



The Finger Print

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MASSAGE THERAPY RESEARCH TAKES A BIG LEAP FORWARD

by Debra Curties

There are meetings, and committees, and conferences – I go to my share of all of these. Yet rarely would I say that I was present at a moment in history. The weekend of March 26-28 was different.

The American Massage Therapy Association’s Foundation, its charitable research organization, hosted a ‘think tank’ of 20 prominent researchers and massage therapists from all over North America. Two years in the planning stage, the meeting was held on Seabrook Island off the Carolina coast, and brought representatives of our profession together with members of the research community – a partnership which the Foundation knows is crucial to fostering quality research. The meeting’s stated purpose was to develop a research agenda for the massage therapy profession for the next ten years. We worked diligently toward that goal, but in my view, at least as significant was the opportunity for the participants to meet each other and have the types of interactions which form personal and collegial bonds. We will stay in touch, and we will find ways to work together in the future.

“We fully acknowledge that in order to understand massage therapy and what it can provide for your clients, we have to study it as it is actually practiced by massage practitioners.”

Dan Cherkin, Ph.D.

“There are 100 million massage office visits in the U.S. each year. You are the elephant in the living room. Perhaps you will help the medical profession realize what it has lost.”

David Eisenberg, M.D.

Our discussions ranged from the biochemistry of healing to the placebo effect (‘practitioner effect’ in complementary care speak) to how to raise millions of dollars. We contemplated the ‘big’ study that will get everyone’s attention, and the education and unique qualities of massage therapists. It was a magical and inspiring weekend.

Sutherland-Chan was well represented, since one of our alumni, Doug Alexander, was also invited. I guess you could say we were 10% of the meeting! In all there were 4 Canadians present. We are already making plans to organize a meeting of our own country’s practitioners and researchers, with the idea of creating a Canadian base that has strong ties to North American research initiatives.

The AMTA Foundation will be releasing a detailed report of the meeting via press conference in the near future.

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The Future of Massage Therapy in Ontario

This issue contains Part One of a series on the explosive growth of massage therapy in our province.

In this issue

What does the Collis & Reed report tell us?

Coming Next Issue

Impact on the futures of practitioners in Ontario and Sutherland-Chan School

Crushed Blue Velvet Party



The Alumni Association had a 'crush' on its hands on January 30, as alumni turned out in record numbers for their get together at Paupers Pub. There were prizes, hilarity, and lots of long lost classmates spotting each other across a crowded room.



ADMINISTRATION THE NEXT GENERATION



Mark Paul

born March 17

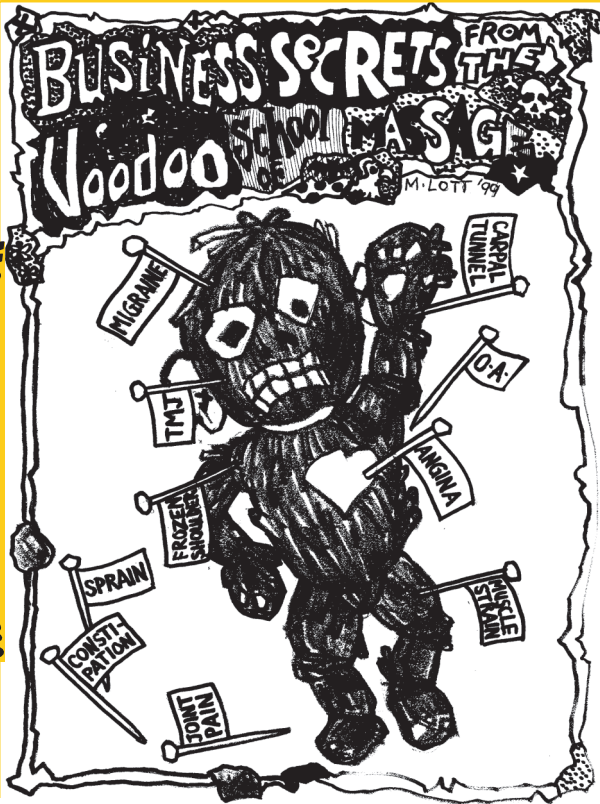
First child of John Paul, our Systems Analyst



Blake Perryman

born April 2

First child of Nicole Blake Perryman, Admissions & Student Services Coordinator



GRADUATION UPDATE



The venue has been booked and the date is set. All that's left is to hang the decorations for 'Graduation 1999'.

