WEBSITE DESIGN NOTES: UPDATED 3/13/2023

UPDATED SECTIONS: Landing pages (video script and blubs), Other conditions (blurbs), patient success stories (added menopausal story)

These my website design notes from my business coaching meetings with Jeffery Grossman:

Looking to have a menu that links all 8 numbed pages linked from home page

Pages

1. Page One - Homepage
	1. Clickable buttons (mandalas) for 3 Stages of a Woman’s Life with 2 key transition stages
	2. Each of the Titles below, should have their own Icon Button that links to a page with more details
		1. Young Women
			1. Landing Page
				1. Video Script: Does this sound familiar to you? You are struggling with your cycle each month. Maybe you have PMS,  painful periods, irregular periods, heavy flow or  maybe you’re suffering with mood swings,anxiety or depression. You might even be the type of person who has tried pain relievers, hot packs or even birth control to deal with your periods, without any success. This could be confusing for a young woman to have to think about.  But the thing is, many young women believe these symptoms are normal and there is nothing that you can do to feel better, and  I am here to tell you that being a woman does not mean living in pain and confusion.

My name is Abigail Thomas and I am a  board certified acupuncturist at Balance Acupuncture in Ithaca, NY. I understand the frustration and disappointment that young women feel when your cycle is all over the place,  it’s like you’re  on a hormonal  roller coaster and you don’t feel like yourself anymore. Whether you are 12 or 25, there are strategies that you can use to relieve pain, regulate your natural hormones and alleviate emotional stress as you move through your cycle each month. As a doctor of Acupuncture and Chinese Medicine, I have spent the past two decades using safe and natural solutions to  help all women, young and old, overcome whatever health challenges are holding them  back from being active, happy and at ease in their bodies.. The majority of my patients’ stories are similar - even though women’s health issues are not always discussed openly, I can tell you that  many of our stories have the same themes. The issues that we face are not mysterious and the system of acupuncture and holistic healthcare  that is specifically

designed to help you.

I encourage you to click the link below and set up your personal  consultation call with me, so you can see if we’re a good fit for you to help you get your health back on track.  After helping hundreds of young women, I'm confident that I can help you too. So when you're ready to find out how, the first step is to click the link, and schedule your free phone consultation.

1. Blub:Many young women are suffering from physical and emotional pain that is related to imbalanced hormones. Anxiety, depression, headaches, back and neck pain, cramps and digestive issues can benefit from treatment with acupuncture and herbs. I offer personalized natural treatment plans for young women. I teach strategies to use at home to help you stop dreading your period, be proactive about pain and feel great in your body again. So you can do you! Play sports, dance, be social, boost your self confidence. Be YOU tiful!

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1. **Condition List:** PMS, painful periods, irregular periods, headaches, mood changes(anxiety, depression, irritability), insomnia

1. Patient Success Stories
	1. Ella - 16 years old, Painful Menses
	2. Cara - 12 years old, irregular menses
	3. Marguerite- 22 years old, severe PMS
2. Transition Stage: Trying To Conceive
	1. Landing Page
		1. Video Script: Are you struggling to get pregnant? Maybe you have tried everything you can think of and it’s just not happening for you. You might be tracking your cycle or be confused about your cycle, have unexplained infertility, or have a condition like PCOS or endometriosis - all of which could be inhibiting your fertility. Or maybe you have been told by your doctor  that you are not infertile but you are exhausted from cycle after cycle of trying and hoping and failing to get pregnant.

My name is Abigail Thomas and I am a  board certified acupuncturist at Balance Acupuncture in Ithaca, NY and a specialist in fertility acupuncture. I understand the frustration and disappointment that women feel when struggling to conceive. I want you to know that acupuncture and traditional chinese medicine offer a clear and systematic method of optimizing your  natural fertility.  Over my two decades in practice, I have developed a method for helping women to get pregnant, and maintain a healthy body and mind throughout their pregnancyt. First, I do a customized assessment in order to determine a woman’s Personal Fertility Type. Then I make recommendations that are unique for them as an individual and develop a customized supplement and nutrition plans that will help them conceive and enhance fertility.
 I am so passionate about helping women become mothers. So, whether you want to conceive naturally or are also using fertility methods like IVF. ,whether you are trying to conceive for the first time or if you already have children,I want you to know that I am here to help.

