Medicine is not only a science, but also the art of letting our own individuality interact with the individuality of the patient.

- Albert Schweitzer
Pacific College of Oriental Medicine

Mission
The mission of Pacific College is to educate and inspire students to become compassionate, skilled providers of patient-centered healthcare using traditional East Asian and integrative medicine.

Vision
Pacific College is a leader in serving the healthcare needs of the modern world through its diverse programs of study, clinics, centers of learning, and research. Pacific College is a preeminent resource for traditional East Asian and integrative medicine.

Core Values
- Education
- Compassion
- Excellence
- Integrity
- Mindfulness
- Self-Care
The doctor of the future will give no medication, but will interest his patients in the care of the human frame, diet, and the cause and prevention of disease.

- Thomas Edison
Welcome to the Future of Healthcare
Be a part of its transformation

You have chosen a field that is creating change. With increasing healthcare costs and an aging baby boomer population, the healthcare industry is shifting and adapting to new demands. More patients are seeking Eastern medical therapies for care, while Western medical facilities are incorporating Oriental medicine at unprecedented rates. As the field of Oriental medicine continues to grow and gain acceptance, so does the need for qualified practitioners.

At Pacific College of Oriental Medicine, we provide you with the tools you need to fill this demand and thrive as a practitioner. You design your path to success by choosing from the array of programs we offer that are rooted in Chinese and integrative medicine, including acupuncture, Chinese herbal medicine, and massage.
To find health should be the object of any doctor. Anyone can find disease.

- A.T. Still, M.D.
Originating in China, traditional Chinese medicine (TCM) has been practiced since antiquity. Rooted in the ancient philosophies of Taoism and Confucianism, TCM practitioners use herbs, acupuncture, massage therapy, and other modalities to prevent and treat a myriad of conditions and diseases.

The underlying principles of TCM emphasize the body’s relationship with nature and its surrounding forces. The body is regarded as an organic entity in which various organs, tissues, and other components have distinct functions but are interdependent. Health is viewed as an ongoing process of maintaining balance and harmony in the circulation of qi, or the vital energy force. Chinese medicine focuses on the underlying cause of disease, as well as the symptoms.
Answer the Call to a New Direction
Your passion can fill the growing demand for help

According to the American Hospital Association, the current medical model of healthcare needs to shift to a focus on maintaining overall wellness and disease prevention, rather than restoring health after an individual becomes hurt or ill. This principle forms the basis of Oriental medicine. Acupuncturists, massage therapists, and Chinese herbalists apply this theory every day to help their patients achieve optimal health.

Acceptance of alternative medicine is increasing with more and more people switching to a holistic approach to health. According to the U.S. Department of Health and Human Services in 2007, 38.3% of adults (83 million persons) and 11.8% of children use alternative forms of medicine. These numbers continue to rise each year, and the pressing need for integrative health practitioners grows simultaneously.
This is where you come in. Enter a profession that allows you to make a difference in an industry on the brink of change: a profession that will positively impact the lives of others. Caring for the well-being of each person that walks into your practice will become your life’s work. Your knowledge and skills will be the tools for your healing.

Your heart and mind are needed, and each day you can go home with gratitude knowing you have made a difference.
Prepare to Make a Lasting Impression

Gain the skills and confidence you need to become one of tomorrow’s healers

Pacific College offers you the education and hands-on experience you need to become a highly qualified practitioner, ready to take on the new and emerging challenges that face the healthcare industry.

Integrative medicine is the future of healthcare, and the modern system is rapidly changing to fit this new mold. Fully integrating both Eastern and Western medical modalities will inevitably create a network of best practices that is individually tailored to each patient. With the proper knowledge and expertise, you can help transform the lives of others by introducing your patients to a new outlook on health. Our programs will prepare you to be on the cutting edge of the industry, with the ability to collaborate with Western physicians to help patients maintain optimal health and balance.
Integrative medicine is a model of healing that goes beyond the treatment of disease to embrace a holistic approach to health and healing. Integrative medicine focuses on the patient as an individual, and healing the whole person using the best treatments from all medical approaches possible. Patients and practitioners work as partners in addressing the different physical, social, and emotional reference points that shape a patient’s well-being. Prevention and disease minimization represent the foundation of integrative healthcare, and call upon the coordination of care across disciplines and institutions to help patients manage, maintain, and restore their health.

