

## Four Guidelines to A Clinical Story

Invite the listener into the conversation; When explaining the Middle Jiao or specifically Spleen Qi deficiency.

**Rule #1. Make True Statements;** To reduce complexity explain Traditional Asian Medicine(TAM) use familiar [naming and action words](#). Simplify messaging by describing **Spleen yang** with more familiar words like gut biome energy. Or, in terms associated with digestive processes, anatomy, concepts, etc.

**Word  
STORY  
commitment  
PARTICIPATION**

A. Separate the conversation from your TAM diagnosis strategy.

- Use familiarity to simplify message clarity and increase listener participation.

**Rule #2. Be Clear;** One way to reduce information overload is to simplify Spleen Yang. One way could be to describe it clearly speaks to [oxygen movement](#) effect on gut biome.



- Familiar terms like oxygen flow or movement provide a more vivid picture of acu-therapy and Asian medicine influence.

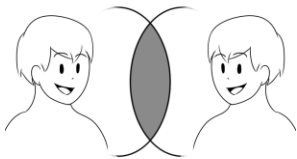
**Rule # 3. Address the Issue;** Oxygen as a gaseous state plays a significant role in tissue oxygenation.

And. It more easily relates concepts of Spleen Yang, Qi and Blood balance in the Middle Jiao.



Another explanation employs specific metabolic processes... For a more sophisticated conversation see research on; Serotonin molecule as a vaso-constrictor and vasodilator.

**Rule #4. Use Minimal and Concise Language to Address the Issue;** “The acu-therapy or Asian



medicine will address the [energy blockage](#) in the [gut biome](#) by [improving](#) the intestinal lumen (the walls of the stomach, small and large intestine). (See Matsumoto) The alimentary system including the “canal” starting at the mouth and ending at the

anus.