On July 10, from 1:00 to 4:00 pm, 140 or so of the newest Sutherland-Chan alumni members will cross the stage of Convocation Hall at the U of T campus to accept their diplomas.

Post-graduation festivities will take place at the Sheraton Centre Hotel, 123 Queen Street West, beginning with a cocktail reception from 5:00 - 6:00 pm, and a dinner and dance starting at 6:30 pm.

Ticket sales for the dinner and dance will begin the last week of April and continue through to the end of May. Tickets will be available on a first come first serve basis, though enough will be held back to ensure each graduate can be accommodated. Prices will be announced closer to the date. A choice of menus will be available, and graduates can purchase tickets for the dinner, dance, or both.

The tireless members of this year's Graduation Committee will continue to keep everyone posted on the latest updates.

From Rich Ingram
Vancouver, British Columbia
Class of '95

1. Your practice is only partly skill. The other part is **YOU** and your personality! If you are lacking in self confidence and self esteem, it will show. If you have a friendly, confident, empathetic, positive and genuine attitude, this will make a huge difference in your success. You've heard it from your Therapeutic Relationship teachers, and I emphasize it here: **GET YOUR S*** TOGETHER FIRST!**

2. Market actively, and market in **your** community. By community I mean geographical, common interest group, etc. If you don't have a 'community', create one. Join clubs, business associations, sports teams, volunteer groups, social organizations...

GOOD LUCK!!

From Jackie Latimer
Edmonton, Alberta
Class of '86

Work with Intention

Enjoy the Art & Profession of Massage
It's a wonderful career

Learn to care for yourself each & every day
While you're caring for others

Receive regular massage for yourself at least
bi-weekly.

Don't be stressed on the quiet days
Have fun & enjoy them.

Because when you get busy, you'll dream
Of having some quiet time to enjoy & play

Blessings to you all...

The Collis & Reed Report

What Does It Tell Us?

The Collis & Reed Study was commissioned by the College of Massage Therapists of Ontario (CMTO), the Ontario Massage Therapists Association and five of the Ontario massage therapy programs. The mandate was to research the future need for massage therapists in our province and to assess whether we are on target to meet those needs.

- ◇ RMTs in Ontario: 28% male, 72% female
- ◇ Massage Therapists supported an increase in public education, and education of other health professionals about the benefits of massage therapy and the qualifications of massage therapists.
- ◇ In general, respondents supported changes in the education system including:
 - increased multidisciplinary training
 - standardization of admission criteria across schools
 - increased business and insurance education
 - increased input of schools on the certification examination
 - accreditation of schools, to set minimum standards
- ◇ Overall, respondents felt there must be increased communication among members of the profession, the CMTO, the Ministry of Health, the Ministry of Education and Training and the insurance industry.
- ◇ The majority of respondents did not support lobbying for the privilege of diagnosis.
- ◇ The majority of respondents:
 - sought continuing education prior to Quality Assurance requirements
 - felt their income did not meet their expectations
 - 33% of the respondents had been practicing for two years or less
 - 22% of the respondents had been practicing for 3-5 years

- therefore 55% of the respondents have been practising under 5 years

Does this data indicate that it takes about five years to establish a satisfactory practice? Is this reasonably consistent with other new practice/new business starts?

- ◇ Two-thirds of respondents felt their income did not meet expectations
 - those that felt income did not meet expectations earned \$19,000/yr
 - those that felt income did meet expectations earned \$29,000/yr
 - low income earners (under \$20,00 more often were recent graduates - 55% of the survey)

Since most of us are used to discussing income using the gross amount, it needs to be noted that for this data income was calculated on net income (after expenses and before tax).

- ◇ Half of the respondents desired to increase their practice by eleven hands-on hours per week
 - those who desire to increase their practice currently work 16.6 hands-on hours weekly
 - those who do not desire to increase their practice currently work 23.4 hands-on hours weekly
 - 28% work at another job part-time

We are aware that a percentage of students enter massage school with the intention to work part-time when they graduate because: they are parents of young children/about to start a family; they have other part-time careers (artists, musicians, etc.); they are going into semi-retirement, etc. Also, a number of therapists work part-time as instructors in the schools, and these would probably respond in high numbers. Data about how many choose to work part-time.