Integrating both Eastern medical modalities and conventional biomedical diagnostics, Pacific College emphasizes individualized patient care wherein practitioners and interns treat the root - or underlying cause of the illness – in addition to the branch - the specific ailment. Pacific College prepares future practitioners to work in integrative healthcare settings to help patients achieve optimal health.
Strong Roots Provide the Foundation for Growth

Our rich history lays the groundwork for you to learn and thrive

Pacific College of Oriental Medicine was founded in 1986 to provide Oriental medicine and body therapy education to students from around the world. With a powerful vision of providing an “East meets West” environment, Pacific College introduces its students to the theory and practice of both approaches.

Since then, we have expanded to include two additional campuses. The Pacific College New York campus was established in 1993 followed by the Chicago campus in 2000. Our expansion is a testament to the growing need and demand for quality Oriental medicine practitioners and the college’s excellent curricula. Our faculty are esteemed working professionals in their fields, providing students with real-world knowledge of the healthcare profession.
“In the 30 years I have been involved with Oriental medicine, I have seen it change from “alternative” medicine to “complementary” medicine to “integrative” medicine. It is becoming integrated into the hearts and minds of the 21st century American population as a legitimate and necessary component to our healthcare, even as our Western clinical modalities are becoming more “holistic” in their approach.

Pacific College of Oriental Medicine has held a long-term commitment to the cultivation of serious-minded practitioners, scholars, and teachers, leading the way for “alternative” practices to be fully integrated into the healthcare system of the future.”

Marianne Fuenmayor, L.Ac.
Alumni and Acupuncture Dept. Chair
New York Campus
A Strong Education is Your Base
Become an expert in your field and pass your knowledge onto your patients

Pacific College’s curricula offers you a comprehensive, theoretical foundation supported by clinical practice. This practical application, combined with a wide array of student services makes Pacific College an experience of both learning and personal growth.

We present a “case-based learning” curricula in our advanced courses to integrate Chinese medicine and western biomedicine, and to foster self-directed learning skills. In a true “East meets West” environment, we immerse you in both systems and encourage the exploration of integration.

Accreditation
Institutional - Pacific College of Oriental Medicine is accredited by the Accrediting Commission of Career Schools and Colleges (ACCSC). This commission is listed by the U.S. Department of Education as a nationally recognized accrediting agency.

Note: ACCSC’s scope includes all of PCOM’s programs except the doctorate program.

Programmatic - The professional master’s and doctoral degree programs of Pacific College of Oriental Medicine are accredited by the Accreditation Commission of Acupuncture and Oriental Medicine (ACAOM). This is the recognized accrediting agency for the approval of programs preparing acupuncture and Oriental medicine practitioners.
Students in the Master’s programs for Acupuncture & Traditional Oriental Medicine study a variety of traditional Oriental medical theory and techniques, acupuncture points and meridians, herbal medicine, and tui na, along with the biomedical subjects of anatomy, physiology, pathophysiology, pharmacology, nutrition, and more.

As a Master’s student, you can also experience the benefits of Pacific College’s extensive massage curriculum. Master’s degree students are eligible to enroll in our massage programs, earn a massage license, and work in the field while completing their Master’s degree.

Students in the Massage & Asian Holistic Health programs are immersed in a program that truly embodies balance, bringing the best of both eastern and western massage. Students study and apply tui na, swedish massage, shiatsu, Thai massage, and a host of other styles. Biomedical courses help prepare practitioners for both medical and spa settings, and allow you to fully understand how massage techniques affect the body on a physical level.

As an intern in the clinic, you will work as part of a holistic medical team, comprised of massage practitioners, licensed acupuncturists, supervisors, and fellow students. The clinical experience gives you the practical, hands-on experience you need to make a smooth transition into a professional clinic.

“The decision to receive a master’s level education at Pacific College of Oriental Medicine was by far, one of the best decisions I’ve made in life. I am living my passion! I am now part of a major integrative medicine practice at an urban hospital. I thank PCOM for their role in building my foundation and giving me the courage and support to fly.”

Angela Johnson, L.Ac.
Chicago ‘07
38.1 million adults made an estimated 354.2 million visits to practitioners of complementary and alternative medicine in 2007.

