

BE A PART
— OF THE —
**HOLISTIC
HEALTHCARE
MOVEMENT**



Something big is about to change in healthcare.

From the opioid crisis forcing providers to rethink how to treat pain to the demand for natural, evidence-based solutions, healthcare is in the midst of a philosophical and scientific evolution. To confront the shifting landscape and the expectations patients have for their personal care, including the need for preventive solutions, it's essential that a new generation of practitioners reimagine modern healthcare. There is an emergent movement of people who believe that the solutions to healthcare's biggest problems come from combining holistic healing with integrative medicine. Pacific College of Oriental Medicine is at the forefront of the holistic healthcare movement, and our students can transform the way integrative medicine is delivered and provide innovative blueprints for healthier lives by learning hands-on skills for careers in acupuncture, massage, and holistic nursing.





PROGRAM HIGHLIGHTS

- Gain hands-on experience through on-campus clinics
- Take part in PCOM's externship program
- Study in San Diego, NYC, or Chicago
- Attend annual health and wellness events to impact your community
- Take advantage of flexible day and evening course schedules
- Receive financial aid (for those who qualify)





ACCREDITATIONS



Student Testimonial

"Selective admissions, demanding instructors, a good national reputation, and strong alumni sum up the PCOM experience. That was clear as soon as I started learning about PCOM. But what I didn't realize until I began classes was that by attending PCOM, I became a part of something bigger. When I stepped through the door, the feeling was palpable: I'm helping to change healthcare."

Sara Barrett, New York



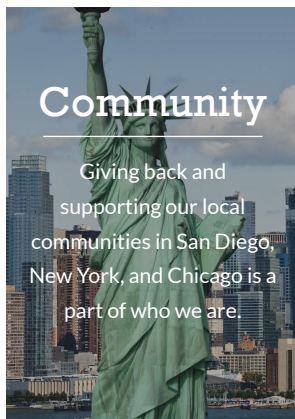
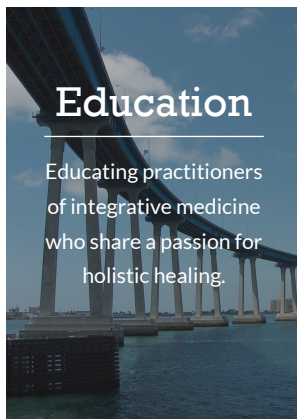
**Pacific College of
Oriental Medicine**



WHY STUDY AT PCOM?

Integrative Health

According to the National Center for Complementary and Integrative Health, 38 percent of U.S. adults and an estimated 12 percent of children use some form of holistic medicine, and these numbers are trending upward. This movement represents the growing need for professionals who can provide integrative health solutions, and PCOM graduates will have an opportunity to establish their careers in massage, acupuncture, and nursing to offer holistic healing to individuals who need it the most.



Our campuses are located in San Diego, New York, and Chicago, and our alumni have pursued careers as teachers and health practitioners within the U.S. and abroad. Classes are taught by experienced industry professionals, including acupuncturists, medical doctors, massage therapists, herbalists, chiropractors, homeopaths, and Taoist practitioners. PCOM faculty members collaborate with local hospitals and healthcare organizations, and help place students in cutting-edge externships. Research efforts have been funded by grants from the National Institutes of Health and the Patient-Centered Outcomes Research Institute, among others.



CAREER INFORMATION

As the U.S. baby boomer population reaches retirement and the demand for safer treatments for chronic conditions increases, there will be a greater need for integrative healthcare practitioners. For example, PCOM graduates have found employment in a variety of settings:

- **Hospitals**
- **Clinics**
- **Private practice**
- **Cancer centers**
- **National and state agencies**
- **Sports medicine and physical therapy clinics**
- **Physical therapy and chiropractor offices**
- **Educational institutions**
- **Hotels**
- **Cruise lines**
- **Spas**
- **Resorts**
- **And more**

The massage therapist occupation is expected to grow by 22 percent from 2014 through 2024, and approximately 50 percent of massage therapists were self-employed or working part time.

The holistic nurse occupation is expected to increase by 19 percent by 2022, a rate much higher than average for the nursing professional.

In January 2014, the National Certification Commission for Acupuncture and Oriental Medicine (NCCAOM) reported that there were approximately 30,000 licensed acupuncturists in the United States, and as the need for holistic health options continues to increase, the demand for experienced acupuncturists should only continue to grow.