- ◇ Respondents report that (some differences were noted based on electoral regions):
 - standard hourly rate is \$55.00 per hour - half hour rate is \$34 per hour
 - majority of clients paid by extended health insurance or out of pocket
 - perform 19.3 hands-on hours weekly
 - treat 194.1 (mdn = 110) clients annually
 - could work 28.2 hands-on hours
 - have 82 active clients

Question: since an average 19.3 hour week x 48 weeks x \$55 = \$50,952.00 gross earnings per annum with a 40% overhead would leave a net income of \$30, 571.20 per annum rather than the \$23,000/yr reported average net income.

- ◇ Respondents have observed the following about their practices:
 - 40% of clients seek massage therapy for relaxation and stress
 - typically these clients seek treatment 8.7 times per year
 - 60% of clients seek condition specific treatment
 - these clients require 9.6 treatments per year
 - a slight increase in the number of condition specific clients over the duration of their practice
- ◇ Respondents reported that:
 - they spend \$741 annually on advertising
 - one-third of their clients were referred to them by other health care professions, mostly chiropractors and medical doctors
 - there has been an increase in the number of referrals since they started their practice
- ◇ Forty percent practice in massage therapy settings
 - 32% practice out of their residences
 - 28% out of chiropractic clinics
 - 16% out of multidisciplinary settings
 - 14% make out-calls
 - 9% in wellness centres
 - many therapists practise in > 1 setting
- ◇ Females more often practice in massage therapy clinics
 - males more often practice in rehab centres and medical offices
 - males report receiving more MD referrals than females (possibly because they are more likely to be practising in medical centres)
 - those practicing >10 years more often work out of their residences than recent graduates
- ◇ More respondents agreed somewhat that their training adequately prepared them for the profession. It was frequently remarked that the schools should provide more education in the area of business and insurance.
- ◇ Respondents most often performed:
 - Swedish massage
 - Trigger point therapy
 - NISA

- ◇ Respondents agreed that the insurance industry should share information on the utilization of massage therapy with the CMTO and massage therapy associations.
- ◇ **Attrition rates:** Attrition from the massage therapy profession is approximately 3% of the total registrants annually. Those who have left the profession state that they did so because they have retired (majority) or for health reasons. There has been a decline in those leaving prior to 5 years of practice.
- ◇ Forty-seven percent of massage therapy students stated that they intend to work in the area where they are attending school.
- ◇ Of students currently attending a school:
 - 59% applied to 1 school
 - 25% applied to 2 schools

This may indicate a lack of consumer research and education on the part of the average applicant to massage school. However, in fairness it should be noted that data was not collected about how many schools were 'checked out'.

- ◇ There are currently 16 massage therapy schools in Ontario with 21 campuses. It is estimated that on average new schools will enroll 51 students annually for the next 5 years and this number will increase to

It should be noted that we have no data on how many students plan to practice outside Ontario.

62 students annually on average after 5 years.

- ◇ The majority of massage therapy clients are over 35 years of age, female, and university educated. The current public utilization rate for massage therapy is 2.2% of the population. There is a large untapped market, with some population segments showing very little massage therapy utilization.
- ◇ Without an increase in utilization, saturation will occur in all regions between 2000-2003. Even if marketing strategies were developed to encourage higher population utilization to 7% (probable utilization of chiropractic care), current registration trends would lead to market saturation by the year 2113 in all regions. The figures used in the saturation calcu-

This summary and comments were prepared by representatives of the five schools who financially supported the Collis & Reed study.

COMPLEMENTING MASSAGE THERAPY WITH ACUPUNCTURE

by Christine Loch

What is acupuncture? Acupuncture is the way in which needles are strategically inserted into the body at different points in order to decrease pain and counteract disease and trauma, as practiced according to Traditional Chinese Medicine (TCM). Acupuncture has been an effective method of restoring balance within the body, namely mine! A few years ago I had been amenorrheic (the absence or suppression of menstruation). I decided to try TCM, which incorporates the use of herbs and acupuncture, and forgo the medical approach of hormone therapy. With the successful return of my menses within three months, my convictions towards holistic healing were confirmed. Presently as a student of massage therapy, I am thinking of pursuing acupuncture as an adjunct to massage therapy. Acupuncture could be useful in reducing pain, as well as being complementary to massage therapy in its holistic approach to prevention of disease.