- National Health Statistics Reports, July 30, 2009

A full 86% of Americans believe that massage therapy can be effective in reducing pain, and 85% feel that massage can be beneficial to health and wellness.

- MTJ, Spring 2010

76% of massage therapists received referrals from healthcare professionals in 2009, compared to 69% in 2008.

- AMTA, 2010
Choose Your Path
Embark on your journey to become an integrative healthcare practitioner

From certificate programs to your doctoral degree, we are here to support you and your education.

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<tr>
<th>San Diego</th>
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<td>Master of Science Traditional Oriental Medicine, MSTOM</td>
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<td>Bachelor of Science in Asian Holistic Health and Massage, BS</td>
<td>Bachelor of Science Completion Program in Holistic Nursing, BS</td>
<td>Associate of Science in Massage Therapy/ Asian Bodywork, AS</td>
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<td>Bachelor of Professional Studies in Asian Holistic Health and Massage, BPS</td>
<td>Associate of Applied Science in Massage Therapies, AAS</td>
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<td>Associate of Applied Science in Holistic Health Science, AAS</td>
<td>Associate of Occupational Studies in Massage Therapies, AOS</td>
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Explore a New City
Choose the campus that is right for you

Located in three distinct cities, one is sure to fit your style. Students also have the unique advantage to seamlessly transfer between campuses.

San Diego
It’s easy to relax in a city like San Diego, where the ocean breeze and a laidback attitude are all you need. If you enjoy sunshine, beaches, mountains, and a small town atmosphere within a burgeoning metropolis, San Diego will suit you well. With beautiful weather and breathtaking views, it’s no wonder San Diego is deemed, “America’s Finest City.”

New York
New York City, or “The Big Apple,” is a vibrant, cosmopolitan city overflowing with more than 30,000 trendy, ethnic restaurants, weekly farmers markets, stylish boutiques, local theatres, and over 300 museums. There’s so much excitement happening any time of day, no other place can really compare to “The City That Never Sleeps.”

Chicago
For a balance between the two, Chicago with its Midwestern charm, offers a bustling city life that is fun, friendly, and full of opportunity. The third largest city in the U.S., Chicago boasts its theater scene and sports loyalty. Residents and tourists alike revel in the neighborhood feel, making “The Second City” a delightful place to call home.
America’s Finest City

As a student, you will be living in one of America’s premier vacation destinations. Within its city limits, you will find 70 miles of beaches, the world famous San Diego Zoo, and Sea World, among many other attractions. Stroll through one of the city’s fresh farmers markets, or practice yoga on the beach at sunset. You can surf and hike in the mountains all in the same day. San Diego has something for everyone, and you will most likely be enjoying your favorite activities in 70-degree weather all year long.

The City That Never Sleeps

One of New York’s best-kept secrets is its natural world. Whether it’s walking amongst 20,000 tulips in Central Park’s Conservatory Gardens, iceskating in Rockefeller Center, or kayaking on the Hudson River, New York is a pleasant surprise to any nature lover. The city, bursting with history and diversity, offers a list of opportunities that is seemingly endless. If biggest, best, and brightest are normal parts of your vocabulary, Pacific College New York is for you.

The Second City

From shopping to sports, to restaurants and the arts, Chicago has a quality mix of everything you need. The lakefront is perfect for runners, cyclists, and inline skaters, providing an aesthetic backdrop that few cities can offer. Shop on the famous Magnificent Mile, relax on the lake’s beaches, or enjoy live music at one of the dozens of street festivals. With a time-honored tradition of rich history and culture, everyone feels like family in “The Windy City.”
Experience New Ways to Eat, Move, and Think

Our curricula educate your body, mind, and spirit

In addition to your traditional course of study, Pacific College offers a wide variety of specialty courses to help you round out your education exactly to your liking. These classes not only allow you to explore specific areas that interest you, they also present you with opportunities to learn new things to enrich your mind and body.

**Eastern Nutrition**
Nutrition and what we feed our bodies is an integral part of good health and wellness. Incorporate Eastern nutrition principles into your everyday life by learning what foods ward off illness and promote balance. Cook and taste recipes that utilize Chinese herbs to help you reach optimal health. You will not just pass along your knowledge to your patients, friends, and family, you will live by it, becoming a role model and inspiration.

