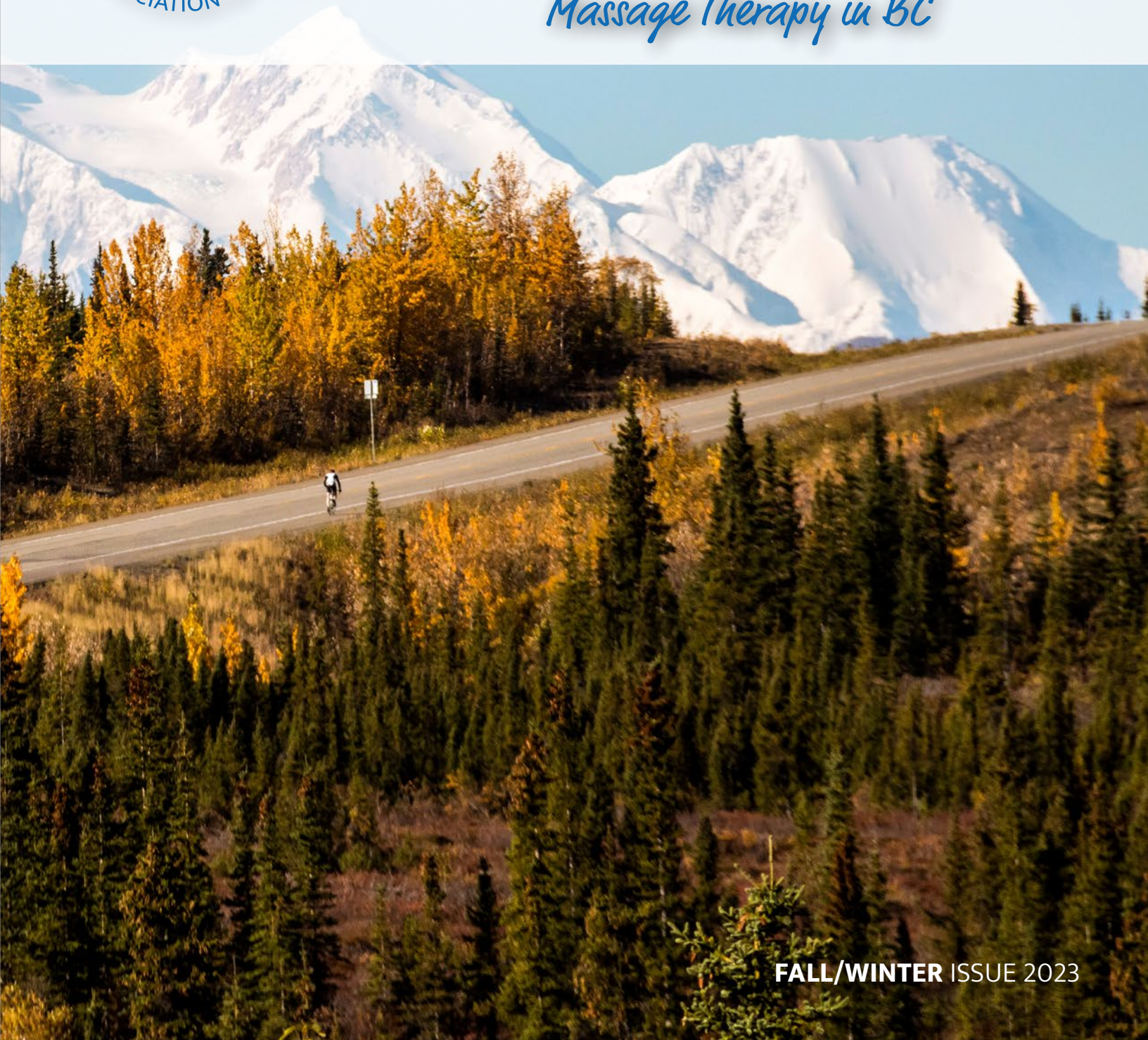




The RMTBC REVIEW

Massage Therapy in BC



FALL/WINTER ISSUE 2023

Your Healthy Career Starts Here



NOW HIRING Registered Massage Therapists

With over 110 multi-disciplinary clinics offering Massage Therapy, Chiropractic Care, Acupuncture and Reflexology, Massage Addict helps 73,000+ Canadians each month naturally manage their pain, stress, anxiety and more.

