



Friday, March 27, 2026, 7:30-8:30 p.m.

The Courage to Value Your Medicine: How Mindset, Communication, and Clarity Create a Thriving TCM Practice

Speaker: Dr. Lorne Brown, Dr. TCM, FABORM, CPA, Clinical Hypnotherapist

Many acupuncturists graduate with strong clinical skills yet struggle to build practices that are sustainable, fulfilling, and resilient—not because their medicine isn't effective, but because they were never taught how to clearly value, structure, and communicate that medicine in practice.

In this presentation, Dr. Lorne Brown explores why capable practitioners often experience inconsistent patient follow-through, financial strain, or burnout, and what actually shifts those patterns. Drawing from Traditional Chinese Medicine philosophy, mindset work, and decades of real-world clinical and business experience, this talk bridges the gap between clinical excellence and success with integrity.

Participants will learn how mindset, communication, and clarity—particularly around treatment planning and frequency—directly influence patient outcomes, retention, and practitioner sustainability. This is not a marketing lecture, but a practical and reflective exploration of clinical leadership, responsibility, and the courage required to fully value one's medicine.

By the end of this workshop, participants will be able to:

- Recognize how mindset and unconscious beliefs influence patient attraction, follow-through, and practice sustainability
- Communicate treatment plans and frequency recommendations with confidence as a clinical responsibility
- Understand why financial objections often reflect unclear value rather than lack of resources
- Apply simple frameworks that support better patient outcomes and long-term practitioner resilience
- Reframe prosperity as an extension of integrity, clarity, and service rather than a conflict with them

Key Topics Covered

- Why many acupuncturists struggle despite effective medicine
- Mindset, self-value, and their impact on clinical outcomes
- Communication as a clinical skill, not a sales tactic
- Treatment planning and frequency as ethical leadership
- Perceived value, patient follow-through, and sustainability
- The role of clarity in preventing burnout and improving care

Teaching Approach

- Conversational and experience-based
- Grounded in real clinical examples and case scenarios
- Emphasis on practical, immediately applicable frameworks
- Focus on simplicity, clarity, and take-home insights
- This presentation is designed to meet practitioners where they are—new graduates and seasoned clinicians alike—while offering practical tools and perspective shifts that can be implemented immediately in practice.

Why Learning This Material Is Important

Many acupuncturists are clinically well trained but structurally unsupported in practice. Without clarity in mindset, communication, and treatment planning, even effective medicine can lead to inconsistent outcomes, patient drop-off, practitioner burnout, and financial strain. Learning this material supports the long-term health of the profession by equipping practitioners with clear frameworks for communication, treatment planning, and value—improving patient follow-through and outcomes while fostering ethical, resilient, and sustainable practices that allow practitioners to remain present, effective, and in service over the long term.

Bio:

Lorne Brown, B.Sc., CPA, Dr. TCM, FABORM, CHt, CLT, is the Clinical Director of Acubalance Wellness Centre and the Founder of [Healthy Seminars](#), a leading platform for online continuing education in acupuncture and integrative medicine. After earning a Bachelor of Science in Mathematics, Lorne began his career as a Chartered Professional Accountant (CPA) before pursuing his Doctor of Traditional Chinese Medicine in Vancouver. He is the author of *Missing the Point: Why Acupuncturists Fail and What They Need to Know to Succeed* and the host of the *Coherence Code Podcast*. Lorne's work bridges clinical practice, mindset, and sustainable practice design, helping practitioners thrive with clarity and integrity.