The best way to see if I can help you, is to click the link below and set up a free phone consultation call with me, so you can see if we’re a good fit for me to help you on your journey to realizing your dream of having your baby. I want you to know that you do not have to go through this alone and that I am here to help.

1. Blurb:  Many women are frustrated and disappointed by cycle after cycle of trying to get pregnant without success. I offer evaluation and personalized natural fertility plans that optimize your fertility with safe and effective natural strategies including acupuncture, massage, herbs and supplements. You get time-tested treatments and a strategic plan that answers many of your questions about what to eat, how to exercise and how to cope with the challenges of getting pregnant. You can leave behind the confusion and get pregnant with ease and confidence.

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1. **Condition List:** infertility, unexplained infertility, difficulty conceiving, IVF, IUI, PCOS, endometriosis, recurrent miscarriage, irregular cycles, ovulation problems

1. Patient Success Stories
	1. Amanda - 36 years old - PCOS
	2. Laura - 41 years old - natural pregnancy

1. Mid-Life Women
	1. Landing Page
		1. Video Script: Raise your hand if  any of these sound familiar?Fatigue, weight gain, insomnia, digestive upset, brain fog, overwhelm and exhaustion? If you are a woman in your 30’s, 40’s or 50’s, this Mid-Life stage brings so many challenges.  As you struggle to balance work, family and the changes your body is going through, many women feel like they are getting lost in the process, dragging through the day, barely making it through the evening’s activities and crashing into bed, just to wake up and start all over again  the next day.. Well, if you  find yourself  turning to unhealthy coping habits like food, shopping or alcohol, or are you frustrated by an endless effort to lose weight, get fit, eat right and reduce your stress? I can help!

My name is Abigail Thomas and I am a board certified and licensed  acupuncturist at Balance Acupuncture in Ithaca, NY. I have made it my mission to help women in every stage of life with safe, effective and natural healthcare. Women in mid-life are often suffering from health issues related to stress and taxation. The demands of daily life are never higher than in this stage and we are often juggling more than one person can truly handle. My goal  is to help you find what you CAN do to find relief and to rebuild your body so that you can get back in the game, doing the things that you live for with the people that you love. I take a strategic, comprehensive approach with my patients who are in mid-life, providing acupuncture care that is specifically targeted to your health struggles and personalized recommendations for nutrition, movement and stress management. Think of me as your strategic partner in health. If you would like to talk with me to see if I can help you to feel like yourself again, you can click the link below to schedule a free phone consultation, where we can talk to see if we are a good fit. I want you to know that you are not alone in the way that you are feeling. Many of my patients actually tell a very similar story and there are solutions waiting for you that can help you feel great in mid-life.

1. Blurb: Many women in mid-life are suffering from issues like fatigue, weight gain, insomnia, painful conditions, digestive upset, brain fog, overwhelm and exhaustion. Acupuncture, herbs and nutrition offer solid solutions for these conditions.

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1. **Condition List:** Stress related conditions, painful conditions, emotional issues (anxiety, depression, irritability), brain fog, fatigue, insomnia, back pain, headaches, difficulty focusing, weight gain

1. Patient Success Stories
	1. Roxanne - 38 years old mom of 2 suffering from anxiety
2. Transition Stage: Menopause
	1. Landing Page
		1. Video Script: Let me ask you this…are you suffering from hot flashes, dryness, insomnia, or mood swings? What about night sweats or brain fog? Well, for many women between the ages of 45 and 60, this is a powerful transitional time in a woman’s life and it is a time in which women need the right care and support to feel good in your body again.

My name is Abigail Thomas and I am a board certified acupuncturist at Balance Acupuncture in Ithaca, NY. What I have seen over two decades in practice is that many women in menopause are having a common experience, yet they are suffering from symptoms alone. I want you to know that menopause is a natural transition and that there are time tested strategies to relieve symptoms and help you move forward into this next phase of your life. Women who have acupuncture during perimenopause, which is the transition time before your period completely stops, have fewer hot flashes and night sweats, sleep better, experience fewer mood swings  and feel more at ease in their bodies.

Because menopause marks  the end of a woman’s fertile years, it is sometimes thought of as the end of her vital years, when this could not be further from the truth. There is a path ahead of you where you feel calm, stable and in touch with the woman inside of you who has lived through so many experiences and developed a wealth of wisdom. If you would like to talk with me about the symptoms that you are experiencing and how to find relief, click the link  below to schedule a one on call where we can discuss how I can offer  you the care that you need to meet the challenges and thrive during your menopausal time.

