

Pacific College Alumni Spotlight

Elie Goldschmidt, L.Ac. is a 1997 graduate of Pacific College of Oriental Medicine in San Diego, CA and a NCCAOM board certified acupuncturist and Chinese herbalist.

His interest in the holistic field began at an early age after his Aunt was cured from terminal cancer using an holistic approach. After graduating from PCOM, Elie went to China to the Zhejiang College of Traditional Chinese Medicine in Hangzhou for advanced studies and to work in their hospitals.

While working as a rep for a Chinese herbal company, Elie had the opportunity to meet with many of his fellow practicing acupuncturists. He became aware of the fact that many acupuncturists were struggling and taking second jobs to supplement their income. It was at this point that the idea for the TCM Directory was born to help acupuncturists leverage their websites and get more patients. Recently launched, www.tcmdirectory.com is the only free online resource center and marketing tool specifically targeting the acupuncture and Chinese medicine community.

The TCM Directory combines an easy to navigate interface with nearly 200 categories of TCM related resources, websites, and practitioners. Acupuncturists and TCM businesses can sign up for free to generate a high quality back link to their website. This will increase their rankings in all search engines resulting in more traffic and an increase in business to them. As an added bonus, for a small annual fee of only \$30, practices/businesses can be listed as a featured link which will give them premier placement and optimal visibility for searchers. Elie looks forward to further building the TCM Directory to benefit as many acupuncturists as possible.

To get your practice or business listed for free, go to www.tcmdirectory.com and click on “submit link”. For more information you can contact Elie at info@cmdirectory.com.

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