And we want you to join our team! You'll enjoy many benefits including:

- Predictable income
- Established clientele (and growing!)
- Scheduling that works for you
- Working with supportive like-minded professionals

We'll take care of cleaning, laundry, folding, marketing, billing, administration, supplies and so much more. Focus on what you love – helping people. We'll handle the rest.

**JOIN OUR TEAM!
APPLY TODAY!**

Visit our website to learn more and submit your resume at MassageAddict.ca/careers



Proudly Canadian.
Locally Owned.



THE RMTBC REVIEW | FALL/WINTER 2023

REGISTERED MASSAGE THERAPISTS
ASSOCIATION OF BRITISH COLUMBIA

Suite 180, Airport Square
1200 West 73rd Avenue, Vancouver BC V6P 6G5
P: 604-873-4467 F: 604-873-6211 T: 1 888 413-4467
E: info@rmtbc.ca
www.rmtbc.ca

Advertising Enquiries

Maureen Fleming
maureen@rmtbc.ca

Association

Executive Director
Gordon MacDonald

BOARD OF DIRECTORS
Chair

Anne Horng, RMT

Vice Chair

Robyn Lancaster, RMT

Secretary

Elliott Wilkes, RMT

Treasurer

Voula Soursos, RMT

Directors

Roxanne Petruk, RMT

Lizette Tucker, RMT

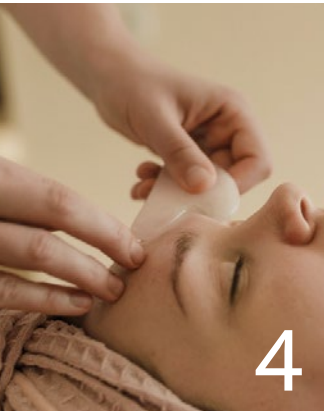
Cathy Ryan, RMT

RMT Magazine is published twice a year for Registered Massage Therapists (RMTs). It provides a voice for RMTs and acts as a source for the latest research. It is a vehicle for the general population to understand and respect the valuable work of RMTs. Funding is provided by the RMTBC and through advertising revenue.

© 2023 RMTBC. No part of this publication may be duplicated or reproduced in any manner without the prior written permission of the RMTBC. All efforts have been made to ensure the accuracy of information in this publication; however the RMTBC accepts no responsibility for errors or omissions.

Follow us on social media [@rmtbc](https://www.instagram.com/rmtbc)

INSIDE



THIS ISSUE

- 4 - The Future of Massage Therapy
- 6 - Meet Our Newest Board Members
- 12 - Should an RMT Treat a Family Member or Friend?
- 15 - Interview: Michael Feraday
- 19 - Interview: Amanda Baskwill

THE FUTURE OF MASSAGE THERAPY: 7 TRENDS TO WATCH

by *Emily Warner*

This article was originally published by The Professional Massage Academy in August 2023
theprofessionalmassageacademy.com

The field of massage therapy has been evolving and growing at a rapid pace. With an increasing recognition of the benefits of massage therapy for health and wellness, the demand for skilled therapists is on the rise. As we look to the future, several trends are emerging that are set to shape the landscape of massage therapy. In this article, we will explore these trends and discuss what they mean for the future of this dynamic field.



1. Integration of Technology

One of the most significant trends in massage therapy is the integration of technology. From online booking systems to virtual reality and advanced massage equipment, technology is becoming an integral part of the massage therapy experience. For example, some therapists are using virtual reality to create immersive relaxation experiences for their clients. Others are using advanced equipment that can deliver precise, targeted massage therapy to specific areas of the body. As technology continues to evolve, we can expect to see even more innovative applications in the field of massage therapy.

2. Focus on Holistic Wellness

Another trend shaping the future of massage therapy is a growing focus on holistic wellness. More and more people are recognizing the importance of taking care of their physical, mental, and emotional health. Massage therapy is perfectly positioned to meet this need, as it offers a range of benefits that can enhance overall wellness. From reducing stress and anxiety to improving sleep and boosting immunity, massage therapy can play a key role in a holistic approach to health and wellness.

3. Specialization in the Field

As the field of massage therapy grows, there is an increasing trend towards specialization. Therapists are choosing to specialize in specific areas, such as sports massage, prenatal massage, or geriatric massage. This allows therapists to develop a deep understanding of the specific needs of these populations and provide more targeted, effective treatments. As the demand for specialized services continues to grow, we can expect to see more therapists choosing to specialize in the future.

