

## King's CICM Update: Celebrating Growth and Progress | Nov/Dec 2025

Dear Colleagues and Friends,

We are delighted to share our latest news and progress from the King's Centre for Integrative Chinese Medicine (CICM). Your continued support is the cornerstone of our mission.

### 1. Team Growth

We are very pleased to welcome two distinguished new colleagues to the King's CICM community:

- **Ms Mandy Brass (MSc, MBAcC)** joins us as a member of staff. Mandy is the Lead Acupuncturist at Dimbleby Cancer Care, Guy's Cancer Centre, and brings a wealth of clinical expertise.
  - Learn more about Mandy: [mandybrass.co.uk/about.html](https://mandybrass.co.uk/about.html)
  - Her recent King's CICM seminar on the 'Growth of Acupuncture in Cancer Care': [View here](#)
- **Dr John Hughes** joins our Honorary Advisory Board (HAB). John is the Director of Research at the Royal London Hospital for Integrated Medicine (UCLH NHS Trust) and an Associate Professor at the University of West London.
  - Learn more about John: [UCLH Profile](#) | [UWL Profile](#)

Our updated 'People' pages, featuring all team members, are accessible below. Please note that we are currently in the process of updating individual 'Research Interests' sections; this update aims to align our research interests with the ambition of King's CICM. It will be completed in the coming weeks.

- **In English:** [https://www.kingscicm.org/?page\\_id=110](https://www.kingscicm.org/?page_id=110)
- **In Chinese:** [https://chinese.kingscicm.org/?page\\_id=110](https://chinese.kingscicm.org/?page_id=110)

### 2. Recent Activities & A Major Achievement

It has been a period of significant momentum and accomplishment:

- King's CICM has **regained priority status for fundraising and partnership** within King's Health Partners (KHP).
- We have hosted high-level meetings, including between King's Senior Management and our HAB Co-Chair in Hong Kong, and facilitated a series of productive academic visits and exchanges.
- Our **crowdfunding campaigns** continue to inspire incredible generosity. Thanks to nearly 60 donors, we have now raised over **£10,000** across our five funds—a tremendous milestone. You can support and share our campaigns via the links in Section 4.

🌟🌟🌟🌟 *Exceptional News: WHO Global Summit Finalist* 🌟🌟🌟🌟

We are thrilled to announce an exceptional achievement. Following a rigorous, multi-stage selection process involving 1,175 global submissions, a proposal on '**Modern Tongue Diagnostics**' by **Professor Hongchun Yin** (King's CICM Honorary Advisor) has been selected as one of only **21 finalists** in the WHO's 'Health Heritage Innovations Open Call'. Prof. Yin's innovation will be presented at the **Second WHO Traditional Medicine Global**

**Summit** in New Delhi this December and will receive WHO support for further research and dissemination. This is a phenomenal recognition, and we extend our heartfelt congratulations to Prof. Yin and his team. We eagerly anticipate our next steps in collaboration.

Read more about our activities:

- **In English:** <https://www.kingscicm.org/?p=1476>
- **In Chinese:** <https://chinese.kingscicm.org/?p=1563>

### 3. Website Engagement: A Global Reach

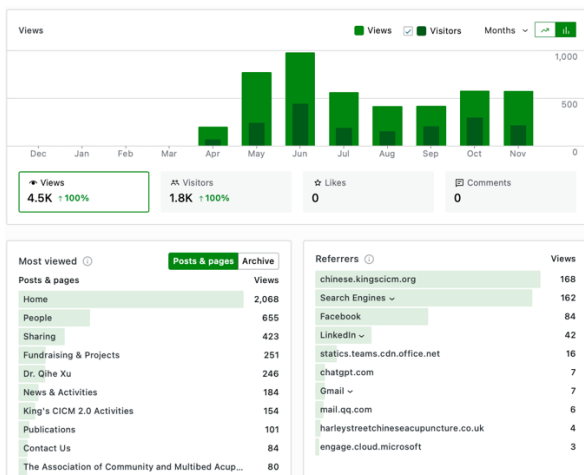
Seven months after launch, our website continues to engage a global audience:

- **Over 8,500 page reads** by approximately **3,500 unique readers**.
- Our readers, accessing both English and Chinese pages, are most interested in **who we are, our shared content, our activities, and how to contact us**.
- The **top 10 countries** for our readership include the UK, China, the USA, Hong Kong, Ireland, and Singapore, demonstrating our growing international footprint.

