

Personalizing EMP for Acupuncturists:

Bridging the Gap in Communicating Eastern Medical
Concepts to Cross-Cultural Patients

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Conflict of Interest (COI) Disclosure



Presenter: Issei Miyaguchi



Employment/Leadership Position: CEO, Therapist English Co., Ltd.



Financial Interests: The specialized clinical English course evaluated in this study ("Therapist English") is a commercial service provided by my company.



There are no other conflicts of interest to disclose regarding this presentation.

Background: The EMP Gap

- ✚ **Western Focus:** Most English for Medical Purposes (EMP) courses focus heavily on Western medicine.
- ⚠ **Missing Curriculum:** Lack of specialized training for alternative/complementary medicine practitioners.



Specific Needs of Acupuncturists

Explaining unique Eastern concepts to cross-cultural patients:

- **Qi** (Energy flow)
- **Meridians** (Energy pathways)
- **De Qi** (Acupuncture sensation)

Goal: Ensure safety, reduce anxiety, and build trust.



Objective of the Study



Investigate

To investigate the specific EMP needs of Japanese acupuncturists.



Evaluate

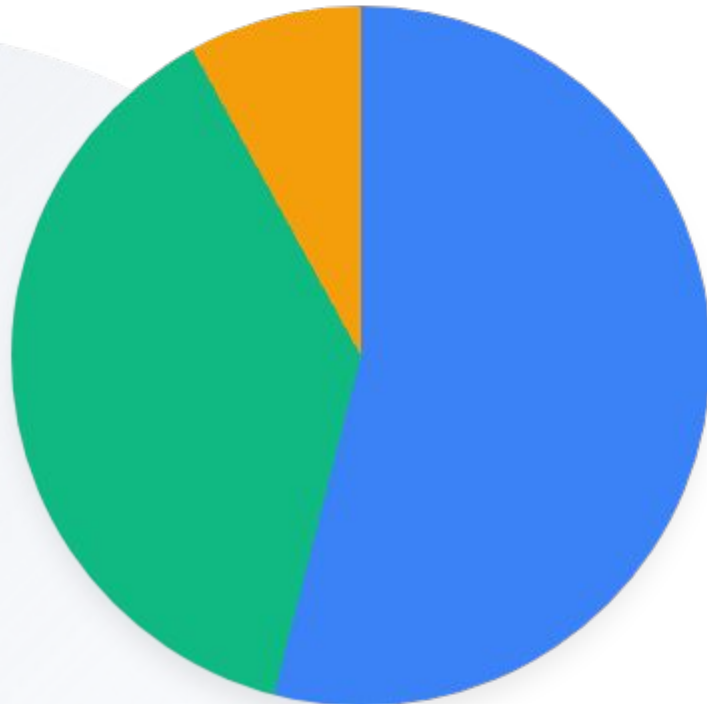
To evaluate the effectiveness of a specialized, 1-on-1 clinical English course based on role-playing.

Participants & Methodology

Target: Japanese acupuncturists and massage therapists.

Surveys: Pre-course (n=13) and Post-course (n=11).

Initial English Speaking Level



■ "Cannot speak at all": 54% (7/13)

■ "Can speak a little": 38% (5/13)

■ "Can speak fairly well": 8% (1/13)

Course Design: "Therapist English"

 **Format:** 1-on-1 online sessions.

 **Volume:** 45 minutes/lesson, twice a week
(Total: 30 lessons).

 **Structure of a single lesson:**

- First 15–20 min: Input of practical medical phrases.
- Remaining time: Intensive role-playing (Therapist & Patient). 2 to 3 clinical cases per lesson.

Examples of "Cultural Translation"

Concept (Japanese)	Translated Phrase Used in Class
tongue diagnosis (舌診)	"Please stick out your tongue for me."
De Qi (響き)	"Do you feel a heavy or dull sensation?"
Moxa (お灸)	"I also suggest Moxa heat therapy to warm you."



Please stick out your tongue for me.

舌を(私のために)出してください。



類似フレーズ / Similar Expressions

1 Show me your tongue, please.

舌を見せてください。

2 Open your mouth wide.

口を大きく開けてください。

3 Relax your tongue and let it hang out.

舌の力を抜いて、だらんと出してください。



Please lift your tongue. I need to check the underside.

