



East and West Meet in Shorewood

Dr. Xiping Zhou Blends Medical Approaches To Ease Pain, Improve Health

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One of Wisconsin's most prominent doctors of acupuncture and Traditional Chinese Medicine (TCM) is now practicing right here in Shorewood.

Dr. Xiping Zhou bought the building at 4601 N. Oakland Ave. and opened the Acupuncture, Pain Management and Wellness Clinic. He and his five-person staff are now busy treating patients with a unique approach that applies the best of both Eastern and Western medicine.

Zhou studied TCM and acupuncture at HeilongJiang University in China, graduating at the top of his class and going on to serve as chief physician and a full professor at that school. Invited in 1993 to speak at a U.S. acupuncture conference about his success treating paralysis in stroke patients, Zhou decided to stay and share his expertise in a country he saw as beginning to embrace acupuncture.

He began teaching at Racine's Midwest College of Acupuncture and Chinese Medicine in 1994. He opened his first clinic in Madison in 1996, and another above the Outpost grocery store on E. Capitol Dr. in Milwaukee in 1997. He even briefly joined the staff of Columbia St. Mary's Hospital.

In 2000, Zhou opened the East-West Healing Arts Institute, an accredited school in Madison that has certified more than 460 students in Zhou's unique approach to massage therapy and prepared them to sit for the state licensure exam.

With the school and his Madison clinic taking much of his time, Zhou eventually closed his Milwaukee location. But patients from the area continued to travel to Madison to see him, imploring him to return to a Milwaukee-area practice.

The stars seemed to align when a broker led him to the Shorewood building at N. Oakland and E. Glendale Aves. "It was a very upscale, modern medical building," Zhou says. "I looked at it and looked at the Shorewood area, driving around along the lake and on Oakland Ave., and I thought, "Oh my goodness, what a beautiful location. I should purchase the building."

After four months of remodeling, Zhou hosted a grand opening on May 18 for about 150 attendees that featured a martial arts performance, a peace ceremony and free chair massage. "Shorewood is very welcoming," Zhou says. "Village President Guy Johnson came to my opening, and Village Manager Chris Swartz was there, too. I feel very lucky to be here."

Zhou specializes in traditional TCM, acupuncture and acupressure medical massage, taking a holistic approach that can also include herbal medicine and elements of Western medicine. Many of his clients come seeking relief of chronic pain, but he also helps people with allergies, infertility, nutritional needs and even "facial rejuvenation," which is acupuncture's answer to Botox.

Zhou's patients sing his praises on his website and frequently refer friends and family to the doctor who has finally helped them feel better. Fred Saigh, 64, is a dentist from upper Michigan who recently drove more than four hours for Zhou's help with pain from a meniscus knee injury, having been referred by both his son-in-law and his wife after Zhou helped relieve their headaches.

"He's now saying he wants to cancel his knee surgery," Zhou says, "because he said he doesn't feel pain. I told him not to cancel yet. But he and his family members wouldn't drive this far if they didn't get results."

Zhou sees patients in Shorewood on Thursdays and Sundays and spends his other days practicing in Madison and teaching at his Institute. "I really have a passion for teaching, I like to do public speaking," he says. "I work 70 to 80 hours a week, but I still have all this energy, because I really like what I am doing."

Dr. Zhou's Acupuncture, Pain Management and Natural Wellness Clinic
 4601 N. Oakland Ave. • 414.962.5249
 Hours: Tues. and Thur. 10:30 a.m.-6:30 p.m.
 Sat. 11 a.m.-5:30 p.m.; Sun. 10:30 a.m.-5:30 p.m.
acupunctureherbalmd.com