

KENNETH CHARLES BERRY III, DACM, LAC

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EDUCATION, LICENSES, CERTIFICATIONS

Doctor of Acupuncture and Chinese Medicine Pacific College of Health and Science	July 2021
Diplomate of Oriental Medicine (Acupuncture & Chinese Herbology) National Certification Commission for Acupuncture and Oriental Medicine	June 2020
Licensed Acupuncturist California Acupuncture Board	October 2007
Master of Science in Oriental Medicine Acupuncture and Integrative Medicine College, Berkeley	June 2007
Certificate of Clean Needle Technique Accreditation Commission for Acupuncture and Herbal Medicine	April 2006
Certified Hypnotherapist Hypnotherapy Training Institute	September 2000

CLINICAL AND PROFESSIONAL EXPERIENCE

Asian Therapeutics, Sacramento, California Owner and Licensed Acupuncturist	2007-2021
<ul style="list-style-type: none">• Provision of patient care since clinic inception using acupuncture and traditional Chinese medicine• Specialized traditional diagnosis and treatment in pain management, women's health, and fertility care• Oversight and executive management of multiple providers and staff• Continuous business planning and development• Credentialing and contract management with vendors and insurance payers	
Colcreate SAS, Medellín, Colombia General Director	2017-2020
<ul style="list-style-type: none">• Development and implementation of Colcreate Electronic Health Records (EHR) system• Business management and development	

Acupuncture and Integrative Medicine College, Berkeley, California 2008-2011

Dean of Administration

- Direct report to the president of the college
- Oversight and management of admissions director, registrar, bursar, and continuing education coordinator
- Administrative collaboration with academic dean, clinic dean, and clinic director
- Coordination of ACAOM accreditation site visits

California School Boards Association, Sacramento, California 1998-2000

Project Coordinator, Department of Board Development

- Coordination of curriculum development for Masters in Governance program, a comprehensive school board member training series
- Coordination and delivery of on-site courses with faculty
- CD-ROM-based course development using Authorware

TEACHING EXPERIENCE

Acupuncture and Integrative Medicine College, Berkeley 2009-2015

Assistant Professor

Curriculum Development and Course Instruction – Practice Management (2 units; 30 hrs)

- Course topics included:
 - business structures
 - licenses, permits, merchant accounts, and insurance
 - budgeting, accounting and bookkeeping
 - tax preparation
 - setting rates
 - insurance billing and collections
 - HIPAA compliance and record keeping
 - Becoming an employer
- Outcomes measured by student production of a functional business plan and a final exam

Curriculum Development and Course Instruction – Practice Building (3 units; 45 hrs)

- Course topics included:
 - career planning
 - mission and vision
 - selecting a practice location / commercial leases
 - messaging and marketing strategies
 - basics of website creation and search engine optimization:
 - effective use of social networks in marketing
- Outcomes measured by student production of a functional marketing plan and a final exam

Course Instruction – Oriental Medicine Theory

(4 units; 60 hrs)

- Course topics included:
 - yin yang theory as the basis of TCM
 - five phase theory
 - 3 qi, blood, body fluids, and jing
 - internal organs, including the extraordinary organs, and their functions
 - causes of disease, including the six exterior pathogenic factors and the seven emotions
 - four methods of diagnosis.
 - basic principles of TCM pathologies
 - 8 principles, 6 stages, 4 levels, 3 burners, and selected internal organ disharmonies
 - TCM treatment principles

Course Instruction – Acupuncture Channels and Points III

(3 units; 45 hrs)

- Course topics included:
 - internal and external pathways of the Kidney, Pericardium, San Jiao, Gall Bladder, and Liver meridians
 - point location according to the oriental proportional measurement system and using appropriate TCM and Western anatomical terminology
 - point functions, indications, and needling depth
 - point classification systems and treatment applications, including
 - Transporting points
 - Source points
 - Luo-connecting points
 - Xi-cleft points
 - Front-mu points
 - Back-shu points
 - Influential points
 - point contraindications and cautions

