

# Nell Smircina, MBA, DAOM, L.Ac., Dipl. OM (NCCAOM)

nell.smircina@novastone-ca.com

Phone: 718-640-8322

Expertise: Passionate integrative healthcare strategy leader. Efficient, driven and focused on creating innovative solutions to healthcare problems. Extensive experience as a practitioner, educator, business owner and leader. Expertise and first-hand insight to create innovative solutions to advance progressive health care. As an advocate of acupuncture and integrative medicine on state, national and international levels, I actively work to broaden exposure as a consultant, speaker, and investor in integrative health businesses.

## WORK EXPERIENCE

**Investor and Entrepreneur in Residence, Novastone Capital Advisors**

**June 2024-Present**

**Owner and Founder, Dr. Nell LLC, DBA COGENT Acupuncture, formerly PIQUE Health**

**October 2016 - Present**

- Led all business aspects of a successful integrative medical practice as well as innovative community outreach
- Trained and mentored teams that provide groundbreaking integrative therapies to patients
- Successfully pivoted and scaled business to transition from patient care to the addition of the consulting and advisory aspects of the business within integrative medicine

**Columnist, Acupuncture Today**

**February 2022 - Present**

- "The Business of Acupuncture" column writer for the most widely read acupuncture publication

**Director of Development, American Acupuncture Council**

**May 2021 - February 2024**

- Head of strategic alliances and partnerships: principal liaison to all large franchises, educational institutions, and large group practices
- Lead new product expansion - curator of new verticals and initiatives to drive revenue growth
- Developed strategic initiatives and oversaw their execution resulting in successful market expansion in larger institutions: addition of graduate programs and franchises
- Keynote speaker and panel expert for industry events

**Adjunct Faculty**

**September 2017-December 2023**

- Alhambra Medical University, Doctor of Acupuncture and Integrative Medicine Program: Professional Development Portfolio course
- Emperor's College of Traditional Medicine, Doctor of Acupuncture and Oriental Medicine Program: Clinical Education Introduction
- YoSan University, Masters of Traditional Oriental Medicine Program: Acupuncture and Orthopedics

**Contract Acupuncturist, Southern California Medical Group**

**October 2018-May 2021**

- Piloted post-surgical program using acupuncture as a standard recovery tool for Workers Compensation patients
- Patient demographics include: Worker's Compensation, low income and ESL

**Clinic Manager, Emperor's College Acupuncture Clinic, Santa Monica, CA**

**April 2016-February 2018**

- Oversaw all operations for teaching clinic of 100+ student interns, 20 supervisors, and 30 part time staff
- Increased clinic bookings from 65% to 85%

**Assistant Clinic Manager, Emperor's College Acupuncture Clinic, Santa Monica, CA**

**September 2014-March 2016**

- Supervised all staff in the absence of the manager: 100+ student interns, 20 supervisors, and 30 part time staff
- Developed training and onboarding programs for new hires
- Onboarded new hires

## CLINICAL/EDUCATIONAL EXPERIENCE

**Technical Supervisor, Emperor's College Acupuncture Clinic, Santa Monica, CA**

**April 2016-February 2018**

- Supervised clinical interns on technical aspects of patient treatment and care

**Clinical Intern for Dr. Atsuki Maeda, Stroke Rehabilitation and Dementia Care Clinic, Santa Monica, CA**

**September 2013-December 2015**

- Assistant to Dr. Maeda during his ground-breaking acupuncture treatments for stroke and dementia victims

**Clinical Intern, Being Alive, West Hollywood, CA**

**September 2015-March 2016**

- Provided acupuncture treatments for patients with HIV/AIDS to improve overall health and quality of life

**Clinical Intern, Venice Family Clinic, Santa Monica, CA**

**June-December 2015**

- Performed acupuncture treatments on patients with a focus on pain management
- Presenter in weekly interdisciplinary meetings to improve quality of patient care and the understanding of integrated medicine