4. Increased Research and Evidence-Based Practice

The future of massage therapy will also be shaped by increased research and a focus on evidence-based practice. As more research is conducted into the benefits and effectiveness of massage therapy, therapists will be able to use this evidence to inform their practice. This will not only enhance the effectiveness of treatments but will also increase the credibility and recognition of massage therapy as a valuable component of health care.

THE FUTURE OF MASSAGE THERAPY

5. Growing Acceptance in Healthcare

Massage therapy is increasingly being recognized as a valuable part of healthcare. Many hospitals and healthcare facilities are now offering massage therapy as part of their services, and some insurance companies are even covering massage therapy treatments. This trend is likely to continue, with more healthcare providers recognizing the benefits of massage therapy and incorporating it into their services.

6. Continued Education and Professional Development

The field of massage therapy is continually evolving, and therapists need to keep up with the latest developments and techniques. As such, there is a growing emphasis on continued education and professional development in the field of massage therapy. Therapists who are committed to learning and growing will be best positioned to succeed in the future of massage therapy.

7. Emphasis on Self-Care

Finally, as our society continues to grapple with high levels of stress and burnout, there is a growing emphasis on self-care. Massage therapy is a powerful self-care tool that can help individuals manage stress, improve mental health, and enhance overall well-being. As the importance of self-care continues to be recognized, the demand for massage therapy is likely to increase.

The future of massage therapy is bright, with numerous trends shaping the evolution of the field. From the integration of technology and a focus on holistic wellness to increased research and growing acceptance in healthcare, these trends represent exciting opportunities for therapists and clients alike. As we move forward, it's clear that massage therapy will continue to play a vital role in health and wellness, offering a range of benefits that extend far beyond relaxation. As a student or practitioner in the field, staying aware of these trends will help to ensure you are well-prepared for the dynamic future of massage therapy.

MEET OUR NEWEST BOARD MEMBERS



At the last RMTBC Annual General Meeting in May, we said goodbye to long time Board Member Sandra Coldwell and welcomed two new dynamic members to the Board. Please read on to find out more about **Cathy Ryan** and **Elliott Wilkes**.



Congratulations!

Co-Winners of the 2023 \$250,000 Dr. Rogers Prize for Excellence in Complementary and Alternative Medicine



Dr. LINDA E. CARLSON, Calgary, Alberta

Dr. Carlson is a visionary clinician and internationally-known scholar, whose passion and dedication to the field of integrative oncology has been a catalyst for systems change in cancer care worldwide.



Dr. STEPHEN J. GENUIS, Edmonton, Alberta

Dr. Genuis' pioneering research on the impact of environmental toxicants, and tireless commitment to exploring alternative modalities, have introduced a new paradigm of treatment for those suffering from chronic illness.



Dr. Rogers Prize™
for excellence in
COMPLEMENTARY & ALTERNATIVE MEDICINE



2023



For more information on the 2023 winners, please visit: DrRogersPrize.org

CATHY RYAN



Hiking Hunters Basin in the Telkwa Range.

Please tell us a bit about your background and where you went to school for your massage therapy training.

I completed 2 years of community college: art major/health science minor. Prior to becoming an RMT I was a personal trainer with an interest in holistic nutrition. My entry-to-practice Massage Therapy training was at the D'arcy Lane Institute in London Ontario. I have maintained a clinical practice since 1990.

What motivated you to get into this profession?

I feel like the healing arts/health science are in my DNA. One great-grandmother was a mid-wife, another an herbalist and my mom was a nurse. What drew me to massage therapy specifically was a personal experience – quick recovery from a sport injury.

What are your areas of expertise or particular interest?

Particular interests... all things massage therapy! More specifically, I am a self-proclaimed science nerd with a keen interest in research in the areas of fascial/connective tissue, postsurgical massage therapy and scar tissue management. Patient centred care, ethics and equity in health care, evidence informed practice, writing and teaching (massage therapy related) and utilizing research, including from other disciplines, to inform my clinical practice also interest me.

Where do you live and practice?

I have the honour of living, working and playing on the beautiful traditional/unceded territory of the Wet'suwet'en people - in Smithers, BC.

What type of involvement do you have with the community? – i.e volunteering, etc.

Occasional public speaking on various Massage Therapy related topics of interest to the community. I'm currently working on a presentation for our local hospital Oncology unit.

