

Board of Acupuncture

Effective Date: Reappointment

Expiration Date: 6/30/2017

Representing: Acupuncturist/O'ahu

Department: DCCA

Term Limit: N/A

Tsuchiyama, Jayne

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NEIL ABERCROMBIE
GOVERNOR

SHAN S. TSUTSUI
LT. GOVERNOR

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KEALI'I S. LOPEZ
DIRECTOR

JO ANN M. UCHIDA TAKEUCHI
DEPUTY DIRECTOR

TO THE SENATE COMMITTEE ON
COMMERCE AND CONSUMER PROTECTION

TWENTY-SEVENTH LEGISLATURE
Regular Session of 2013

Friday, March 1, 2013
9:00 a.m.

TESTIMONY ON GOVERNOR'S MESSAGE NO. 598.

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. 598, regarding the **reappointment** of Jayne Tsuchiyama to the Board of Acupuncture ("Board"). The Department supports the confirmation of Ms. Tsuchiyama's reappointment 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. Ms. Tsuchiyama has been a Hawaii licensed acupuncturist since July 12, 2006. Her license is current and in good standing.

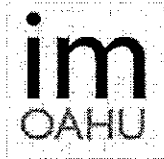
Since she was appointed, Ms. Tsuchiyama attended five of the seven Board meetings that the Board conducted. During the meetings, Ms. Tsuchiyama participates

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in discussions and offers valuable insights regarding the profession. Her contributions have assisted the Board in its decision-making.

For these reasons, the Department believes that Ms. Tsuchiyama will continue to contribute to the Board while enhancing the Board's effectiveness.

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



Jayne Tsuchiyama, Dipl.OM, L.Ac.

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February 8, 2013

To: Rosalyn H. Baker, Chair
Senate Committee on Commerce and Consumer Protection

From: Jayne Tsuchiyama, Dipl. O.M., L.Ac.

RE: Testimony, Board of Acupuncture

Thank you for the opportunity to present testimony for your consideration of my confirmation to the State Board of Acupuncture on which I have been serving as the Governor's Interim Appointee since April 2012.

To answer the specific questions your staff has forwarded me:

Why do you wish to be a member of the Board of Acupuncture?

Healthcare in America is entering a period of significant change, propelled by the Affordable Care Act and by the need to contain costs. In many jurisdictions throughout the country there is a growing awareness that, with certain health issues, oriental medicine can produce better outcomes at lower cost than conventional western practice. As a result, oriental medicine and acupuncture are beginning to be integrated into healthcare plans. As this process advances, it is vital that patients are protected and that oriental medical practitioners are held to the highest standards.

How do you perceive the role and responsibilities of a member of the Board of Acupuncture?

I believe the role and responsibility of the Board of Acupuncture is to protect the integrity of the profession; to ensure that its practitioners in the state of Hawai'i are required to meet a demanding standard of training and to 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.

Given your understanding of the role and responsibilities as a member of the Board, why do you believe that you are qualified for the position?

My work has placed me at the forefront of my profession in Hawai'i. I am the first acupuncturist to work in the Queen's Cancer Center, which ranks amongst the best of its kind in the nation. I have been treating patients at the Center since 2008 for the side effects of surgery, radiation and chemotherapy.

In 2011 and again in 2012 my work was recognized and awarded a substantial grant from Susan G. Komen For The Cure, the largest breast cancer foundation in the world. Money from these awards is used to provide acupuncture to low income and unemployed breast cancer patients. I am the first acupuncturist in Hawai'i to have received such a grant from the foundation.



Since 2011 I have also worked at the Women's Health Center at the Queen's Medical Center treating women for a range of issues that respond well to acupuncture, including menopausal symptoms, fibromyalgia, menstrual disorders, post-surgical pain and more.

I have been a frequent spokesperson for my profession on TV and in print and a guest speaker at numerous health symposia and conferences, including the Hawaii Cancer Survivorship Conference sponsored by the Hawaii Department of Health, the 'Imi Hale Native Hawaiian Cancer Network 5th Annual Cancer Patient Navigator Conference. In 2012, I was recognized for my work in integrative medicine from the Academic Consortium for Complementary and Alternative Health Care.

In 2011, as a member of the Hawai'i Oriental Medicine and Acupuncture Association (HOMAA) I led the effort to ensure defeat of SB 1507, which would have allowed the practice of acupuncture by physicians, osteopathic physicians, and physician's assistants with 100 hours of "training".

I received my training at the Pacific College of Oriental Medicine -one of the leading institutions of its kind in North America- and graduated with a Master of Science in Traditional Oriental Medicine in 2004. I have worked in various hospitals including New York Hospital and Lutheran Hospital in Brooklyn, NY. At Lutheran I was a member of a research team that administered acupuncture to women in labor. This pilot study reported a reduction of caesarean sections of 22 percent versus the control group. I have received certification in acupuncture treatment of cancer patients from Memorial Sloan Kettering, one of the premier medical cancer institutions in the world. I was also a coordinator for the Professional Acupuncturists' Response Team (PART), which provided acupuncture to Ground Zero firefighters after 9/11 and a volunteer in the world-class Pediatric Burn Center at New York Presbyterian Cornell.

I believe my work has provided me with a wealth of experience in a broad range of situations and has especially equipped me to liaise with allopathic –or western- medical practitioners. In other words I believe I am akamai in understanding how oriental medicine must complement and work within the rigorous standards and demands of a society dominated by western medicine.

What do you hope to accomplish during your term of service?

I would like to continue to press for an evolving and higher standard of expertise in our profession.

I would like to create synchronicity between our board, accredited national education institutions and national accreditation boards to reflect the evolving nature of our profession. This includes an understanding that oriental medicine is more than acupuncture and includes other treatment modalities.

I would like to foster dialogue with insurance companies to ensure that acupuncture is more widely accepted as a covered service.



I would like to help ensure that the standards of our profession are not undermined by allopathic practitioners who would claim expertise without pursuing the rigorous course of more than 3000 hours training which our profession demands.

I would like to foster efforts that would encourage Hawai'i take advantage of its position at the crossroads of East & West and start to acquire an international reputation as a center of research and excellence in oriental medicine such that patients would travel here to seek treatment.

Name three qualities that best describe you and how will these qualities benefit the Board?

I believe I have strong communication, collaboration and negotiation skills.

These qualities will benefit the Board by helping to forge agreement on our goals and priorities and by helping us communicate those priorities to: prospective and current members of our profession; members of the broader medical community; our elected representatives; and to the public at large.

Name a previous experience you've had that will be beneficial as a Board member?

Prior to entering oriental medicine I had a successful career in media- amongst them Vice President, Creative Services for Lifetime Television and an award-winning design firm. I am familiar with the legislative process, have negotiated large contracts and am comfortable with reading legal documents.

Can you foresee any possible conflicts of interests that could arise during your service on the Board? How would you overcome any possible conflicts of interest?

At this time I do not foresee any possible conflict of interest. Were such a conflict to arise, if it were a relatively manini issue, I would recuse myself from voting. If the issue were substantial, I would offer the Governor my resignation.

Mahalo for your consideration,

Jayne Tsuchiyama, Dipl. O.M., L.Ac.