Course Instruction – Acupuncture Therapy

(3 units; 45 hrs)

- Course topics included:
 - clinical use of acupuncture points for the treatment of symptoms and patterns of disharmony
 - differentiation of disease patterns according to meridians, eight principles, zang-fu, or qi and blood pathology
 - appropriate treatment principles and point prescriptions
 - identification of warning signs to be referred for medical evaluation and treatment

Avatar Sun Continuing Education

2007-2012

Curriculum Development and Course Instruction – Start it Up! Starting and Organizing Your Healing Arts Practice

- Designed and delivered business start-up seminar for healing arts practitioners
- Topics similar to those in AIMC Practice Management and Practice Building courses

Curriculum Development and Course Instruction – Acupuncture for the Treatment of Bell's Palsy

- Course topics included:
 - review of facial nerve anatomy
 - Western and TCM pathophysiology
 - measuring severity and progress using the Sunnybrook Facial Grading System
 - acupuncture channel and point selections
 - Chinese herbal medicine treatment strategies

PRESENTATIONS AND INVITED LECTURES

Poster Session, “Acupuncture Education in the United States” February 27, 2010
15th International Congress of Oriental Medicine, Chiba, Japan
Hosted by Morinomiya University of Medical Sciences

PROFESSIONAL TRAINING (A SAMPLING)

Healing Community Trauma: How To Do Acupuncture in the Field for Traumatic Events June 8-9, 2019
Acupuncturists without Borders

Unexplained Infertility: Treatments with Acupuncture and Herbs November 10, 2018
Lotus Institute of Integrative Medicine

Vital Signs and Red Flags in Acupuncture Practice July 21, 2018
Lotus Institute of Integrative Medicine

Balance Method: Dr. Tan's Approach to Treating Female Disorders March 30, 2018
Lotus Institute of Integrative Medicine

Dr. Tan Balance Method - 2015 Core Foundations July 30-31, 2015
Dr. Richard Tan

Master Tung's Acupuncture & the Balance Method for Pain May 30-31, 2015
Lotus Institute of Integrative Medicine

Clinical Orthopedic Strategies: Extremities, Arthritis, Bi Syndrome July 13-14, 2013
Lotus Institute of Integrative Medicine

Recognition & Prevention of Herb-Drug Interactions w/ John Chen December 9, 2012

Lotus Institute of Integrative Medicine

Gynecological Disorders

Giovanni Maciocia

May 7, 2011

Dr. Tan's Balance Method for Traumas and Sports Injuries

Lotus Institute of Integrative Medicine

December 5, 2010

PROFESSIONAL AFFILIATIONS

Advisory Board Member, UEI College	2020-Current
American Society of Acupuncturists	2020 - Current
California State Oriental Medical Association	2020 - Current
American Association of Acupuncture and Oriental Medicine	2010-2016
American Pregnancy Association	2014-2018
American Society for Reproductive Medicine	2014-2018

COMMUNITY SERVICE

Acupuncture without Borders

Volunteer Acupuncturist, Sacramento, California

2020

LANGUAGES

English: Native Language

Spanish: Advanced Intermediate Speaker and Listener, Advanced Reading and Writing

OTHER

1st Degree Black Belt in Aikido

REFERENCES

Dr. Kiné Fischler, Licensed Acupuncturist
Willow Tree Wellness Clinic
1607 NE 16th Avenue, Portland, OR 97232
Phone: (503) 281-0030

Roselle McNeilly, Licensed Acupuncturist
El Dorado Community Acupuncture
4068B Mother Lode Dr., Shingle Springs, CA 95682
Phone: (530) 424-8654

Whitney Thorniley, Licensed Acupuncturist
Sacramento Acupuncture Project
3051 Fulton Ave, Sacramento, CA 95821
Phone: 916-800-2949