What changes would you like to see in the profession? Where do you see the profession in 5 years?

Changes: Equity in health care and improved patient access to Massage Therapy. Continued improved professional credibility from the perspective of other health care professionals and the public and achieving important initiatives such as:

- regulation of Massage Therapy across, most if not all, provinces and territories
- modernization of the entry to practice competencies/education/training
- a standardized pathway for advanced practice credentialing and regulator recognition
- modernization and standardization/consistency with respect to scope of practice, practice standards, code of ethics, quality assurance best practices and registration exams across regulated jurisdictions

In five years: I hope some, if not all, of those changes have come to fruition. I certainly know that the RMTBC is putting forth tremendous effort on these fronts.

What motivated you to join the Board?

I have been an engaged member of my provincial massage therapy association from the beginning of my career because I deeply value all they do for our profession and patient populations. I appreciate all the work the RMTBC has been doing and is doing to support our professions evolution, like funding massage therapy research, providing access to research, hosting a high quality annual conference and promoting high standards in professionalism and patient care. Thanks to the vision and efforts put forth by Gordon MacDonald and the RMTBC Board of Directors, across the country the RMTBC is viewed as a leader with respect to the important initiatives I mentioned previously. Joining the RMTBC Board is an opportunity to acknowledge, contribute to and further all their good work. And I enjoy professional engagement. Especially when it involves lively discourse with respectful, dedicated, informed and lovely people! Seriously, what's not to like?

Do you work in a clinic or as an individual?

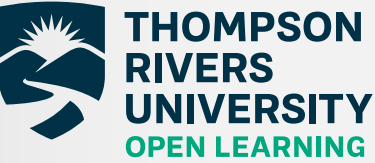
I currently have a solo practice but in the past I have worked in a multi-discipline setting.

If you could go back in time, what advice would you give yourself when you were starting out

No advice I'd give myself - profound gratitude for the excellent advice I received from teachers/mentors that I took to heart. Advice that has factored greatly into my joyful, longevity in the profession. Such as, engage in professional activities that pull you out of the silo of daily clinical practice (e.g. attended Massage Therapy related conferences, join your provincial association, be involved by serving as a committee or board member with provincial associations or the College of MT). To avoid injury and burn-out and stay professionally vitalized - diversify or engage in a variety of professional activities such as, teach, speak, present, write and collaborate with colleagues.

How do you relax and recharge in your spare time?

I'm a nature-loving, active, introvert - so basically being outside, movement and quiet recharge me. I'm a decades-long student of Iyengar Yoga and you will often find me outside wandering about with my partner and our dog looking at, and likely photographing, all the beauty. I also enjoy building things. Thanks to my brothers I have acquired some basic carpentry skills which I put to good use... usually outside.



Expand your career options.

Use credits you've already earned to **complete a Bachelor of Health Science online.**

Learn more:
trupartners@tru.ca
tru.ca/bhsc

012/24004

ELIOTT WILKES



Please tell us a bit about your background and where you went to school for your massage therapy training.

I come from a business background. I worked in hotel management for 17 years and had a brief time in Telecommunications. I studied Hospitality in post secondary and hold a BA in Hospitality, along with a Certified Meeting Professional designation. When embarking on my massage therapy career, I studied at Vancouver College of Massage therapy and graduated on the Honour Roll.

What motivated you to get into this profession?

Helping people has always been the major theme of my career, with massage therapy I am able to merge my fascination with the human body and helping people into one great career.

What are your areas of expertise or particular interest?

Within my practice I see a fair amount of sports injuries, repetitive strains and desk workers.

Where do you live and practice?

Having grown up in Vancouver, I like to stay close to home. I work on the edge of the West End and Downtown, just a short walk from my home in Yaletown.

What type of involvement do you have with the community? - i.e volunteering, etc.

I have been on the board of directors for sports organizations, theatre companies and assisted with fundraising events for not for profit organizations.

What changes would you like to see in the profession? Where do you see the profession in 5 years?

With the merger of the colleges, I would like to see RMT's have a larger scope of practice and more focus on education to expand our knowledge.

What motivated you to join the Board?

I joined the boards to make a difference in our profession, especially with the upcoming change to our college.

Do you work in a clinic or as an individual?

I am part of a multi-disciplinary clinic, where we have chiropractic, physiotherapy and massage therapy.