With the reduction of pain, a therapist can more effectively provide a stress-reduction treatment, as finding it possible to work in previously painful areas. Milton Bingham R.M.T., presently an instructor at Sutherland-Chan, is a proponent of the pain-reducing effects of acupuncture, "These effects can release endorphins, encouraging the tissue to release, enabling me to work the tissue more effectively. This pain-reducing effect can last up to 4-5 days." Although Milton doesn't himself use acupuncture, he works with the same points by using an electrical device (Accumed Point Stimulator). There are abbreviated courses that teach a specific number of points, called Anatomical Points, which focus on the reduction of pain. Milton works with swimmers, often on-site, pool-side, where it is more convenient to use a portable device, rather than acupuncture needles which need to be cautiously disposed of. At the Guelph University outreach, which deals with acute and chronic injuries, both acupuncture and the Accumed Point Stimulator are used by one of the physical therapists as an adjunct to their treatments of various musculoskeletal disorders. Naturopaths, physiotherapists, and nurses are another example of other health care practitioners who incorporate acupuncture into their practice.

Acupuncture complements massage therapy in its preventive approach. In an interview with Miriam Erlichman, a TCM practitioner, she emphasizes prevention through "bringing the person back into a state of 'being' that they are comfortable with". Ms. Erlichman encourages "a change of seasons tuneup" at the time of the equinox and solstices. Balance is also emphasized, based on the theory of Yin and Yang, which is "two complementary terms standing on opposite poles of one integral whole." With this approach, the client is encouraged to adopt a preventative lifestyle.

Massage therapy is a dynamic and exciting field. With the present CMTO requirement of obtaining approved Continuing Education Units (CEU's), RMT's are encouraged to develop professionally in directions that are going to improve their practice. Acupuncture could be a way of enhancing massage therapy, combining the knowledge of both eastern and western medical theories.

Currently acupuncture is unregulated; therefore in the future there may be some regulations with which to comply. There are many schools that offer courses. Listed below are 2 in the Greater Toronto Area for further information.

*The Michener Institute 416) 596-3177
Shiatsu School of Canada Inc. (416) 323-1818 or Toll-free 1-800-263-1703*

Adventures in . . .

This issue's adventure is brought to you by

Stephen Cormier



. . . Y2K

LOW TECH LIVES!!

Well, well, the millennium bug has built its nest and settled in for the long haul. Every computer and its uncle has gone kaput. There's no electricity, no industrial output, no gross national product, no access to your hard earned savings, no running water, no produce, dairy, or frozen food sections. The friendly skies are a thing of the past; the National Inquirer has now expired; and it's no way José to see the U.S.A. in your Chevrolet.

Fret not! This pesky 2000 cloud has a silver lining. Too much hi tech created this chaos, and massage is so darn low tech you're ain't no worse off now as a therapist than you were before this new millennia creepy crawler weaved its annoying web. So...what's a massage therapist to do?...Hightail it from urban unrest with your Rubbermaid bin and set up shop in a log cabin. Light a candle to see what you're doing; chop a few trees for a sturdy table base; bundle leaves for a padded table top; scrub your linens on a rock by the river; there's loads of plant life to provide natural oil; as for music, well, it's a toss up between wildlife yelps or your own vocal prowess.

And when you need a massage, you never know; you just may be able to find a fellow RMT who makes cabin calls.

The Student Who Dreamed of Coming Back

(Sometimes You Get What You Ask For)

by Rejanne Kroll



The summer of '99 ushers in my fifth year as a Sutherland-Chan alumnus. It also means that I have been instructing at Sutherland-Chan for four semesters.

Mind you, I am not the only one in my graduating class to be teaching at, or supervising for, the school. Tori Young, Milton Bingham, and Mary Sharland-Presta spring instantly to mind. This confirms the conviction that I had as a student that *our* class was filled with great people. We had our academics, our A-list party people, our laid back, well grounded people, and some

impressive 'natural born massage therapists.' You would think that there would be conflicts in such a diverse group of individuals; you would be mistaken. As the semesters went by the class pulled together. We weathered moments of deep sadness and uproarious hilarity. (Will anyone ever forget Carola Barczak's Nutrition lectures!). One of the strong uniting elements was our struggle to 'see the big picture.' I often felt overwhelmed by an avalanche of facts, uncertain that they would ever fall into place.

