

# GM655

## JAYNE TSUCHIYAMA

Measure Title: Submitting for consideration and confirmation to the Board of Acupuncture, Gubernatorial Nominee, JAYNE TSUCHIYAMA, for a term to expire 6-30-2013.

Report Title: Board of Acupuncture

Description:

Companion:

Package:

Current Referral: CPN

Introducer(s):

<b><u>Sort by</u></b> <b><u>Date</u></b>		<b>Status Text</b>
2/21/2012	S	Received.
2/21/2012	S	Referred to CPN.
3/7/2012	S	The committee(s) on CPN has scheduled a public hearing on 03-15-12 9:30AM in conference room 229.



NEIL ABERCROMBIE  
GOVERNOR

BRIAN SCHATZ  
LT. GOVERNOR

STATE OF HAWAII  
OFFICE OF THE DIRECTOR  
DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS  
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KEALI'I S. LOPEZ  
DIRECTOR

TO THE SENATE COMMITTEE ON  
COMMERCE AND CONSUMER PROTECTION

TWENTY-SIXTH LEGISLATURE  
Regular Session of 2012

Thursday, March 15, 2012  
9:30 a.m.

**TESTIMONY ON GOVERNOR'S MESSAGE NO. 655.**

TO THE HONORABLE ROSALYN H. BAKER, CHAIR,  
AND MEMBERS OF THE COMMITTEE:

My name is Christine Rutkowski and I am the Executive Officer for the Board of Acupuncture, Department of Commerce and Consumer Affairs ("Department"). The Department thanks you for the opportunity to testify on Governor's Message No. 655, regarding the appointment of Jayne Tsuchiyama to the Board of Acupuncture ("Board"). The Department supports the confirmation of Ms. Tsuchiyama's appointment to the Board.

Ms. Tsuchiyama is being nominated to the Board as a licensee member. She has served on the Board since July 21, 2011 as an interim appointee. Ms. Tsuchiyama is a licensed acupuncturist who has been licensed in Hawaii since July 12, 2006. Her license is current and in good standing.

Since she was appointed, Ms. Tsuchiyama attended one (1) of the two (2) Board meetings that the Board conducted. At that meeting, Ms. Tsuchiyama demonstrated an eagerness to give back to the community and to serve on the Board. We look forward to many more meetings of the same.

For these reasons, the Department believes that Ms. Tsuchiyama will contribute to the Board and the valuable contributions the Board makes to protect consumers.

The Department supports the confirmation of Jayne Tsuchiyama to the Board of Acupuncture, and thanks you for the opportunity to provide testimony.



# Institute of Clinical Acupuncture and Oriental Medicine

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## Testimony Supporting GM 655 Relating to Acupuncture Board March 15, 2012

To: Rosalyn H. Baker, Chair  
Commerce and Consumer Protection (CPN)

From: Wai Hoa Low, DAOM, MBA, L.Ac.  
President/CEO, ICAOM

RE: Jayne Tsuchiyama

I am writing to express my strong support for Ms. Jayne Tsuchiyama, L.Ac. to serve on the Board of Acupuncture. She has an extensive educational and professional background in acupuncture. Jayne received her Master of Oriental Medicine at Pacific College.

I have known her for over 5 years and find that she has the necessary character, experience, and qualifications to serve on the Acupuncture Board and to protect the interest of acupuncture consumers. In addition, I was a Board member from 2001 to 2004 and familiar with its expectations of the members. I highly recommend Jayne Tsuchiyama to serve on this Board. Thank you for the opportunity to testify.

Sincerely,

Wai Hoa Low, DAOM, MBA, L.Ac.  
President/CEO



HOMAA.org

*hawai'i oriental medicine  
& acupuncture association*

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October 13, 2012

RE: GM655 Submitting for consideration and confirmation to the Board of Acupuncture, Gubernatorial Nominee, JAYNE TSUCHIYAMA.

Before the: SENATE COMMITTEE ON COMMERCE AND CONSUMER PROTECTION

Chair Baker and Members of the Committee,

It is with great privilege that I write to you in recommendation of Jayne Tsuchiyama. I have come to know Jayne through the Hawaii Oriental Medicine and Acupuncture Association's work on legislative issues. She is a licensed acupuncturist with over seven years of experience and she is a past Vice President of HOMAA.