舌を持ち上げてください。裏側を確認する必要があります。



類似フレーズ / Similar Expressions

1 Touch the roof of your mouth with your tongue.

舌で口の天井(上あご)を触ってください。

2 Roll your tongue up.

舌を巻き上げてください。

3 Can you move your tongue up?

舌を上には動かせますか？



I will use points on your hands and legs.

手や足にあるツボ(ポイント)を使います。



類似フレーズ / Similar Expressions

1 I will put needles in your arms and feet.

腕と足に鍼をします。

2 I use points far from the pain.

痛みから離れた場所にあるツボを使います。

3 These are special points for your neck.

これらは、あなたの首のための特別なツボです。

Pre-Course Needs Assessment

Key focus areas identified by participants:



Patient Histories

Taking accurate patient histories smoothly and professionally in English.



Mechanism & Effects

Explaining the complex mechanisms and physiological effects of acupuncture treatment.



Patient Reassurance

Reassuring patients about unfamiliar reactions, such as healing crises or post-treatment sensations.

Course Outcomes (Post-course)

4.7x

Improvement in Self-Rated English Proficiency

Quantitative Improvement

Participants reported a significant increase in their English proficiency, scoring an average of 4.7 compared to a baseline of 1 before the course.

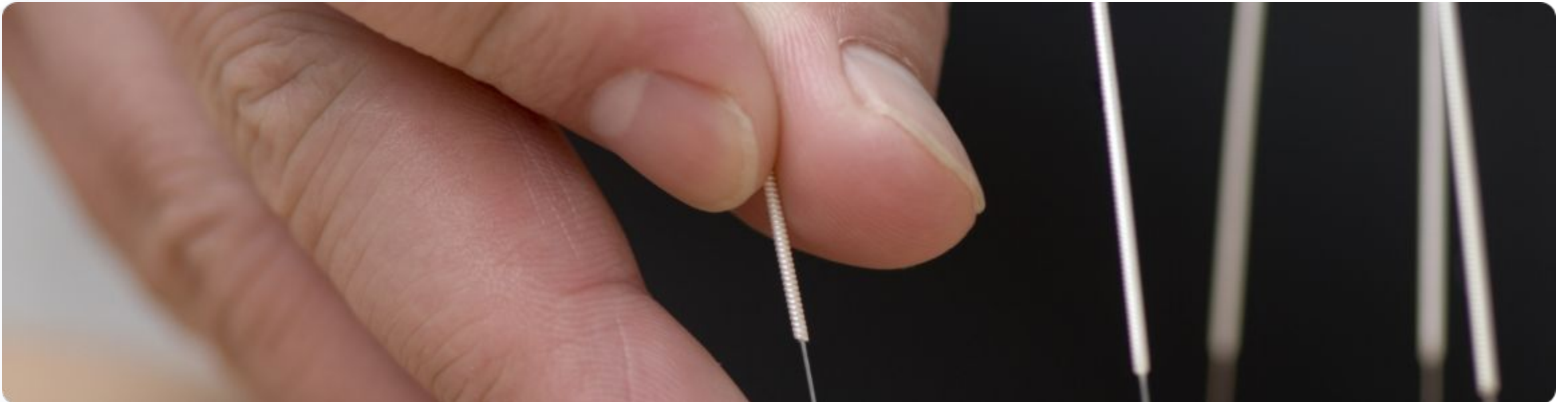
Qualitative Feedback

"Role-playing in every lesson allowed me to output what I learned, which deepened my understanding and gave me confidence."

"Learning English specialized for the medical field helped me visualize working overseas."

Why was this approach effective?

- ⚡ **Overcoming the Language Barrier:** Intensive, repetitive role-play shifted knowledge from "passive" to "active."
- 🏠 **Cultural Bridging:** Providing ready-to-use templates for difficult concepts (e.g., Qi, Meridians) drastically reduced therapist hesitation.
- 🔗 **Relationship Building:** Being able to explain the "why" and "how" without an interpreter fostered deeper patient trust.



Conclusion



Confident Communicators

When EMP is tailored to Eastern medicine, acupuncturists become confident communicators.



Reduced Anxiety

Role-playing clinical scenarios is highly effective for reducing language anxiety.



Future Implication

EMP education must evolve to include diverse medical paradigms beyond Western medicine.

Thank You for Your Attention!

Any questions?