1. Blurb:Many women suffer when the hormonal shifts of menopause begin. They may be stuck in this transition for years, suffering from anxiety, hot flashes, insomnia, loss of satisfaction in love making, irritability and pain. Traditional medicine offers little help or hope for this phase of a woman’s life. I offer strategic planning and natural treatment for the perimenopausal years. You will feel relieved of stress and menopausal symptoms and empowered to take your life to this next step with joy, pleasure and freedom that menopause brings. I invite you to step out of the struggle and into yourself with information, natural therapies, insight and support instead of overwhelm, discomfort, pain and irritation.

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1. **Condition List:** hot flashes, night sweats, dryness, low libido, irregular periods, heavy periods, mood swings, brain fog, fatigue, difficulty focusing, weight gain

1. Patient success stories
	1. Alice, 58 year old suffering from menopausal anxiety
2. Mature Women
	1. Landing Page
		1. Video Script: Are you struggling with issues like joint pain and back pain? Do you have difficulty keeping up with your kids and grandkids and feel frustrated by a lack of energy? For mature women, the challenges of staying healthy and active can require a new way of thinking and acting in regards to your health. Chinese medicine has a long standing focus on health cultivation and preservation.

My name is Abigail Thomas and I am a board certified doctor of acupuncture. I specialize in holistic women’s health through each stage of a woman’s life. In your 60’s and beyond, you might be finding that what  worked for you in the past is no longer working. I am passionate about helping women to find relief from pain and learn how to manage your energy level and stay active. Activity is tied to longevity and happiness and there are many tools available that are safe, effective and natural. What I have found in my 20 years of practicum is that women who address painful conditions with the correct health strategies are able stay active and thrive in their 60’s and beyond. Even if you have a diagnosis of arthritis, an autoimmune condition or face challenges related to weight gain, difficulty moving or surgeries, there is hope and a way to direct all of the wisdom and experience that you have gathered in the direction of your health.

If you would like to talk with me about your health concerns to see if I can help you, please click the link below to schedule a phone call with me or call the office at 607-274-7520. I am looking forward to talking with you!

1. Blurb:Many women begin to lose their sense of well-being in their 60’s 70’s and 80’s as pain and physical limitations replace their active, full lifestyle. Chinese medicine has a long standing focus on health cultivation and preservation.
2. My name is Abigail Thomas and I am a board certified doctor of acupuncture. I specialize in holistic women’s health through each stage of a woman’s life. I offer an individualized approach to relieving pain with acupuncture and massage as well as strategic consulting for mature women who want to preserve their health so they can be part of the community, spend time with their families and feel that spark of life that they deserve to feel.

Click the link below to schedule a phone call with me or call the office at 607-274-7520. I am looking forward to talking with you!

1. **Condition List:** arthritis, joint pain, joint replacement, back pain, weight gain, fatigue, emotional concerns (anxiety, depression, loneliness), insomnia