If you could go back in time, what advice would you give yourself when you were starting out?

Stretch after work! And use hydro therapy! After a few years I have repetitive strain injuries, but they are getting better.

How do you relax and recharge in your spare time

Outside of the clinic, I am a very active person, between the gym, hiking and walking my dog I keep very busy. I enjoy reading and dinners with friends, my husband and I travel a fair amount as well. We just spent a month in Italy.



SHOULD AN RMT TREAT A FAMILY MEMBER OR FRIEND?



By Madeline Green, an Associate at Whitelaw Twining in Vancouver, British Columbia, with contributions from articling student, Pegah Kenarsari

At some point during their career, most RMTs have had a family member or friend ask them for a massage. But what should an RMT do in this situation?

It is generally recommended that RMTs should not treat family members, friends or anyone else they have a close personal relationship with. The rationale behind this recommendation is the close nature of the personal relationship could impact the RMT's ability to provide good-quality, clinically-objective care.

A therapeutic relationship between a patient and an RMT is based on trust, respect and the patient's best interests. Providing clinical care while having a close personal relationship with a client is problematic because it makes it difficult (or even impossible) for an RMT to establish and maintain boundaries that are appropriate to a therapeutic relationship.

There are times, however, when an RMT may think it is appropriate to treat someone with whom they have a personal relationship. Before scheduling an appointment, it is important that the RMT considers all relevant factors and takes all appropriate steps to ensure they act ethically and within appropriate boundaries. The best interests of the patient must always be paramount.

What is the Nature of the Personal Relationship?

The closer the personal relationship, the more difficult it will be to provide objective care and to establish and maintain boundaries. Therefore, before taking on a person they know as a client, an RMT must analyze the nature of the relationship. For example, is the person an acquaintance or close friend? In the case of an acquaintance, an RMT may be able to establish and maintain appropriate boundaries whereas, for a close friend, it may be impossible to take these steps.

In order to evaluate the nature of the personal relationship, an RMT should ask themselves questions such as:

1. Do you consider your relationship to be close, involving elements of exclusivity, privacy or emotional intimacy?;
2. Could your ability to recognize and act in the patient's best interests be negatively impacted?;
3. Could you be uncomfortable asking questions necessary to make a proper assessment?;
4. Could your ability to be clinically objective be affected?;
5. Could it be challenging to maintain patient confidentiality? and
6. Could it be difficult to establish and maintain boundaries appropriate to the therapeutic relationship?

If the answer is "yes" to any of the above questions, the RMT should refrain from treating the individual.

Treating Close Friends or Family Must be Avoided

In British Columbia, there is currently no express prohibition on an RMT treating family members or friends. Instead, section 7 of the Boundaries Standard of Practice states:

An RMT avoids providing treatment to close friends or family members where possible, and, if such treatment is provided: (a) clearly communicates to the patient when the RMT is acting in a professional capacity; and (b) maintains relationship boundaries when acting in a professional capacity [emphasis added].

While treating a family member or friend is not expressly prohibited, RMTs must "avoid" such treatments "where possible". Unfortunately, the Standards of Practice do not clarify what "where possible" means in this context. The CMTBC similarly has yet to publish a notice to the profession on this topic.

This lack of clarity increases the risk that an RMT – despite acting honestly and in good faith – could interpret the guidelines in a way that the CMTBC did not intend. Therefore, the safest approach is to wholly

refrain from treating close friends or family members. Alternatively, the RMT must consider whether avoiding such treatment is "not possible." For example, this exception may apply to an RMT who lives in a small community where no other viable healthcare provider is available.

If an RMT believes that it is not possible to avoid treating a family member or friend, they should consider consulting a CMTBC Practice Advisor and/or obtain a legal opinion before scheduling an appointment.

Conflict of Interest and Dual Relationships

When an RMT treats a family member or friend, there can be a conflict of interest. Therefore, in accordance with section 2 of the Code of Ethics, an RMT must recognize and disclose this real or potential conflict of interest and resolve it in the patient's best interest.

The RMT must also recognize the dual relationship. As part of managing this dual relationship, the RMT must clearly communicate to the patient when the RMT is acting in a professional capacity and maintain relationship boundaries when acting in a professional capacity.

The above steps should be documented.

Professional Boundaries

Whenever an RMT knows a client outside the clinical environment, extra vigilance is needed to maintain boundaries. Confidentiality must be maintained inside and outside the practice, and RMTs must not violate client privacy.