As a student I always enjoyed a more interactive, participatory approach to lectures. As an instructor, I was determined to use this approach in my classes. On my first day of solo teaching I had to overcome a completely unexpected and ferocious case of stage fright. As a student, I didn't realize the hours of preparation and test and exam writing that instructing involves. Lesson planning using a more discussion based, interactive approach to lectures has also been astonishingly time consuming.

I have found teaching to be a continuous learning experience and have learned volumes from my students. They have been a constant source of pleasure for me in their intelligent questions and their willingness to participate and learn interactively with their classmates.

I am truly glad that my student dream of coming back to teach has been realized. The joy and satisfaction I have experienced more than matches the expectations I had as a student dreamer.

In Memorium



*"Do Not Stand At My Grave
And Weep."*

*Do not stand at my grave and
weep;*

*I am not there. I do not sleep.
I am a thousand winds that blow.
I am the diamond glints on snow.
I am the sunlight on ripened grain.*

*I am the gentle autumn's rain.
When you awaken in the morning's
hush;*

*I am the swift uplifting rush
Of quiet birds in circled flight.
I am the soft stars that shine at
night.*

*Do not stand at my grave and cry;
I am not there. I did not die.*

Paul

Flanagan
1956-1999
Class of '95

SOME ENCHANTED PARTNER

by Jackie Turay

"Clients on the table supine in two minutes."

*My pulse races as I rise from my stool,
most of my buttocks numb.*

*I look around me as people pair off.
"I have a table."*

"Do you want to be the client first?"

*My sympathetic nerve firings are at an all time high -- pupils
dilated -- breathing becomes rapid and shallow -- the negative
feedback loop is fully
engaged -- muscles twitch.*

*I look around me in terror, "what am I going to do?"
Suddenly, there, across the room, another lone soul looks up.*

OUR EYES MEET!

*The air is thick with the unasked question,
"Do you have a partner?"*

*It is asked in a quick breathless whisper. The air is electric
with hope.*

"No. Do you?"

"No. Would you be my partner?"

"Sure."

The agreement is set. We will be partners.

"Does everyone have a partner?"

I smile confident.

*"I have sheets," I offer, hoping that I will be more appealing
to the one that has saved me from the dreaded -- threesome.*

*"I only have my pillows," the partner mumbles,
eyes casted downward.*

"That's OK."

*I could afford to be magnanimous now.
For I had dodged the partnerless bullet!*

Bulletin Board

Sutherland-Chaw's Open House won the CMTA's 1998 national Massage Therapy Awareness Best Promo Contest. We rock!

We have such talented alumni!

The 'Bird of Perception', a musical stage piece by Peter Skoggard, will be performed at the Guelph Spring Festival, River Run Centre on May 31.

Also, Dennis Giesbrecht will be singing tenor in concert at the Gorge Cinema in Elora on June 20.

Classified

Needed: Massage therapy chairs. Willing to pay top dollar for equipment. Contact **Anthony** at 905-451-8141.

Homemade Bookmarks Various Sizes \$0.50-\$4.50
Contact **Gwen** @ 516-0636, or find me at school.

Need **Tutoring** and live in the tri city area? I'm a 1997 grad who lives in **Guelph**.

• • • • •

Place your classified ad for no charge by contacting **Stephen** at 416-924-1107 x 12.
Or via fax: 416-924-9413.

Welcome to New Staff

Parmesh Krisnan Financial Controller

Parmesh is a Chartered Accountant from Bombay, India. He has worked on three continents among people of diverse cultures and backgrounds, and with companies of all sizes and sectors. This varied experience has helped him become adept at mixing with people and anticipating their needs. It has also given him a positive approach to life and a focus on problem-solving.

New Faculty Members

Greta Kubis
T1 & T2 Pathology

Carmen Smith
T4 Nutrition

Newsletter Committee

(416) 924-1107, ext. 12

Editor

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We are all very interested in your feedback and ideas about the newsletter. Please contact your rep.

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