

Practitioner Guide: Gathering Patient Testimonials

Patient testimonials are a powerful tool to share with legislators. They can illustrate your message and build credibility, while also providing the emotional impact of a personalized account. Your patients' testimonials will be an important advocacy tool to gather support for HR 4803, the *Acupuncture for Our Seniors Act*.

Important Considerations:

- You must get written permission to use testimonials from any patient. A valid HIPAA Authorization form must be used. A sample form is attached below. If there is a more restrictive state law where your practice is located, make sure to update the attached form as needed. The ASA is not aware of any such more restrictive laws but cannot provide any assurances as the ASA has not made an independent inquiry into any such potential laws. Please note that the ASA is not providing any legal advice as to whether the sample form will satisfy all of your practice's legal needs but is merely providing this as a sample form.
- If you use the attached sample HIPAA Authorization Form (modified as explained above and per the instructions below), have your patient sign it, and then send it with the testimonial in an email to: patients4acupuncture@gmail.com. Alternatively, the patients can sign and send their testimonial to the same email address.
- When your patients give you their testimonial, that's an endorsement. According to the [Federal Trade Commission](#): endorsements need to reflect the honest opinions, findings, beliefs, or experiences of the endorser. Make sure that you keep good notes reflecting your discussion with the patient on the purposes of the testimonial, the signed and completed HIPAA Authorization, and any questions asked as well as the answers provided.

Include in each Patient Testimonial:

- We have created a Patient Testimonial Worksheet and Form to be completed by patients, to assist them in gathering the necessary details to provide an effective testimonial. Effective testimonials include details that show measurable outcomes (if any), such as:
 - Changes in mobility or activities of daily living (ADL's)
 - Changes in pain levels, using a [pain scale](#)
 - Changes or reductions in pain medications needed to control pain levels
 - Financial considerations (if applicable)