To ensure that professional boundaries are appropriately maintained when treating a family member or a friend, RMTs should:

- Not treat any client with whom they have had a sexual / romantic relationship with, including their spouse;
- Recognize that it is always their responsibility to establish and maintain professional boundaries;
- Use professional judgment to determine whether and when to terminate a therapeutic relationship in accordance with the CMTBC Code of Ethics;
- Monitor the changing nature of their relationship and ensure that they do not enter into a close personal relationship with their client;
- Schedule treatments during normal business hours only;
- Do not perform treatments at a home-based clinic space;
- Refrain from giving gifts to the client or receiving gifts (including tips) except where professional objectivity or ability to act in the patient's best interests will not be compromised; and
- Do not initiate non-therapeutic touch or hugging both inside and outside the clinical space and, before receiving non-therapeutic touch such as a hug, consider whether it would be appropriate, supportive and welcome.

The above list is not exhaustive. Ultimately, an RMT is responsible for ensuring that all boundaries are maintained. This is a continuing duty throughout the course of a therapeutic relationship.

Sexual Misconduct

The Code of Ethics defines sexual misconduct to include any form of physical contact of a sexual nature – both nonconsensual and consensual – between an RMT and a patient, whether or not this occurs in the course of treatment. This definition is broad enough to



capture consensual pre-existing intimate relationships. As such, RMTs should not treat their current or former sexual / romantic partner, including their spouse.

Consent and Capacity

When an RMT has a pre-existing relationship with their patient, the RMT is at risk of not objectively evaluating consent and/or capacity. However, RMTs must ensure that the CMTBC Consent Standard of Practice are adhered to, including the requirement to obtain written consent. RMTs should revisit consent and capacity frequently. Collaborate with other healthcare professionals if necessary.

Recording Keeping

When treating a family member or friend, an RMT is still bound by the usual ethical and legal requirements of record-keeping, consent, boundaries, privacy, confidentiality and security under the Personal Health Information Protection Act. RMTs are responsible for making every reasonable effort to ensure that the information contained in the Health Care Records and Other Records is current, accurate and complete.

Fees and Billing

Fees and billing practices must be transparent and in accordance with professional standards. To avoid a conflict of interest (real or perceived), RMTs should not charge for services provided to any dependent, such as a child, spouse or dependent parent.

Before billing a third-party insurance company, RMTs should consider

whether treatment would be in accordance with the insurer’s Terms and Conditions and Provider Guidelines. If it would not be, the RMT should refrain from treating.

Conclusion

RMTs must carefully reflect on compliance with the CMTBC’s ethical and Practice Standards when deciding whether to treat a family member or a friend. If, after reviewing the CMTBC laws and standards, and after contemplating all of the considerations, an RMT is not confident they can maintain the Practice Standards while treating a family member or friend, they should refrain from doing so.

Although not within the scope of this article, it is also important that an RMT recognizes that the CMTBC’s legal and professional requirements may change over time. RMTs must also be aware of any updates to the law which may impact their analysis, for example the Health Professions and Occupations Act which received Royal Assent in November 2022 but is not yet in-force.

This article was written by Madeline Green, an Associate at Whitelaw Twining, in Vancouver, British Columbia. Should you have any legal or ethical issues relating to your massage therapy practice, we invite you to contact Madeline Green or to visit www.wt.ca.

Disclaimer: The information in this article does not, and is not intended to, constitute legal advice; instead, all information, content and materials available in this article are for general informational purposes only. Readers of this article should contact their legal counsel to obtain advice with respect to any particular legal matter.

INTERVIEW

MICHAEL FERADAY



As part of our ongoing series of profiling our sister associations across the country we are pleased to offer you an inside look at the country’s largest organization – the Registered Massage Therapy Association of Ontario and its Executive Director, **Michael Faraday**.

Is your association regulated? If so, please tell us when and how that happened and where the association is at today.

In 1919, The Ontario Board of Regents first regulated the practice of massage. At that time, leaders in the massage profession organized efforts to petition the government to raise the level of protective legislation.

The Ontario Government expanded the professional recognition of massage therapy in 1935 through enactment of a specified set of regulations for the practice of masseurs under the Drugless Practitioners Act.

