

## Brandon Hoffman Biography

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Brandon Hoffman is the Market Development Executive for American Acupuncture Council, specializing in all aspects of customer engagement, from major group policy sales and customer service to the development and implementation of national promotional and outreach initiatives. As part of his day to day, he manages complex coverage relationships with professional associations, colleges, groups, and producers, and provides training for the service and sales teams to handle challenging client interactions. Brandon also works closely with the claims department, so he has an intimate understanding of risks acupuncturists face in today's practice environment.

An Arizona State University graduate, Brandon holds a B.A. in Business and a Certificate in International Business. He leverages his education and background in Allied Health Care to excel in his role at American Acupuncture Council. Coming from a family of Allied Health professionals, Brandon has been exposed to Acupuncture and Chiropractic throughout his life.

Since joining the organization full-time in 2015, Brandon has significantly expanded his role, guest lecturing on risk avoidance, practice management, and professional ethics at Acupuncture colleges across the United States alongside Marilyn Allen. Brandon also works with key industry stakeholders on many different fronts including education, legislative, and public perception campaigns.

In addition to his work at American Acupuncture Council, Brandon actively collaborates with the World Health Organization (WHO). He serves on the Quality and Safety Committee, focusing on the Traditional Medicine chapter of ICD-11, and participates in the Education and Implementation Committee for ICD-11. In 2024, Brandon will attend the WHO World Health Assembly in Rwanda, further showcasing his commitment to the industry.

Brandon's diverse skill set and passion for Allied Health Care make him a valuable contributor to the field. He continuously strives to improve patient outcomes and expand treatment options on both national and international stages, representing his company at key industry events and conventions.