

Dear Patients,

We have had quite the year! Thank you for your support. Being a sole proprietor of a small business poses challenges, especially in years like this one. But, the reward I get from helping patients, like you, to achieve enhanced emotional wellbeing, decreased pain, and a greater quality of life, serves as a reservoir of strength.

2020 Growth & Additions

Basic Balance has grown substantially in 2020. In February, we expanded to a beautiful clinic space in downtown Keene with 3 treatment rooms and free parking. Clinically, I have focused on learning, improving upon, and implementing Master Tung style acupuncture, an additional point system that has been proving extremely effective for both pain conditions and internal disorders. Additional offerings include:

- An [informational video series](#), which answers commonly asked questions about acupuncture & Chinese Medicine in 3-4 minute video recordings
- 3 signature treatment protocols [Uplift, Balance, & Ground](#), which have become a hit as Gift Certificates for friends and family members as a fantastic introduction to acupuncture.
- The design and creation of the [Zen Room, featuring the Amethyst Biomat](#). The Zen Room serves as a serene space to decompress before your treatment or to stay afterward, to fully integrate and prolong the benefits of the treatment.
- Teaming with holistic health practitioners, Rebecca Montrone of Wondrous Roots, Dr. Gene Clerkin of Monadnock Natural Health, and Dr's. Matt & Tecia Abetelli, of Cheshire Wellness, to form the [Proactive Health Collective of Keene](#). We host round-table discussions on various health topics each Friday morning at 11am. If you can't join us live, we record our broadcasts and post them to our [YouTube Channel](#). We have been getting exceptional feedback from the community. I find our talks fascinating, empowering, and inspirational, and I think you will too!

Fee increase Announcement

It is with a humble heart that I inform you of the need to increase the cost of my services. The fee increase will commence February 1st, 2021.

Basic Balance, PLLC last implemented a fee increase in June of 2018. The US inflation rate from 2018-2020 was 5.4%¹, which is equivalent to just over \$4 on a \$75 service. With the added expense of supplies needed to ensure that my clinic has been, and remains to be, a safe space during the pandemic (masks, gloves, paper products, and sanitizing solutions), Basic Balance is unable to absorb the cumulative added costs. Therefore, **a price increase of \$5 on all services** must be implemented. The \$5 cash/check discount will remain in place.

¹ <https://www.usinflationcalculator.com/inflation/current-inflation-rates/>

Fee Structure (Active February 1st, 2021):

15min Meet & Greet:	<i>complementary</i>
Initial assessment:	45
Acupuncture Treatment:	85 credit card or 80 cash/check
Facial Rejuvenation:	90 credit card or 85 cash/check
Amethyst Biomat/ Zen Room:	No Change. Suggested donation: \$5-15 up to 1 hour

The Acupuncture Profession

The temporary shut down in May & June was difficult for many of my patients, especially those with chronic pain and other conditions that have historically been relieved or managed solely with acupuncture. Sincere thanks to all of those who emailed state representatives with their requests that acupuncture clinics remain open.

Despite the setback, the shutdown illuminated the need for political action on the part of my industry. I am happy to report that acupuncturists in New Hampshire, as part of The New Hampshire Acupuncture & Asian Medical Association, NHAAMA, have hired a lobbyist and have been assured that if there is a future shut down, we will be considered 'essential'.

Additional fundraising is necessary to enable the ongoing retention of our Lobbyist in order to help prepare the NHAAMA to finance legal action to protect and serve our profession if the need arises. If you would like to contribute to this cause, please let me know; I would be elated to aid you with this gracious gesture. You can learn more about NHAAMA and it's mission at www.nhaama.org.

Thank you so much for continuing to support Basic Balance and it's goal of empowering the Monadnock Community with increased mental, physical, and emotional wellbeing.

Please continue to spread the word about the benefits of acupuncture. Your referrals and online reviews are the greatest compliment you can give. I look forward to continue to grow my knowledge, skills, and experience, alongside you, for many years to come.

With sincere wishes for the happiest of holidays and a wonderful New Year,

Allison Millar, BS, MS
Licensed Acupuncturist & Owner
Basic Balance