1. Patient success Stories
	1. Paula - 60 years old, suffering from fatigue and dizziness following Covid
2. Other Conditions & Services
	1. These 3 conditions can go all on the same landing page with a blurb for each.
	2. The HOMEPAGE buttons for these should look similar to the mandalas - so they are presented as an option that the reader can select from if they are not identifying their problem specifically as women’s health related but as belonging to one of these categories instead.
		1. Pain Relief
			1. Blurb: Acupuncture is a pain relief solution that is free from side effects of medications and can be used along with your other medical care. Acupuncture is evidence-based care (these words should hyperlink to the RESOURCES page, where there will be articles and research links about acupuncture for pain)for painful conditions like headaches, back and neck pain, sciatica, arthritis pain, joint pain and muscle pain.
		2. Kids Services
			1. Blurb: Acupuncture is a safe and natural treatment for children. Pediatric acupuncture is gentle and effective. Sessions may include acupuncture, acupressure, massage and herbal formulas that are all designed especially for kids (this should hyperlink toi resources page - article about pediatric acupuncture). The most common conditions that are treated at Balance include  anxiety, muscle pain, headaches, recurrent colds, digestive upset and menstrual issues.
		3. Stress & Anxiety
			1. Blurb: Because of its effect on the nervous system, acupuncture is a very powerful treatment method for stress and anxiety. Stress is a leading cause of disease including painful conditions, insomnia, hormonal imbalances, fertility issues, digestive problems and brain fog. At Balance, we combine acupuncture with mindfulness and strategic health planning to manage stress related conditions.
3. Page 2 - About Page
	1. Bio
		1. My Story
			1. I have always had a sense that my purpose in life is to help others to heal. Since my teenage years, I have had a fascination with the roles of women as mothers, healers, midwives and doctors. The catalyst for my decision to pursue holistic healthcare as a profession came when my father was diagnosed with an aggressive brain tumor at the age of 54, when I was in my final year of undergraduate school.  My experience with my father’s illness and passing at such a young age solidified my interest in learning about approaches to health and healing that seek to address not only the symptoms and signs of illness, but also allow us to cultivate and preserve our health. This is what led me to pursue a career in acupuncture, chinese medicine and herbology. After countless hours of study and more than two decades as a practicing clinician, I am grateful to be able to share this knowledge with you.
			2. Credential List
		2. Photo
4. Page Three - FAQ
	1. Take from website
	2. Add these updates
		1. Can I use acupuncture if I am also doing IUI or IVF?
			1. Yes, acupuncture is commonly combined with assisted reproductive technology like IVF and IUI. Studies showed improved outcomes with the addition of acupuncture to these infertility treatments.
		2. Can I use acupuncture if I am pregnant?
			1. Yes, acupuncture is safely used during pregnancy for issues like nausea, back pain, difficulty sleeping and fatigue
		3. Can I have acupuncture for acute pain?
			1. Yes, acupuncture is used in the treatment of both acute and chronic pain. Part of treatment planning is to determine the timing of your acupuncture sessions, according to what works best for your body in particular.
		4. Can acupuncture help me to conceive if I have PCOS?
			1. Yes, acupuncture can support conception for women who have been diagnosed with PCOS. (Link to patient success story AMANDA)
		5. Can acupuncture help with PMS?
			1. Yes, acupuncture is a very effective treatment for PMS symptoms including irritability, pain and mood swings. It addresses these issues by helping to regulate hormones and calm the nervous system during the premenstrual period.
		6. Can I come to Balance for Massage Therapy?
			1. Yes, there are two ways to have massage therapy at Balance. We offer massage therapy as an addition to your acupuncture treatment and we offer relaxation massage, which can be scheduled on Saturdays and Sundays.
5. Page 4 - Conditions Treated
	1. THESE WILL COME FROM THE CONDITION LIST AT THE BOTTOM OF EACH LANDING PAGE (FOR THE STAGES AND TRANSITIONS).
		1. It will be a long list of conditions, without a description for each condition.
6. Page 5 - Services
	1. Acupuncture
		1. Fertility
		2. Pediatric
		3. Hormone Balance
		4. Pain relief
	2. Wellness Consultations
		1. Mindfulness
		2. Nutritional Planning
		3. Supplement Review
	3. Chinese Herbal Recommendations
	4. Massage Therapy
		1. Stress Relief Massage
		2. Medical Massage

1. Page 6 - Resources
	1. Replace BLOG with RESOURCES page
	2. PLEASE SET THIS PAGE UP SO I CAN ADD MATERIAL LATER please add info on fertility and women’;s health from the your resources to start it off
2. Page 7 - New Patient Page
	1. Omit the” treatment plan” part
	2. Add “scheduling” section; Please call the office at 607-274-7520 to schedule an appointment.
	3. Add button to “Request a free consultation” - have this button link to a simple contact form with their name, phone number, email and the condition they are seeking help with. Explain that we will call them.
	4. Link to bio
	5. Link to conditions & success stories page
	6. Link FAQ
3. Page 8 - Success Story Page