After 72 years of regulation under the Drugless Practitioners Act, the Regulated Health Professions Act, 1991 was passed in Ontario and the College of Massage Therapists of Ontario was established to govern the profession replacing the Board of Directors of Masseurs. Subsequently, the Regulated Health Profession Act was proclaimed in 1994 and the Drugless Practitioners Act revoked.

How long have you been the Executive Director and what is your background? What personally motivates you to keep pushing and growing the association?

As the Executive Director of the Registered Massage Association of Ontario (RMTAO) for the past four years, my personal motivation to drive the growth and success of this organization is deeply rooted in my unwavering belief in the transformative power of massage therapy. In today's fast-paced and stress-laden world, the need for holistic wellness practices has never been more apparent. I have witnessed firsthand the incredible benefits that massage therapy offers, not only in terms of physical health but also mental well-being. It is this profound impact on people's lives that fuels my passion and commitment to RMTAO's mission.

Our association is dedicated to elevating the profile of massage therapy in Ontario and ensuring that it receives the recognition it deserves in the healthcare landscape. In a world where stress, anxiety, and chronic health conditions are on the rise, we are positioned to showcase massage therapy as a vital component of holistic health and wellness. Through our tireless efforts in advocating for the profession, promoting education and professional development, and fostering a community of skilled and compassionate therapists, we are making strides in empowering both practitioners and clients alike.

In today's world, where the importance of self-care and holistic health is being increasingly recognized, RMTAO stands at the forefront of championing massage therapy as a powerful and effective means of healing and rejuvenation. Our commitment to excellence, innovation, and inclusivity is unwavering, and I am proud to lead this organization as we continue to push boundaries, break barriers, and shape the future of massage therapy in Ontario.

I have an MBA from the University of Toronto and have worked in healthcare and with not for profits for a number of years. I have also worked in the private sector.

What are the biggest challenges facing the profession and the association?

Regulatory Variability: Each Canadian province and territory has its own regulatory framework for massage therapy. Achieving consistency and standardization in these regulations can be challenging.

Healthcare Funding: Access to massage therapy through public healthcare systems is limited. Advocating for insurance coverage and government funding for treatments may be an ongoing challenge.

Public Perception and vested interest: Some segments of the population remain uncertain about massage therapy, so public education efforts will be needed to address misconceptions and promote the benefits.

Research and Evidence Gap: The lack of robust research on the efficacy of some massage therapy treatments can hinder acceptance in mainstream healthcare. Addressing this gap will require time and resources.

Dependency on insurance companies: At the same time insurance companies remain an important stakeholder. The challenge here is how to grow the envelop for MTs while facing pressures from benefits plans who are looking at ways to cut costs and may not value as highly as they should, the benefits and demand for MTs.

Professional Development: Ensuring that massage therapist have access to quality and ongoing professional development opportunities to keep up with evolving healthcare practices and standards is essential.

Competing Modalities: massage therapist may face competition from other alternative healthcare providers, like chiropractors or traditional Chinese medicine practitioners, leading to challenges in maintaining a distinct identity.

Who (and how) currently investigates complaints/ concerns from the public? What are your disciplinary options?

The College, the CMTO – College of Massage Therapy of Ontario investigates all concerns and complaints from the public. The Ontario Association does not have a disciplinarian role.

How many massage therapists in the province belong to the association?

Just under half the Massage Therapists practicing in Ontario belong to the Association. There are over 14,000 RMTs in Ontario.

What benefits/programs do your offer your members?

Membership Programs

RMTAO members have access to a variety of programs as part of their membership including a free RMTFind listing, a subscription to our magazine Massage Therapy Today, continuing education opportunities and access to various resources and discounted programs.

RMTAO Education

Conference

The RMTAO held a virtual education conference in October, 2022 focusing on all elements of achieving Excellence in Practice with streams on business skills, interprofessional collaboration and evidence-based practice. We also held an in-person conference in June Of 2023.

Webinars

The RMTAO offered a variety of webinars in 2022 that were very popular with members. Topics included specific conditions and populations, tax and accounting, long covid, legal matters, understanding the Standards of Practice by the CMTO, oncology, WSIB and more.

Webinars in 2022: 14

Webinar participants in 2022: 880

In-Person Courses

The RMTAO re-launched the in-person courses in the Fall of 2022. Topics in 2022 included Rib Mobilizations, Sacroiliac Joint Mobilizations, and Lumbar Mobilizations. The courses have taken place across Ontario.