**Oncology**
Oncology is a growing specialty, and TCM has proven highly effective in terms of helping patients recover from various types of cancer. This avenue allows you the ability to work in integrative oncology off-site settings to provide the palliative aspect of a patient’s treatment. Imagine being able to truly help patients recover or genuinely improve their quality of life during the times they need it most.

**I Ching**
The I Ching, or Book of Changes, is an ancient text that explores Chinese cosmology and how the basic elements of the universe affect the process of life. Understanding the principles of the I Ching will increase your self-awareness and enhance your personal skills in facing and overcoming challenges.
“I came into Pacific College’s program after a 14 year career in biotechnology. I chose the school based on both its academic reputation and the warm welcome I received when I visited the Chicago campus. Now, I have achieved my dream of running a small business that provides AOM-based quality holistic healthcare.”

**Pediatrics**
Take massage treatment to a new level and learn to influence the energetic flow of a child to strengthen the immune system and promote brain development, or simply diminish a stomachache or cough. The ability to treat all ages will not only broaden your practice and open new doors as a professional, you will be a hero to the children you treat and those who love them.

**Business Management & Ethics**
A large part of running a successful practice is how you manage your business. Study the various philosophies and apply them to case studies from small businesses to Fortune 500 companies. From ethics and leadership, to communication and time management, you will be prepared to enter the field as a competent working professional in addition to being a skilled practitioner.

**Fertility and Chinese Medicine**
TCM fertility treatment has gained much exposure in recent years as couples explore every option available to them. While you learn from the perspective of Eastern Medicine, you also study Western reproductive endocrinology, giving you the knowledge to work in an integrative clinical setting. You will be able to collaborate with Western physicians, providing complementary treatments for patients undergoing Assisted Reproductive Technology procedures.
Put Your Knowledge Into Practice
Treat real patients before you graduate

At Pacific College, we teach the diverse theories and techniques that have developed throughout Oriental medicine’s extensive and fascinating history. Our on-site and off-site clinics give you the opportunity to perfect your practice and gain the experience of working with different patients in various clinical settings.

Our curricula are designed to satisfy your passion, curiosity, and skill level. As you progress through your clinical education, your experience will give you the skills and confidence to seamlessly transition into your career, becoming a valuable asset to society’s healthcare system and an expert in the art of healing.
### See the Impact of Your Work

**Gain real world experience in our off-site externships**

If you have not worked at an off-site clinic before, you are in for an excellent learning experience; one that may change the way you plan to practice and how you view yourself as a healer. You will work alongside other medical practitioners in various clinical settings, discovering which environment works best for you. Use this opportunity to apply what you are learning in the classroom directly to a professional setting.

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<tr>
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<tr>
<td>Senior Clinic at First Lutheran Church</td>
<td>Lutheran Hospital Labor and Delivery Unit</td>
<td>Project Vida</td>
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<td>UCSD Free Clinics Project</td>
<td>Initiative for Women with Disabilities, NYU Hospital for Joint Diseases</td>
<td>Chicago Women’s Health Center</td>
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<td>Rady Children’s Hospital</td>
<td>Beth Israel Hospital Comprehensive Cancer Care Center</td>
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<tr>
<td>Owen Clinic at UCSD Medical Center</td>
<td>St. Johns Riverside Hospital – Chemical Dependency</td>
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<td>San Diego Cancer Center</td>
<td>And more!</td>
<td>And more!</td>
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<td>San Diego Hospice and the Institute for Palliative Medicine</td>
<td>And more!</td>
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The Community Needs You
Immerse yourself in the healthcare community and provide services to those who need them most

Providing integrative healthcare information and services to the community is an essential part of our mission. Students and faculty participate in the Great American Smoke-Out, offer treatments at the Vietnam Veterans Stand Down, provide massage at the Tunnel to Towers run for 9/11 Survivors and First Responders, and take active roles in many health and wellness events throughout the year.

At Pacific College, you will benefit from maintaining a dialogue with other members of the healthcare community and the general public through a variety of networking, educational, and outreach events. These activities are important to your personal and professional growth, as well as the growth of the profession. Introduce your expertise and services to those who can benefit, but may not know anything about the field.
“The vibrancy of a community acupuncture clinic is exhilarating; being able to serve the community while providing other acupuncturists with jobs is great. The number one thing at PCOM is being exposed to a diverse faculty with such a wide breadth of styles, theories, and clinical experience.”

