

## Can you guess most practitioners' **number one concern** about buying an AcuGraph system?

We talk with practitioners like you every day about the benefits of Digital Meridian Imaging in the acupuncture practice. Acupuncturists, chiropractors, medical doctors, naturopaths, even hospitals and governments call from all over the world to ask questions, choose options, and make purchases.

We address all sorts of concerns and questions. Many want to know about **service and support**; we tell them about our free replacement warranty, optional extended warranties and lifetime free technical support.



Others want to know about **validity**, so we talk about scientific studies and pre- and post-treatment graph comparisons. Still others come to us with technical questions and we talk computer hardware and operating systems with them.

Usually, at some point, we get to the **heart of the matter**. It's a legitimate fear, even a deep-seated terror that stalks our customers. And the more serious the practitioner, the more devastating the fear. It's stated in all sorts of ways but it invariably really comes down to a single question:

**“Will the AcuGraph system replace...Me?”**

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## You...Obsolete?

It started in the 1970's when **industrial robots** began snatching up human jobs. Then it was computers in the 80's and 90's and outsourcing in the current decade. I think we all know someone who has lost a job, position, or even a career to new technology. And it's never a happy story.

And yet, those industrial robots, those computers, even that outsourcing, have ultimately made businesses more productive, technology more



advanced, products more affordable, and lives better. In the end, **technology has created many more jobs than it ever eliminated.**

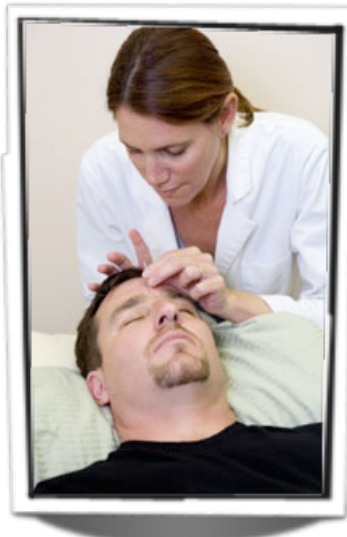
But what about your job?

## **Will technology ever replace the acupuncturist?**

In a word, **No.** Not even remotely.

Not any more than X-rays will replace a doctor or computer diagnostics in cars will replace a mechanic.

You see, acupuncture health and healing encompass far more than a simple mechanical understanding of the flow of chi. I'm reminded of the story of the acupuncturist who defeated a patient's 8-year headache by needling only one acupuncture point.



The acupuncturist handed the patient a bill for \$100.

“100 dollars? But you only used one needle! What do those needles cost anyway?” ranted the now headache-free patient.

Without a word, the acupuncturist took back the bill and changed it. When she handed it back to the patient it now read as follows:

**1 acupuncture needle: \$.05**

**Knowing where to stick the needle: \$99.95**

If acupuncture encompassed nothing more than inserting a needle, perhaps a machine could do it. But it was the acupuncturist's knowledge, understanding and experience that produced the miracle.

### **In a word, it was her wisdom.**

Just as an X-ray can help a physician make a better diagnosis, the AcuGraph system is a tool designed to work **in conjunction with your own wisdom** to make miracles.

My grandfather spent his life as a carpenter—the old-school type who built everything by hand with manual hand tools. I don't think he even owned a power saw. But he certainly owned a hand saw, and it was certainly sharp.

I remember him carefully sharpening it with a file as he taught me the important lesson—that **a carpenter is only as good as his tools.**

And yet, for all his care and skill, for all the magic he could work with that saw, a modern carpenter with modern power tools could produce more output, faster output, and possibly even better output than my grandfather could ever produce by hand.

**I'm sure that if my grandfather were alive today, he would work with power tools.**

Pulse, tongue, questions, palpation; these are the traditional diagnostic tools of the acupuncturist. Expertly applied, they are wonderfully effective. And yet, modern advancements have added one more tool to the acupuncturist's tool bag. AcuGraph gives additional knowledge, insight and evidence to complete the diagnostic picture, both for the acupuncturist and for the patient.

It's been said that **wisdom** is the intersection of **knowledge** and **enlightenment**, and truly wise practitioners seek to enhance both.

**Can AcuGraph ever replace your wisdom? Of course not.**

**It can only enhance it.**



[Click here to discover how AcuGraph enhances your clinical wisdom.](#)



*“My goal as an acupuncturist is to teach, coach, mentor and empower people to lead their lives to the fullest. The AcuGraph is an invaluable tool that allows me reach my goals as an acupuncturist and enrich the lives of my patients.”*

*—Steve Smith, L.Ac.*