---

## LEADERSHIP AND PUBLIC SERVICE EXPERIENCE

---

<b>Student and Practitioner Mentor</b>	<b>October 2017-Present</b>
<ul style="list-style-type: none"><li>• Provide shadowing and mentorship opportunities in office</li><li>• Provide students with first hand experience at special events</li></ul>	
<b>Vice Chair of Public Policy, American Society of Acupuncturists</b>	<b>March 2022-April 2024</b>
<ul style="list-style-type: none"><li>• Board of Directors member for the 501-c(6) federation style national trade association for Acupuncturists in the US</li></ul>	
<b>President, CSOMA</b>	<b>March 2020-April 2022</b>
<ul style="list-style-type: none"><li>• Chaired the Board of Directors for California's oldest state association for acupuncture and integrative medicine</li><li>• Managed Board activities relating to advocacy, legislation, continuing education, corporate sponsorship and membership outreach</li><li>• Drove unprecedented growth for the 501-c(6) org in first year as chair: 30% membership growth and nine fold increase in corporate sponsorships</li><li>• Introduced legislation in February 2021 to elevate the acupuncture profession and allow National Board Certification for CA Acupuncturists</li><li>• Worked actively with CSOMA's lobbyist on strategy and execution of legislation initiatives and coalition building</li></ul>	
<b>Steering Committee Founding Member and Communications Subcommittee Chair, One Voice Big Evidence Project</b>	<b>January 2022-May 2024</b>
<ul style="list-style-type: none"><li>• Co-founded an international working group for a feasibility study on ICD11 Traditional Medicine codes internationally</li><li>• Elected as Chair of the Communications Subcommittee to grow the impact of this international project</li></ul>	
<b>Medicare Task Force Member, American Society of Acupuncturists</b>	<b>January 2022-May 2024</b>
<ul style="list-style-type: none"><li>• Spearhead efforts for H.R. 4803, Acupuncture for our Seniors, which would list Acupuncturists as medicare providers in the Social Security Act</li></ul>	
<b>Advocacy Committee Member, American Society of Acupuncturists</b>	<b>November 2020-May 2024</b>
<ul style="list-style-type: none"><li>• Advise and propel legislative and advocacy efforts on a federal level to improve patient access to care</li><li>• Create state level templates to drive organizations' growth and legislative efforts</li><li>• Advise state organizations' strategic initiatives for elevation of acupuncture profession</li></ul>	
<b>Government Affairs Committee Member, Beverly Hills Chamber of Commerce</b>	<b>November 2020-December 2023</b>
<ul style="list-style-type: none"><li>• Advise and propel legislative and advocacy efforts on a local level in Beverly Hills, CA</li></ul>	
<b>Health and Wellness Committee Member, Beverly Hills Chamber of Commerce</b>	<b>September 2019-December 2023</b>
<ul style="list-style-type: none"><li>• Organize events for health education in the Beverly Hills Community</li></ul>	
<b>Clinic Director at The Feel Better Clinic, West LA VA Stand Down</b>	<b>October 2016</b>
<ul style="list-style-type: none"><li>• Organized and oversaw the onsite clinic, treating over 150 veterans with auricular acupuncture</li></ul>	
<b>Assistant Clinic Director at OM Wellness Clinic, 2015 World Special Olympics, Los Angeles</b>	<b>July-August 2015</b>
<ul style="list-style-type: none"><li>• Co-leader of the clinic, providing over 3,000 treatments for athletes and coaches from over 100 countries</li><li>• Worked closely with Healthy Athletes to ensure the most efficient and positive experience for athletes and coaches during the games</li></ul>	
<b>Clinic Manager at The Feel Better Clinic, 4<sup>th</sup> Annual Women's Veterans Summit, Los Angeles, CA</b>	<b>March 2015</b>
<ul style="list-style-type: none"><li>• Organized and oversaw the onsite clinic, treating over 100 female veterans with auricular acupuncture</li></ul>	
<b>Assistant Clinic Manager at The Feel Better Clinic, 2014 Los Angeles Stand Down Event, Los Angeles, CA</b>	<b>December 2014</b>
<ul style="list-style-type: none"><li>• Co-organized and ran clinic, treating over 300 homeless and at risk veterans with acupuncture</li></ul>	

---

## SPEAKING EXPERIENCE

---

<b>AOM Institutions: topics- practice management, professional development, healthcare policy and advocacy</b>	<b>February 2018-Present</b>
<ul style="list-style-type: none"><li>• Virginia University of Integrative Medicine</li><li>• Emperor's College of Traditional Medicine</li><li>• YoSan University</li><li>• DongGuk University</li><li>• Five Branches University</li><li>• American College of Traditional Chinese Medicine</li><li>• Alhambra Medical University</li><li>• South Baylo University</li><li>• Nine Star University/California University Silicon Valley</li><li>• Pacific College of Health and Science</li><li>• Northwestern Health and Sciences University</li><li>• Won Institute</li></ul>	

- Florida College of Integrative Medicine
- Dragon Rises College
- Eastern School of Acupuncture and Traditional Medicine