Patient Success Stories

1. Young Women
	1. Ella - 16 years old, painful menses
		1. Ella is a 16 year old girl who came to me because she was suffering from intense pain during her periods. Her period was also irregular and she lived in fear of when it might come. When she did get it, she would be out of commission for about two days with severe pain, very heavy flow and exhaustion. She was missing school and orchestra practice and she had recently quit the volleyball team because she felt overwhelmed by trying to manage her periods and the other things going on in her life. She wanted to know why she was experiencing so much pain and if there was anything that could be done to help her. She had never had acupuncture before but her mother had had success with using acupuncture to regulate her periods and wanted her to try it. I explained that by stimulating the right acupoints, we could help regulate her cycle and alleviate menstrual pain. Our goal was to regulate her period so that she felt less stressed about the onset of her period and be able to participate normally in school, music and sports. Ella came for acupuncture for 3 months and experienced significant improvement. Her period stopped coming more than once a month and eventually settled into a regular rhythm. When it did come, she had significantly less pain, which could be addressed with one dose of motrin and her flow leveled out so that it was not so heavy. With a more predictable cycle, a normal flow and tools to manage cramps, she went back to playing sports, music and having a full teen life.

1. Cara - 12 years old - irregular menses
	1. Cara’s mom brought her to see me when she was 12 years old. She had r gotten her first period about 6 months earlier and her mother had noticed a real shift in her mood and overall happiness. Her mom had very difficult periods as a teen and was put on birth control to regulate them at age 14. She wanted to know if there were other options for her daughter. Cara’s periods were still irregular and were accompanied by cramping and feelings of sadness and irritability. She told me that she hated having her period and she felt like her body was mad at her. She wanted to know if it would always be like this for her and what she could do about it. The first thing that I did was to spend time with Cara and her mom talking about what is normal for the first stages of getting your period. They were able to ask all of their questions and together, we made a plan for Cara. I explained that by stimulating the right acupoints, we could help regulate her cycle, alleviate pain and lift her mood. She was very open to acupressure and her mother was interested in learning the acupoints so she could do them for her daughter at home. They agreed to come in for 2 acupuncture visits during the first cycle, and then one visit per cycle after that. After the first 2 treatments, her next cycle was much less painful. I saw her for one more cycle, which came 28 days later and was much less painful. Cara and her mom both said that they felt relieved by this approach to managing menstrual issues.

1. Marguerite - 22 years old - Severe PMS
	1. Marquerite was 22 years old when she came to see me. She was a college student who suffered from severe PMS each month. She felt irritable and hopeless for about a week before every period. She had tried several medications, including birth control and several different depression medications. She was frustrated taking medications, which did not change the feelings that she had premenstrually and had side effects that she had to deal with throughout the entire month. She had used acupuncture for headaches in the past and wondered if it would help with her PMS. Marguerite and I talked about her lifestyle, stress level, and the impact of hormones on her sense of well being. I explained that acupuncture can help with the hormonal changes that were causing her to feel so unwell around her period,  I suggested a plan for her that included acupuncture as well as getting some support from a counselor. She came to each visit and followed the plan that we had laid out. Within the two cycles of treatment,, the length of time that she experienced PMS symptoms decreased from one week to 3 days. In the cycles that followed,it decreased even further and the intensity also diminished. She felt more and more confident about managing her mood changes around her period. When she left to go home at the end of the semester, she told me that she felt like she had a very solid set of tools for PMS and no longer dreaded the week before her period.

Patient Success Stories - Trying to Conceive

1. Amanda was 36 years old when she came to see me for help with fertility. She had recently gotten married and had been trying to conceive for 6 months. Even though she had not been trying for all that long, because she had irregular periods and PCOS, she had already been referred to a fertility clinic for IVF. Her greatest concern was the fear that she would not be able to get pregnant at all or that she and her husband would not be able to afford the tens of thousands of dollars required for IVF treatments. A close friend of hers had gotten pregnant after seeing an acupuncturist and she wondered if acupuncture could help her too. I explained to her that acupuncture might help to optimize her fertility even though her cycle is irregular since PCOS can make it more difficult to track your cycle and conceive naturally, but it does not mean that you cannot get pregnant. We agreed to do acupuncture weekly for 3 months.She enjoyed the treatments, felt relaxed and we talked about mindset and how to handle the stress of having difficulty getting pregnant. She conceived after 6 visits and went on to have a healthy pregnancy and a beautiful baby boy. This saved her a significant amount of stress and thousands of dollars in fertility treatments.
2. Laura was 41 when she came to see me for help with fertility. She had been trying to get pregnant for the past year and had been unsuccessful. She and her partner had decided that they would not do medical fertility treatments, like IUI or IVF and wanted to do everything possible to have a baby naturally. Even though she was over 40, Laura strongly believed that she could conceive and carry a baby and she wanted to see if acupuncture and herbs could help her. We worked together to help her chart her cycle and to find out when she was ovulating. I recommended acupuncture treatments at specific times in her cycle and herbal formulas that also followed the four stages of the cycle.I encouraged her to work on stress reduction and calming her nervous system with simple techniques that she did at home. She followed our treatment plan carefully and after 6 months, she conceived. Laura and her partner had a healthy baby naturally at age 42.

