



Treatment Frequency for a Successful Acupuncture Practice

I asked 10 successful acupuncturists how often they treat their patients and whether they think this has contributed to the success of their clinics. Their answers are summarized briefly below. To read their full, detailed answers, check out these articles:

- [Treatment Frequency for a Successful Acupuncture Practice - Part 1](#)
- [Treatment Frequency for a Successful Acupuncture Practice - Part 2](#)

Of course, keep in mind that each of these acupuncturists emphasized first and foremost that they tailor their treatment frequency recommendations to each patient; it depends on the patient's symptoms, pattern, history and lifestyle.

1. Brad Whisnant, DOM, International Teacher of Master Tung Courses and Practice Management Expert

- 3x/week, for 3 weeks, and herbs for 3 weeks
- Eye acupuncture: 2x/day
- Feels that fewer than 4 treatments is a waste of time/money. Would rather not see a patient until they're ready to commit to 6-9 treatments.

2. Michelle McGlade, L.Ac., Host of *Making the Maven* Podcast and Business Strategist

- 3x in the first 10 days accelerates outcomes and improves compliance

3. AJ Adamczyk, L.Ac., Host of *Acupuncturist on Fire* Podcast

- Specializes in sports injuries and general pain cases.
- 4-6 treatments in the acute phase with 2x/week for the first 2-3 weeks. Then assess and screen again at that point.

4. Katie Altneu, L.Ac., Founder of *AcuProsper.com* (Marketing for Acupuncturists)

- 2x/week for the first 2 weeks, then weekly for another 4 + weeks
- As symptoms improve and duration of relief increases, spread treatments out.

5. Maring Higa, L.Ac., Host of *Messy Middle* Podcast

- Fertility patients: 1x/week for minimum of 3 months
- Pregnancy: 1x/week in 1st trimester, 2x/month in 2nd trimester until 31 weeks and then weekly until 40 weeks. At 40 weeks, 2-3x until labor starts.
- Postpartum: 6 treatments post partum for 4 weeks and then monthly there after.
- Pain patients: 4-6 treatments at least.



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6. Lorne Brown, Dr. TCM, Founder of ProDSeminars.net and International Fertility Symposium

- Gynecological conditions: 2x/week for 6 weeks, then reassess to decide if we should stay at 2x/week or shift to 1x/week.
- Pain: 2-3x/week in the first 2 weeks, then reassess

7. Heidi Brockmeyer, L.Ac., Online Entrepreneur and Founder of the Prosperity and Freedom Summit for Acupuncturists

- Fertility: 1x/week for 3-6 months, sometimes 2x/week if their condition is more severe or if they have a quickly approaching fertility procedure to prepare for.
- Pregnancy: 2x/week during the first trimester, especially if there's a history of miscarriage and/or they conceived with IVF.

8. Alyssa Dazet, L.Ac., Founder of 6FigureAcupuncturist.com

- 2x/week for the first 1-2 weeks. Then if symptoms are improving and staying at that level of improvement between appointments, back off to 1x/week.
- If symptoms stay stable between appointments, continue with 1x/week. But if they start to creep back in, have the patient come into the office ASAP for an appointment so you don't lose ground on your progress.

9. Andy Rosenfarb, L.Ac., ND, Expert in Acupuncture for Ophthalmology

- 2x/week and up to daily treatments. In my experience, anything less than 2x/week will usually not yield good results.
- Neurological conditions: Initial series of daily treatment for their first course, then measure improvement and determine their rate of response.

10. Nicole Lange, L.Ac., Practice Management Expert on ProDSeminars.net

- Patient-centered as opposed to doctor-centered approach.
- In-depth discussion of patient needs, resources and desires (TCM diagnosis plus patient schedule, budget, values, wishes & life balance) to determine how different versions of TCM treatments might serve them in different ways.
- Patient decides which course of treatment works for them on all levels and feels good about making an informed and empowered choice.