

Acupuncture Regional Stakeholder Meetings

SOUTHERN CALIFORNIA

Time

Friday, February 2, 2018
1:00 p.m. – 3:00 p.m.

Location

Alhambra Medical University
Classroom 8 (1st Floor)
2215 W. Mission Rd.
Alhambra, CA 91803

NORTHERN CALIFORNIA

Time

Sunday, February 4, 2018
10:00 a.m. – 12:00 p.m.

Location

Five Branches University
Sun Room (1st Floor)
1885 Lundy Ave., Suite 108
San Jose, CA 95131

ATTACHMENT #2: UNIFYING ACUPUNCTURE IN CALIFORNIA

1. Presentation summary and speaker biography

Attachment #2

Unifying Acupuncture in California: A Report for the Profession

Presented by: Kara Corches

This presentation will highlight the critical decision point that acupuncture in California is facing: maintain the current system of fragmented representation by numerous organizations or unify the profession through the formation of one, inclusive statewide association. The complex and highly competitive legislative and regulatory environments, coupled with imminent threats and opportunities magnify the urgent need for unified representation in the Golden State. The presentation will provide an overview of the external forces that affect acupuncture.

Furthermore, information will be provided on other health care-related statewide associations that have been highly influential and successful in California by promoting and protecting the practitioners they represent through a unified voice. The presentation will also identify a clear pathway, with a step-by-step guide, for acupuncturists to form a highly effective statewide association that will significantly advance the profession and provide resources to help its members grow their careers and practices.

*Disclosure: Please note that this presentation is focused solely on the unification of the profession and is separate and distinct from other items listed on the agenda. The speaker has no financial interest in the outcome of these meetings and no state funds were used in conjunction with the presentation.

Kara Corches has worked for national and state professional associations in Washington, DC and Sacramento, including the American Medical Association, California Farm Bureau Federation, and California Optometric Association. In these positions, she led political action committee fundraising efforts, advocated in both the legislative and regulatory arenas, grew grassroots advocacy programs, participated in strategic planning, and developed expertise in health policy. As a lobbyist, she was successful in securing \$26 million in funding to restore coverage for vision benefits in Medi-Cal. As a Medicaid policy expert, Kara has conducted original research relating to provider participation.

She holds a Master of Public Policy and Administration from Sacramento State where she received the Cristy Jensen Distinguished Graduate Award. Kara received a Bachelor of Arts in Speech Communication with a minor in Political Science from Baylor University.