficulties with your treatment plan, please talk with your acupuncturist.

About the community acupuncture movement

We use a redesigned business model for acupuncture so that more people can afford it. Many other clinics around North America have followed suit, and together we are part of a cooperative, the People's Organization of Community Acupuncture. (POCA -- get it?)

To find POCA clinics in other cities, visit www.pocacoop.com and click the "Clinics" tab.

If you believe in what we are doing, please join our cooperative as a patient member! Community acupuncture is healthcare by, of, and for the people. YOU can join the movement to bring affordable, safe, and effective healthcare to everyone. Annual dues are sliding scale from \$25 to \$100/year. Go to www.pococoop.com and click the "Join" tab for details.

Joining POCA puts your membership fees to work immediately as we provide micro-loans to open and support more clinics, open our own affordable acupuncture school (www.pocatech.org), and provide a working model for sustainable, ethical, affordable community healthcare practices.

Benefits for patient and community members include:

- Free birthday treatment each year
- Three "free first treatment" certificates – good at any POCA clinic to introduce friends and family to community acupuncture.
- Sticking Together – our e-newsletter
- Waiving new patient fees at POCA member clinics
- Access to online discussion forums
- Voting in annual board elections and running for positions in our cooperative
- Volunteer opportunities in the community acupuncture movement
- **Volunteer opportunities at Purple Dragon in exchange for acupuncture treatment**