**Inclusion criteria:**
- diagnosed primary insomnia with DSM-IV-TR
- aged between 18 and 65 years
- the Spiegel score ≥ 18

**Exclusion criteria:**
- total sleep time < 2 hours
- secondary insomnia
- SAS score ≥ 60, BDI score ≥ 8
- complicating with hypertension, diabetes, stroke, and coronary heart disease history
- having drug abuse history
- pregnancy or preparing to pregnancy
- participating in another clinical at the same time

Signed the consent form

Washout period (-1 week)

CM Clinician 1 → CM Clinician 2 → CM Clinician 3

CM Pattern 1 → CM Pattern 2 → CM Pattern 3

Prescription 1 → Prescription 2 → Prescription 3

Visit 1 (0 week)?

Yes → Randomization

No → Along the first randomization

Medical group A → Medical group B → Medical group C → Placebo group

Visit 2 (1 week)?

Visit 3 (2 week)?

Visit 4 (3 week)?

Visit 5 (4 week)?

Visit 6 (4 week after the last treatment)