



NEWS RELEASE

(For immediate release)

Fulcrum Health clinical executive Deb Zurcher, DC, LAc named to Minnesota Acupuncture Advisory Council

The AcuNet by Fulcrum Health clinical director will provide leadership and insight to the Minnesota Board of Medical Practice

Plymouth, MN (February 17, 2020) — [AcuNet](#) by Fulcrum Health announced today that clinical director [Deb Zurcher](#), DC, LAc, has been appointed to a three-year term on the Acupuncture Advisory Council to the Minnesota Board of Medical Practice.

The advisory council provides guidance to the Board of Medical Practice as it makes regulatory decisions related to the clinical practice of acupuncture. Council members advise the Licensure Committee on credentialing issues for acupuncture providers, review complaints against practicing professionals, and advise the Board's complaint review committee on clinical practices.

"Acupuncture has seen significant growth in recent years, as more Americans seek drug-free options to manage their well-being. As more individuals and families are using this type of care, it's important to have effective regulation and oversight," said Zurcher. "As a licensed acupuncturist and former clinic owner, I understand the impact of state regulations and how they apply in real-world clinical situations. I am excited for the opportunity to provide input on how regulations are developed and applied."

As clinical director for AcuNet, Zurcher works with acupuncturists in Minnesota, Wisconsin, North Dakota, South Dakota, and Nebraska to oversee Fulcrum Health's network of the top acupuncture professionals that are contracted to regional health plans and their members.

Zurcher founded Eagle Creek Wellness Center in Prior Lake in 2003 and then became part of AcuNet leadership last year. Zurcher has also served as adjunct and associate faculty and lecturer at Northwestern Health Sciences University.

"Deb's expertise and leadership is a strong asset to the AcuNet network. She brings innovative initiatives to build bridges to incorporate acupuncture into team-based care settings. With her new role she will also be a powerful voice at the state level, helping the Board of Medical

Practice make informed regulatory decisions,” said Vivi-Ann Fischer, DC, chief clinical officer, Fulcrum Health. “We congratulate her on her appointment and look forward to her continued efforts to advance the practice of acupuncture in Minnesota.”

To learn more about AcuNet by Fulcrum Health, visit <https://acunet.org>.

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About Fulcrum Health

Fulcrum Health, Inc. is a nonprofit, physical medicine management organization delivering quality care through its credentialed chiropractic providers for over 35 years. Its product offerings include chiropractic, acupuncture, massage therapy, and pain management services. Serving 1.9 million members in the Midwest, Fulcrum continues to offer innovative and inspiring ways to leverage physical medicine that help lower health care costs, achieve better outcomes, and increase patient satisfaction. Fulcrum Health is a 2015, 2017, 2018, and 2019 recipient of the Press Ganey Guardian of Excellence Award for outstanding performance in patient satisfaction. For more information, visit fulcrumhealthinc.org. Follow us on [LinkedIn](#) and [Facebook](#).

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