Patient Success Stories - Mid-Life Women

1. Roxanne was a 38 year old working  mom of 2 young children when she came to see me. She was a successful corporate professional who was struggling with anxiety and fatigue, especially before her periods. She was married and loved being a mom and a wife, but she told me in our first meeting that she felt like she was falling apart on the inside. She had been working from home during the pandemic with both of her kids also at home. Even though her kids were back in school, and she was back in the office most days, she consistently experienced anxiety, irritability and a sense of overwhelm. She had tried taking a handful of supplements that were marketed for stress-relief but none had been helpful. After talking with her for over an hour in our initial meeting, I created a plan for Roxanne that included regular acupuncture, personalized nutritional recommendations and stress management techniques that she could do at home.I explained that acupuncture could help regulate her hormones and soothe her nervous system to help her settle after a stressful time.  I reviewed the supplements that she was taking to be sure that they were well matched to her specific needs. After several sessions of acupuncture on a weekly basis, she reported feeling more relaxed and less overwhelmed during the day. She was still struggling to unwind in the evening and I offered her more support to help calm her nervous system at the end of her long days of work and caring for her family. Through this process, she found a balance between the simple strategies for eating, calming her mind and taking care of her body that she had been missing. She continued to have acupuncture on a regular basis to regulate hormones and calm her nerves.

Patient Success Stories - Menopause

1. Alice is a 58 year old who began to suffer from anxiety at the same time as her periods became irregular and she entered her perimenopausal transition. She was waking during the night feeling anxious and sweaty. She noticed dryness in her hair and skin and more premenstrual emotional tension than ever before. Her periods were heavy and painful when they came, and she felt like she was stuck in perpetual PMS. She had been offered hormone replacement therapy by her doctor, but she did not want to take it as her mother had been diagnosed with breast cancer in her 50’s and Alice was not comfortable with the risks of hormone therapy. She had tried increasing her exercise through walking and yoga, which she enjoyed but these activities did not reduce her stress and anxiety level the way they had in the past.

When she came to see me, she had started to limit her time outside of her home due to anxiety and she was sleeping only 4 to 5 hours per night, which made her exhausted on top of feeling anxious.

After doing a personalized assessment, I created a comprehensive treatment plan for Alice, which included regular acupuncture, a customized herbal formula, a supplement and nutritional plan and a referral for counseling. She consistently followed her plan and after 6 weeks, she was feeling significantly better. She was sleeping 6-7 hours per night and experienced fewer night sweats. She developed strategies to cope with anxiety. The plan was effective in calming Alice’s nervous system and balancing her hormones as she made the transition into menopause.

Patient Success Stories - Mature Women

1. Paula is a 63 year old woman who came to me because she had been diagnosed with long covid. A year after having covid one year ago, she continued to have persistent vertigo, chronic fatigue and neurological symptoms. When she came to see me, she was under the care of a neurologist, rheumatologist, physiatrist and had seen other specialists. She was told that her symptoms were most likely a long covid presentation but none of the medications that she was offered had been effective.  Her biggest fear was that her life, as she had known it, was over. She feared that she would not be able to work, drive a car or take care of herself because of the way that she felt on a daily basis. Her main question was if acupuncture treatment might help her. She said to me “ I have tried everything else and no one can help me.” She had never had acupuncture before and I explained that acupuncture treatment had a long track record of helping people with both vertigo and chronic fatigue syndrome. Because of my specialization in chronic conditions, I have successfully helped many people suffering from the symptoms that she was experiencing and that I would be glad to work with her. She decided that  she was willing to give it a try. Paula’s life is significantly different after being treated with acupuncture. About 8 weeks into the treatment plan, she regained the ability to drive a car and was able to return to work 4 days per week, rather than 2 ½ days. She completed the entire treatment and was very happy with her progress.

1. 

LANDING PAGE MOCK-UP