Robbie Benhuri, L.Ac. New York ’08

The Annual Pacific Symposium
To provide you with the best Oriental medicine resources available, Pacific College sponsors the annual Pacific Symposium, a world-class conference that unites Eastern and Western medical professionals to engage in seminars and workshops on the latest developments in Oriental and integrative medicine. The finest speakers from around the world join our students, alumni, and hundreds of acupuncturists and medical professionals for six days of learning and sharing. Past guest speakers include Giovanni Maciocia, Deepak Chopra, Michio Kushi, Ted Kaptchuk, Ravi Shankar, Jeffrey Yuen, Paul Unschuld, and many others. For more information about this event, visit www.PacificSymposium.org
Take the Next Step

Get ready to put your passion into practice

A career in Oriental medicine is one that benefits your lifestyle. Graduates of Pacific College enjoy the flexibility of being their own boss by starting their own successful practice, or going on to work for established healthcare facilities. Graduates reap the intrinsic rewards of helping others on a daily basis. A holistic health career is often a new career, providing the independent and healthy lifestyle they desire.

With our strong reputation and the growing demand for alternative healthcare providers, our graduates find work in renowned hospitals and healthcare facilities around the globe in addition to building successful independent practices.

Who is Hiring Our Grads?

- St. Jude Medical Center
- U.S. Healthworks
- Paradise Valley Hospital
- Northshore University Healthsystem
- Cancer Center at the Queen's Medical Center
- Scripps Center for Integrative Medicine
- Steiner Cruise Lines
- Columbia Presbyterian Hospital
- Memorial Sloan-Kettering Cancer Center
- NYU Hospital for Joint Diseases
- Beth Israel Hospital
- St. Luke's Roosevelt Hospital Center
- New York City Fire Department
- Betty Ford Center
- Stamford Hospital
- Acupuncturists Without Borders
- Exhale Spas
Which Path is Right For You?

There are many options available to Pacific College graduates in terms of career paths and specialties.

- Pediatric Clinics
- Cruise Lines
- Hospitals
- Cancer Centers
- Spas
- Sports Medicine
- Detox
- Disaster Relief
- Fertility Clinics
- Academia
- Speaker
- Health Retreat Leader
- Pediatric Clinics
- Post-Surgical
- Hotels
- Geriatric Care
- Women’s Health
- Mental Health
- Immunology
- Nutrition & Weight Loss
- Researcher
Gain the Tools to Develop a Successful Practice

Our business courses and workshops help you become a business-savvy professional

As this profession provides a great opportunity to be your own boss, knowing good business practices is essential to success. At Pacific College, we not only prepare you with the education and experience to become a healthcare practitioner, we offer you the business tools and skills you need to develop a thriving practice.

- Test preparation courses to help you pass your examinations and be able to start your practice as soon as possible
- Practice building courses offered to you right on campus
- FREE business workshops that take place throughout the year:
  - Resume Writing
  - How to Attract Clients to Your Business
  - How to Market Through the Web
  - And much more!

Take Advantage of Our Resources After Graduation

As a Pacific College graduate, you can take advantage of a multitude of resources that will help you grow as a practitioner, enhance your practice and career, and stay abreast of the latest news and industry trends. We are proud of our alumni and are committed to helping you grow your business following graduation. We fully understand the healthcare industry is constantly changing, and as such, we are here to help you stay on top of what’s happening in the field.
“Pacific College gave me a foundation for a limitless future in the field of Chinese medicine. I feel that I have gained an authentic and deep understanding of the medicine, and that I have a lifetime of fascinating opportunities ahead of me in both Asia and the West.”

Eric Brand, L.Ac.
San Diego ’99

- **Registration on our Practitioner Directory** – Register yourself to drive traffic directly to you and your website. This is an easy way to begin building your client base.

- **Continuing Education** – Because the industry is so dynamic, you will need to continually increase and update your knowledge base. As a Pacific College graduate, we offer you discounts on CEU (Continuing Education) events, including Pacific Symposium.

- **Public Speaking Engagements and Seminars** – Make an impact in the field. Teach and educate others about your work and about the power of Eastern and integrative medicine, or attend a seminar yourself.

- **Resume Writing and Practice-Building Coaching** – Ease your nerves and embark on your new journey with confidence. We are here to help through the entire job-searching process.