<b>Pacific Symposium:</b> “Building your Practice Ethically and Safely”	November 2023
<b>Virginia University of Integrative Medicine:</b> “Ethics and Risk Management”	October 2023
<b>FSOMA Annual Conference:</b> “Post Surgical Acupuncture”	August 2023
<b>Beverly Hills Chamber of Commerce:</b> “Men’s Health and Wealthness” Power Panel	January 2023
<b>Pacific Symposium:</b> “Claims on the Rise: New Changes for Acupuncturists”	November 2022
<b>FSOMA Annual Conference:</b> “Unification through National Standards”	August 2022
<b>CSOMA:</b> “California Advocacy Town Halls”	Quarterly November 2020-April 2022
<b>Net of Knowledge/CSOMA:</b> “Your Network is your Net-Worth”	November 2021
<b>iPain Summit:</b> “Acupuncture for Post-Surgical Recovery”	November 2021
<b>ASA National Conference - We are Stronger Together:</b> “Advocacy, Medicare and Insurance”	September 2021
<b>Lhasa OMS:</b> “Advocacy and State Legislation: Updates and How to get Involved”	April 2021
<b>Global Scientific Guild:</b> “Acupuncture as an Integrative Modality for common Diagnoses within Medical Specialty Practices”	February 2021
<b>FSOMA Building Better Business:</b> “Conveying your Messaging for Networking in any Setting”	June 2021
<b>Beverly Hills Chamber:</b> “Optimal Aging for Men”	November 2020
<b>Global Scientific Guild:</b> “Acupuncture for Common Post-Surgical Sequelae”	November 2020
<b>Pacific College of Health and Sciences &amp; Lhasa OMS:</b> “Reopening and Operating Acupuncture Practices during the Pandemic”	June 2020
<b>Holistic Approach to Optimal Health:</b> “Differences between Herbal Medicine and Pharmaceuticals”	April 2020
<b>Century City Equinox</b> “Leveraging your Referral Network and Establishing your Care Team”	December 2019
<b>iPain Summit, UCLA:</b> “Acupuncture for Chronic Pain Relief”	November 2019
<b>Beverly Hills Chamber &amp; The Paley Center:</b> “Health & Wellness Experts Power Panel”	November 2019

## MEDIA EXPERIENCE

<b>Publications</b>	August 2017-Present
<ul style="list-style-type: none"> <li>• World Health Organization Annual Meeting 2021 Poster Presentation: “The Use of Double Coding: Western Medical Diagnoses, TM-11 Disorders and Pattern Differentiation for the Treatment of Lower Back Pain”</li> <li>• Acupuncture Today Columnist and Contributor: 10+ articles</li> <li>• Dao Labs Contributor</li> </ul>	
<b>Podcasts</b>	March 2020-Present
<ul style="list-style-type: none"> <li>• Be Well with Dr. Nell, host</li> <li>• <a href="#">Man Alive</a></li> <li>• <a href="#">Strength of TCM</a></li> <li>• <a href="#">Your Badass Journey</a></li> <li>• <a href="#">Perspectives on Healthcare</a></li> <li>• Acupuncture Marketing School</li> </ul>	
<b>Features</b>	June 2020-Present
<ul style="list-style-type: none"> <li>• Good Day LA “Men’s Preventative Health”</li> <li>• Good Morning Arizona “Men’s Health: Andropause”</li> <li>• Shout out LA: “<a href="#">Meet Dr. Nell: Practitioner, Educator and Advocate of Acupuncture and Integrative Medicine</a>”</li> <li>• Tue/Night “<a href="#">Joe Rogan, Tony Stark and the Gen X Science-Mad Plan to Beat Aging</a>”</li> <li>• Thrive Global: “<a href="#">TeleHealth Best Practices</a>”</li> <li>• Authority Magazine: “<a href="#">5 Things You Need to Know to Create a Highly Successful Private Practice</a>”</li> <li>• Authority Magazine: “<a href="#">In Light of the Pandemic, Here are the Five Things we Need to do to Improve the US Healthcare System</a>”</li> </ul>	

## EDUCATION

**Mendoza College of Business- University of Notre Dame**  
Masters in Business Administration

**Emperor’s College of Traditional Oriental Medicine- Santa Monica, CA**  
Doctor of Acupuncture and Traditional Oriental Medicine

**Emperor’s College of Traditional Oriental Medicine- Santa Monica, CA**  
Masters in Traditional Oriental Medicine

**James Madison University- Harrisonburg, VA**  
B.S. in Health Sciences, Minor in Africana Studies

## **CURRENT LICENSURES AND CERTIFICATIONS**

---

**Licensed Acupuncturist, Virginia Board of Medicine & California Acupuncture Board**  
**National Board Certified Acupuncturist, National Certification Commission for Acupuncture and Oriental Medicine**  
**Clean Needle Technique Certification, Council of Colleges of Acupuncture and Herbal Medicine**  
**Licensed Insurance Producer, Arizona Department of Insurance**