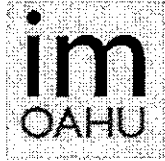
Jayne has proven herself as a responsible, efficient, and extremely competent individual. During work with the Association, she brought insightful ideas to the table, demonstrated excellent communication skills, both written and verbal, and displayed an exemplary rapport with people by showing her sensitivity to both sides of an issue. Her confident, straight-forward and friendly attitude also makes her very approachable.

Jayne has several years of experience working in Western medical hospitals integrating Eastern and Western systems of medicine as well as managing her own private clinic. She is always pushing herself to higher levels of achievement by applying for grant funding for research projects, and yet she still finds time help others, by mentoring students and giving advice. She is the first acupuncturist to receive the Susan Komen Hawai'i grant in 2011, which enabled her to aid low-income breast cancer patients and survivors. After the 9-11 attacks, Jayne again revealed her kindheartedness by assisting in launching a 24-hour clinic for all those involved in the search and rescue efforts.

In summary, I highly recommend Jayne Tsuchiyama for the Hawaii State Board of Acupuncture position. Her rich experience in the fields of acupuncture, Oriental medicine, and Western medicine coupled with her fair-minded, intelligent, hardworking character would be a valuable asset to the Board.

Sincerely,

Christina Kapoathanasis, L.Ac., Dipl.O.M.  
Executive Director  
Hawaii Oriental Medicine and Acupuncture Association  
[info@hoomla.org](mailto:info@hoomla.org)  
808-221-9814



**JAYNE TSUCHIYAMA,  
DIPL.OM, L.A.C.**

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#### Statement from Tsuchiyama - Nomination to the Board of Acupuncture

Acupuncture is the central component of a body of Oriental medicine that has been practiced throughout China, Korea, Japan and other parts of Asia for some 3000 years. It is a vast storehouse of knowledge, based on empirical observation, passed down from master to student over the centuries. To be a competent acupuncturist requires learning specific diagnostic techniques and the correct application of needling and other therapies under trained supervision. At a minimum, in the state of Hawaii, it requires 3200 hours of classroom instruction, 670 hours of supervised clinic practice. It is not a medicine that can be learned long distance, in a few dozen hours off a DVD course.

For years, in the US, acupuncture was treated with skepticism by the western medical establishment. The skepticism was probably a result of the fact that the exact mechanism of acupuncture's action has yet to be definitively shown (theories currently being explored include the endorphin hypothesis, neurogate theory, adrenal activation and release of endogenous corticosteroids). Of course the mechanism of action of many western therapies are not fully understood. Perhaps most famously, aspirin was used for some 80 years before its mechanism of action was finally demonstrated. Another cause of skepticism may be the language of oriental medicine which is rich with metaphor and allegory. It refers to different kinds of "Qi", yin and yang, and other terminology that requires comprehension and long study of a culturally distinct system.

These cultural barriers have taken a long time to overcome. But empirical proof of the efficacy of acupuncture has been impossible to ignore and today the World Health Organization and US Centers for Disease Control both recognize the efficacy of acupuncture in the treatment of a wide variety of health conditions. Acupuncture has now proven to be an invaluable adjunct and complement to western medicine, which is why all of the top hospitals in the USA now have acupuncturists on staff. I wholeheartedly believe in the complementarity of the two medicines.

I believe the role and responsibility of the Board of Acupuncture is to protect the integrity of this vast body of knowledge, to ensure that its practitioners in the state of Hawaii are required to meet a demanding standard of training and maintain the highest standards of ethical and professional conduct and that, in so doing, the interests of patients, consumers and the public at large are fully protected.

I work three days a week at the Queens Cancer Center and the Queens Women's Center, as well as maintaining a private practice. Prior to working in Hawaii, I worked in various hospitals in New York including New York Hospital and Lutheran Hospital. Moreover I was certified in acupuncture treatment of cancer patients by Memorial Sloan Kettering, one of the premier medical cancer institutions in the world. I believe this experience will be extremely useful in the ongoing discussions about the evolving relationship between these western and eastern medicine.

Prior to entering oriental medicine I was a successful businesswoman: I was a Vice President of Marketing for Calvin Klein, a Creative Director for Lifetime Television and owned two successful businesses. I have strong communication skills and have volunteered to testify on behalf of the Board of Acupuncture, should the need arise. I am familiar with the legislative process, have negotiated large contracts and am comfortable with reading legal documents.

I believe this background gives me the breadth of experience, the professional acumen and the executive tools to fulfill the demands of this board position.