- **Access to Job Placement Opportunities** – Pacific College receives inquiries regarding new job openings on a daily basis. Take advantage of this resource and apply for jobs that interest you most by being on our alumni email list.

- **Discounts on Professional Resources** – Receive a discount on your malpractice insurance and the prestigious Journal of Chinese Medicine.
At Pacific College, our students are part of our family. Faculty, staff, and students alike are all here to improve themselves and the lives of others. We welcome all of our students with open arms, and strive to provide you with the most comfortable learning environment possible that embraces diversity and innovative thinking.

- Our faculty members make themselves available to you as mentors to share their knowledge. Use this opportunity to make connections that will last long after graduation.
- We strongly encourage personal growth and taking risks. Step out of your comfort zone and make new friends at our personal growth classes including yoga, tai ji push hands, meditation, martial arts, and more.

What’s Happening Around Campus?

Everyone is in the same boat, and the student body works together to ensure a smooth ride. Check out some of the perks that come with being a PCOM student:

- “Lunch and Learn” seminars with respected speakers in the field
- Group study sessions to help each other improve
- Potluck meals during exam times to sharpen your focus
- Parties to socialize and make new friends
- Workshops on current trends and legislation that impact the profession
“Pacific College allowed me to grow and express myself creatively. I had attended many different schools in search of my calling, but none held my interest like PCOM. On the first day of school, I distinctly remember the feeling of finding my niche, and it held for all four years. This feeling endured, and upon completing my master’s, I went straight into the doctoral program with only one week between.”

- We offer tutoring for our students, allowing you to learn helpful tips and techniques from someone who’s been there. All you need to do is ask for help when you need it.
- We keep our faculty/student ratio as low as possible to ensure our students are receiving the individualized attention they need and deserve.
- We know there’s more to life than studying! Broaden your network at one of our social groups, such as the Integrative Medical Discussion Group, Spirit of the Healer, or Lunch and Learn Lectures, where like-minded students and practitioners come together to discuss topics from a variety of perspectives.
- Many changes within the college are the result of student suggestions. We are here to listen to your needs. Let us know how we can help.

Uchenna Egwuonwu, L.Ac., New York ‘04 DAOM, San Diego ‘06
Deciding to pursue a career in integrative health is a big decision. We encourage you to take advantage of the many opportunities we have available to learn more about our school, the student body, the clinical experience, and the medicine.

Our doors are always open. Drop by and visit our campus anytime and we will be more than willing to show you around and answer all of your questions.

Check Out Our Website
Read up on the latest information and news on our website at www.PacificCollege.edu. From our programs to student resources, our website is the portal to everything PCOM.

Attend an Information Session
Our Information Sessions are a good way for prospective students to get a glimpse of life at Pacific College. Consult our website for upcoming dates and times.

Meet with an Admissions Representative
Our representatives can answer all of your questions. They know the ins and outs of the college, and as they assist you throughout the admissions process, they can guide your interests to whichever program that will help you achieve your professional goals.
“The experiences I have had and the opportunities I have been afforded at PCOM have been pivotal in shaping my life and career. Pacific College offered me the foundation necessary to support a successful lifetime of learning and self-exploration, as well as the ability to relish the benefits and the joys of a private practice.”

Gretchen Seitz, L.Ac.
San Diego ’96

Receive a Clinic Treatment
Each campus’s on-site clinic is open to the public. Book an acupuncture or massage treatment for yourself and experience first-hand what the medicine can do for you. You will learn how it all works and get a better understanding of the hands-on education you will receive. Take the opportunity to talk to current students directly and gain a bigger picture of traditional Chinese medicine as a whole.

Apply for Admission!
Download an online application from our website and feel free to contact us with any questions or concerns you have.

Financing Your Education
We’re here to help

Pacific College is committed to helping you reach your career goals, and we know that paying for an education is important to your decision. We’re here to guide you in the right direction and use the available financial resources to your greatest advantage.

We understand this can be a confusing process, which is why we’re here to help. Our Financial Aid Office staff is available to assist you each step of the way. Please feel free to email us at financialaid@pacificcollege.edu or call us at (800) 729-0941.
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<td>1-888-729-4811</td>
<td>773-477-4109</td>
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Those who say diseases are incurable have not yet mastered the art of acupuncture.

- Ling Shu