# Abstract Template

## Title: Adapting Internet Technology to Satisfy Data Security Requirements for Holistic Health Practitioners

**Keywords: Acupuncturists, HIPAA, technology, patient privacy, data security, marketing, practice management**

### I. Abstract Body (up to 250 words)

Due to rapidly evolving online technology, most of the medical world is using outdated internet technology that jeopardizes sensitive patient information. With a focus on holistic healthcare, and specifically acupuncture, Raging River Media has developed systems that allow providers to maintain an online presence and market their services, while maintaining the highest standards of data security. In a world with constantly shifting media trends, industry leaders must adapt to the changing needs of both patients and practitioners and always be willing to put people before profits.

### II. Image:

### III. Biography:

Marla spent two decades in education and marketing for human rights organizations after graduating from the University of Southern California with a degree in International Relations. She is the Founder and CEO of Raging River Media, the first and only acupuncture practice digital marketing agency that meets the standards of United States healthcare privacy laws. She has advised NCCAOM and the Neuro-Acupuncture Institute on internet marketing and healthcare data security and writes for LinkedIn Pulse and Medium.com.

### IV. Presenting author details



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