You are most welcome to explore our site and share your feedback.

- **English:** <https://www.kingscicm.org/>
- **Chinese:** <https://chinese.kingscicm.org>

#### A. English webpage



#### B. Chinese webpages

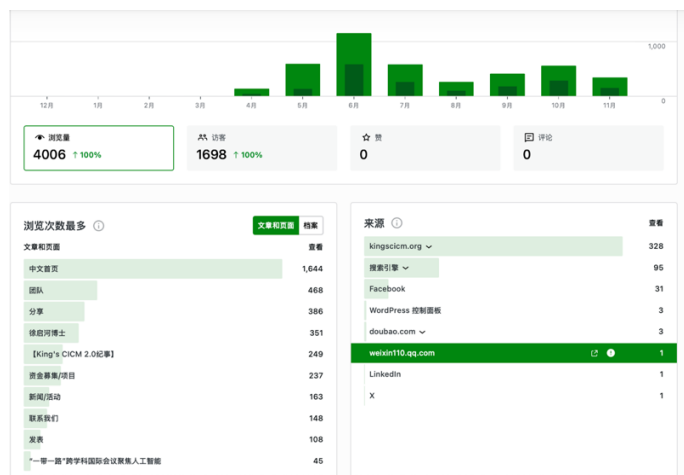
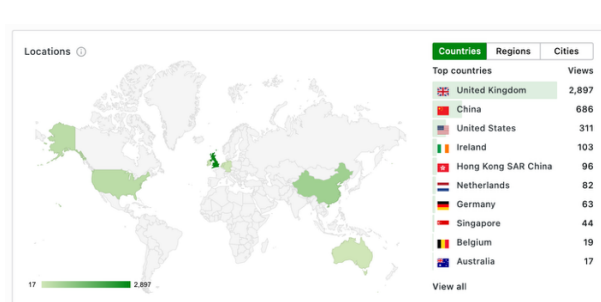


Figure 1. When and what did people read?

#### A. English webpage



#### B. Chinese webpages

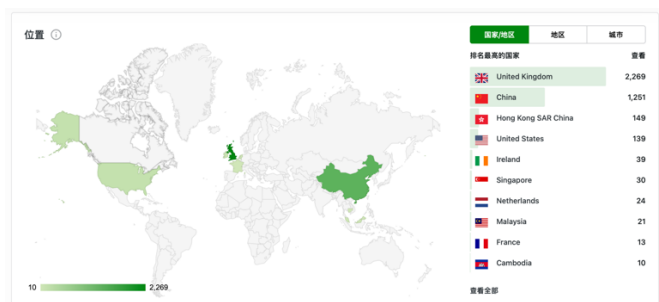


Figure 2. Where are our readers?

#### 4. What's Next? Join Our Journey

Our focus is firmly on the future:

- **Forthcoming Research:** The team is actively drafting novel research directions and programmes inspired by TCM, forging a new path in integrative Chinese medicine. **Watch this space.**
- **Unified Fundraising:** We are uniting the entire King's CICM community—Senior Management, Directorship, Staff, Advisors and Friends to raise our **Empowerment** and **Breakthrough** Funds while promoting our initiative worldwide.
- **Your Support is Crucial:** Please help us disseminate our ongoing crowdfunding campaigns and encourage your networks to contribute to these meaningful awards:
  - **The King's CICM Fund** – Honouring unsung heroes & advancing core research: [Donate](#)
  - **The Peter Houghton Award** – Supporting young herbal medicine scientists: [Donate](#)
  - **The Peter Hylands Award** – Supporting tech-driven TCM research: [Donate](#)
  - **The Man Fong Mei Award** – Supporting truly cross-disciplinary projects: [Donate](#)
  - **The Boying Ma Award** – Supporting medical history & humanities: [Donate](#)
- **Your Ideas Matter:** We welcome your thoughts, feedback, and ideas. We are, and will always be, what we share.

With warm regards and gratitude,

**Qihe Xu & Yanzhong Wang**

Co-Directors, King's CICM

[https://www.kingscicm.org/?page\\_id=74](https://www.kingscicm.org/?page_id=74)