

**Project Goal:** Seattle Institute of Oriental Medicine (SIOM), a school and a working oriental medicine clinic, needed to revise website content to be more consumer-friendly. Institutional student jargon needed to be replaced with everyday language that welcomed and clearly informed perspective clients. We recommended a web page for each topic to break down and highlight the material. What follows is a sample of a few rewrites contained within this worthy project.

## Original Content:

### Intern Clinics

In the internship clinics, student interns are providing care under the supervision of licensed faculty supervisors. There are several different kinds of clinic shifts available, which offer student interns a range of practice options while providing patients with a variety of acupuncture, herbal and massage approaches to meet their needs. For more information or to set up an appointment, please contact the clinic receptionist at (206) 517-4541.

**Created new content for a separate page distinguishing Intern Clinics from Faculty Clinics**

## The Writers K Rewrite:

### General Clinics Page

#### Title: Clinics

At Seattle Institute of Oriental Medicine (SIOM) we not only offer a quality, educational setting to our students, we provide our community access to an affordable and effective healthcare option. We welcome and encourage you to visit one of our many available clinics where you will receive care tuned to your specific needs.

In our [Intern Clinics](#), students directly provide your care under the supervision of licensed faculty, while our [Faculty Clinics](#) offer you a choice in the number of students observing and assisting in the care you are given by a faculty member.

### Intern Clinics Page

#### Title: Intern Clinics

At our internship clinics, students provide your care under the careful guidance and observation of licensed faculty supervisors. This positive, educational setting provides our interns with invaluable hands-on learning opportunities that benefit all our clients and the community as a whole.

By the end of their first year at Seattle Institute of Oriental Medicine, our students have acquired basic skills in diagnosis and assessment using ancient and modern approaches to Chinese medicine. Most importantly, students experience how the theories and characteristics of Oriental medicine are integrated and put to use in the clinical setting by experienced practitioners. In their second year, students provide direct care to patients in our clinics. We believe that theoretical and technical instruction supplements clinical education, by providing in-depth understanding of the therapies our students provide to you.

Every client is unique, and each internship clinic offers a treatment tailored to your specific concerns no matter how great or small. We offer several kinds of intern clinics to meet your needs, including [Acupuncture and Chine Herbs](#), [Tuina](#), [Japanese Acupuncture](#), [Community Acupuncture](#) and [Auricular Acupuncture](#).

If you would like to speak with someone about what intern clinic is right for you or to set up an appointment, please contact the clinic receptionist at (206) 517-4541.

**Content now highlights the experience and knowledge that student interns possess, to assure potential clients that they will receive excellent care.**

**New Intern Clinics page includes links to the various clinics within the text.**

**Original Content:****Acupuncture and Chinese Herb Intern Clinic**

Acupuncture and Chinese Herb Shifts –

In these intern clinics patients receive acupuncture treatments, herbal consults and other modalities and lifestyle advice as appropriate to the specific concerns of the patient. These shifts provide quality care by sincere and well-trained student interns for the treatment of a full range of health concerns. Check the clinic schedule for times, names of supervisors and cost.

**Content has been broken into three, easily digestible sections 1) About the Practice, 2) What to Expect, and 3) Benefits.**

**Each section is written directly to the prospective client, in laypersons terms.**

**The Writers K Rewrite:****Acupuncture and Chinese Herb Intern Clinic**

*About the Practice*

Acupuncture and Chinese herbal medicine work hand-in-hand to keep a balanced flow of the body's energy, known as *qi* (pronounced chee). A person's *qi* travels along a series of "channels" throughout the body, and when this flow is interrupted or unbalanced, illness or discomfort may arise. An acupuncturist inserts needles at specific points or *acupuncture points* along these channels to restore the flow of *qi* and support the individual's health. When used in tandem with Chinese herbs, acupuncture can effectively address a variety of health issues.

*What to Expect*

In our acupuncture and Chinese herbal medicine intern clinics, patients receive quality care by sincere and well-trained student interns for the treatment of a full range of health concerns. The student intern decides which points to treat by observing and questioning the client in order to make a diagnosis and begin treatment. Treatment may also include consideration of client lifestyle and diet choices, as well as recommendations and prescriptions for Chinese herbal pills, teas, powders, tinctures, topical plasters, and liniments.