CHOOSE YOUR FIELD OF STUDY

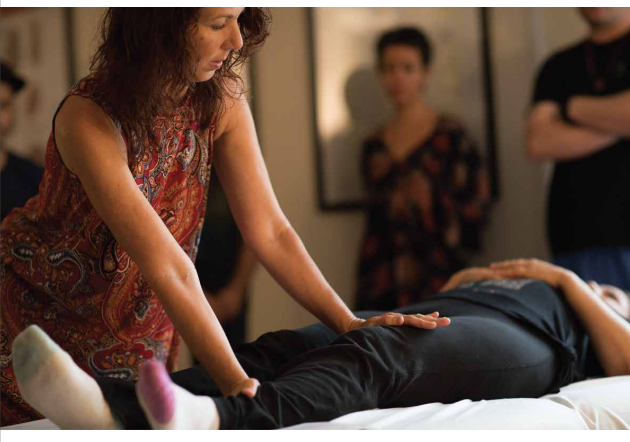
Pacific College of Oriental Medicine offers hands-on programs that equip students to immediately begin their healing careers in massage therapy, acupuncture, nursing, or other natural therapies. Learn more about our concentrations on the following pages.





Massage Therapy

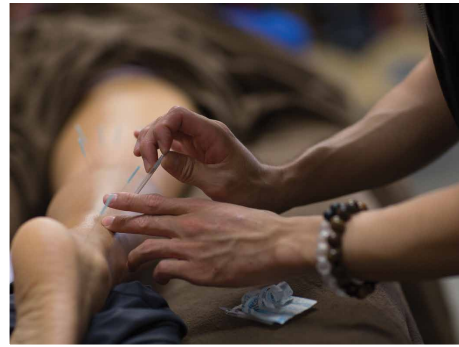
The massage therapy programs at PCOM combine traditional, proven methods of massage with modern biomedical science to teach techniques that heal and benefit the body. Students will study and apply tui na, Swedish massage, shiatsu, Thai massage, and a host of other styles. Our faculty of experienced massage therapists teach students how to combine Western with Eastern medical massage modalities to provide more than pain relief. Upon completion, our graduates are fully equipped with the knowledge and expertise to effectively balance all the various systems of a client's body and leverage massage to improve the health and well-being of their patients.





Acupuncture

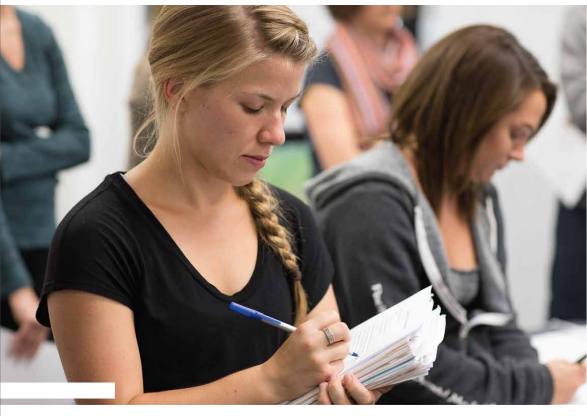
The World Health Organization has determined that acupuncture can treat over 43 conditions, including infertility, back pain, headache, insomnia, sciatica, sports injuries, heart problems, and stress. Plus, with an estimated 20 percent of the U.S. population suffering from low back pain, the American College of Physicians (ACP) has issued new guidelines that recommend acupuncture as a first treatment alternative long before resorting to opioids or other prescription pain medication. As the demand for acupuncture increases, PCOM graduates can begin fulfilling a major need in the larger transformation of healthcare. Students will study traditional Chinese medical theory and techniques—including acupuncture points and meridians, nutrition, herbal medicine, tui na, and herbology—along with the biomedical subjects of anatomy, physiology, pathophysiology, pharmacology, and more. Students have the option to pursue a doctorate or a master's degree. Graduates will then be eligible for state licensure exams.





Nursing

The stresses placed on individuals in a modern society demand care that is holistic in nature, addressing the need for peace and harmony within the mental and physical realms. As an educational institution that sees a pressing need to train and educate nurses equipped to provide integrative care, PCOM offers courses covering the theoretical foundation of holistic nursing as well as leadership in the delivery of healthcare. Our curriculum emphasizes disease prevention, a relationship-centered care approach, research, and evidence-informed practice, as well as ethics and advocacy. Upon completion of the nursing program, graduates will understand how to incorporate holistic integrative modalities with other nursing interventions. Graduates will also be qualified to empower patients by teaching whole person healing and self-care practices for healthier lifestyles.





ABOUT US

Since 1986, professionals with a calling to heal and promote overall health in the mind and body have been led to the programs at Pacific College of Oriental Medicine. PCOM graduates are prepared to both prevent and remedy pain, discomfort, and disease through practices such as massage therapy, acupuncture, and holistic nursing.

PCOM prepares students for careers as healing practitioners through an intersection of Eastern healthcare practices and Western bioscience with a strong, hands-on clinical component. All three PCOM campus locations feature student clinics where learning practitioners can serve the needs of real clients.





READY TO APPLY?

If you think a career in holistic medicine is something you would like to pursue, contact an admissions representative to get started on your new journey!

For more information:

 [HTTP://WWW.PACIFICCOLLEGE.EDU/PROSPECTIVE](http://www.pacificcollege.edu/prospective)

 (855) 866-6767



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