Interns provide a 45 minute session that includes acupuncture and herbal consult.

*Benefits*

Though often known to effectively reduce pain, acupuncture and Chinese herbal medicine have been an effective, alternative treatment for a myriad of health issues including eye, ear, nose, throat disorders, circulatory disorders, gastrointestinal disorders, fertility issues, immune disorders, addiction, emotional and psychological disorders, musculoskeletal and neurological disorders.

Check the [clinic schedule](#) for times, names of supervisors and cost.

**Original:****Tuina (Chinese Medical Massage)  
Intern Clinic**

Tuina (Chinese Medical Massage) Shifts –  
These intern shifts utilize a method of medical massage developed in China to promote overall relaxation and circulation, as well as to assist with specific health concerns. Interns provide a 45 minute full body massage that is both invigorating and relaxing. Check the clinic schedule for times, names of supervisors and cost.

**Terms have been clearly defined, and a clearer picture emerges as to what potential clients can expect.**

**The Writers K Rewrite:****Tuina (Chinese Medical Massage)  
Intern Clinic***About the Practice*

Tuina, or Chinese Medical Massage, is a hands-on body treatment that uses Chinese taoist and martial art principles to bring the body to balance and to promote overall relaxation and circulation, as well as to assist with specific health concerns. The practice might be considered a cross between Shiatsu and acupressure, which directly affects the flow of energy by holding and pressing the body at acupressure points. Tuina treatments work with the energy of the body at a deeper level than simple massage.

*What to Expect*

At our Tuina intern clinic, student interns use their hands to assess the distribution of energy throughout the client's body. The intern may brush, knead, roll/press and rub the areas between each of the joints get energy moving in the meridians as well as the muscles. Range of motion, traction, massage, with the stimulation of acupressure points may also be used in this treatment.

Interns provide a 45 minute full body massage that is both invigorating and relaxing.

*Benefits*

One of Tuina's advantages over simple massage is its ability to focus on specific problems, especially chronic pain associated with muscles and joints. It's especially effective for joint pain such as arthritis, sciatica, muscle spasms, as well as back, neck, and shoulder pain. The practice also helps chronic conditions such as insomnia, constipation, headaches (including migraines), and stress tension.

Check the [clinic schedule](#) for times, names of supervisors and cost.

## Original Content

### Faculty Clinics

The Seattle Institute of Oriental medicine offers a wide range of health care options where patients can be treated directly by SIOM faculty. In these clinics, licensed faculty treat patients while students observe and assist. These shifts include options for care in both eastern and western medicine. For more information or to set up an appointment, please contact the clinic receptionist at (206) 517-4541.

**Again, an emphasis on the skills, knowledge and experience of practitioners helps put clients at ease, and lets them know they are in good hands.**

## The Writers K Rewrite:

### Faculty Clinics Page

#### Title: Faculty Clinics

At Seattle Institute of Oriental Medicine, we offer a wide range of health care options where patients can be treated directly by our knowledgeable, experienced faculty. In our faculty clinics, licensed faculty practitioners treat patients while students observe and assist. These clinics include options for care in both eastern and western medicine.

We are grateful and proud of the skill and experience that our core and adjunct faculty members bring to Seattle Institute of Oriental Medicine's clinics and classrooms. Each faculty member has at least fifteen years of experience in the field of alternative medicine, combining their knowledge and treatment hours to make an excellent resource for our students and our community.

Just as every treatment is unique to the individuals we serve, the person (or persons) administering the treatment also must be appropriate for the patient's overall comfort.

At SIOM, we offer [Preceptorship Faculty Clinics](#) and [Advanced Observation Faculty Clinics](#), which differ in the number of students observing and assisting a faculty practitioner during your treatment. We also have contact information for [Offsite Faculty Clinics](#), where you may find a faculty's private practice that meets your needs.

If you would like to speak with someone about what intern clinic is right for you or to set up an appointment, please contact the clinic receptionist at (206) 517-4541.