Resources

The RMTAO continues to add to our Resource Library in 2022/23 based on areas we found were of interest to members or helped guide members through identified challenges. The Resource Library is divided into a variety of helpful categories based on the topics of the resources, the type of resources, and the category of resources.

We added a number of new resources including:

- Referral Resource
- Provides members advice on when they should refer, how to build a referral network, and how they should make a referral to ensure their patients get the best possible care.
- Updated Contract Guide
- Updated Fee Guideline
- Tips for Attracting and Retaining Patients
- Guideline to Business Planning

Infographics

The RMTAO created more new infographics in 2022/3. These infographics provide an overview of various benefits of massage therapy and are a great resource members can use to promote their practice and the profession. These infographics, along with applicable references, are posted in the RMTAO Resource Library and shared on the RMTAO Facebook page.

Blog Posts

We continued to add blog posts throughout 2022/3 on various benefits of massage therapy as well as topics that are important to RMTs. Many of these posts are meant to be easily sharable by our members on their social media channels to further spread the word to their audiences.

Massage Therapy Today

The RMTAO released four issues of Massage Therapy Today in 2022/3.

The Friday File

The Friday File e-newsletter continues to be sent weekly to our members and partners for updates on Association activities, highlights of practical resources and news that affects the massage therapy profession, and remains a trusted source of information for RMTAO members.

Massage Therapy Awareness Week

During Massage Therapy Awareness Week in 2022 we focused on highlighting the ways that massage therapy can help patients get back to doing the activities they love. We did this by creating a series of shareable social media images and posts and encouraging members to share them during massage therapy awareness week, as well as posting them on our own channels.

We also gathered stories from individuals who were able to get back to their regular activities thanks to massage therapy. This included individuals who were able to get back to work, get back to sport, get back to enjoying time with their families, and much more! We shared these stories on our social media channels.

RMTAO Connection and Recognition

Community-Based Networks

Community-Based Network (CBN) Coordinators volunteer their time to help create and nurture a robust community of local RMTs. The CBN groups allow RMTs and RMT students to connect with other RMTs in their area. The CBNs increased the number of meetings held by 46%. Many CBNs have started to meet again in person or are using a hybrid model of in-person and virtual attendees. In 2022 there were 63 CBN meetings held across Ontario, 19 meetings were held in person.

School Ambassadors

We regularly contact all Massage Therapy schools in Ontario to schedule visits from our School Ambassadors. School Ambassadors are RMTAO members who volunteer their time to visit Massage Therapy schools and inform students about the RMTAO and encourage them to sign up for free RMTAO student membership.

Member Recognition Dinner

We were able to go back to in-person for our annual awards ceremony this year with a Member Recognition Dinner.

RMTAO Advocacy

The RMTAO does extensive advocacy on behalf of its members and the profession.

Overview

- Work with the CMTA for GST Exemption.
- Wrote letters of congratulations to MPPs after the 2022 provincial election, which led to many meetings with those MPPs to discuss how they can work together with the RMTAO to ensure that massage therapy is more integrated into government healthcare teams and initiatives.
- Met with insurance company representatives to be better able to assist members with inappropriate delisting.

- Continued participation in the Coalition of Ontario Regulated Health Professional Associations (CORHPA) to meet with key healthcare leaders and to participate in committees on issues of concern to all health professions such as barriers in the insurance industry, proposed changes in healthcare regulation and government bills that might impact health professionals.
- Met regularly with Prometric to help clear up confusion and delays that were experienced by massage therapy students and teachers with the entry-to-practice exams.
- Responded immediately to the efforts to the eventually abandoned attempt to deregulate acupuncture in Ontario by meeting with the regulator and other associations as well as soliciting feedback from the Ministry of Health to discuss the implications of this initiative and the potential for similar initiatives to affect other health professions in Ontario.
- Met regularly with the CMTO Registrar and Council president to discuss issues of mutual concern such as peer assessment, treatment of spouses, regulatory reform, and concerns about fees and other CMTO updates.



- As part of our work with the Coalition of Health Professionals in Auto Insurance, contributed to a letter sent to the Ontario Minister of Finance to discuss concerns relating to auto insurance including safeguarding access to timely and robust medical rehabilitation accident benefits, expanding coverage for both catastrophically and non-catastrophically injured patients, and optimizing stakeholder engagement in principle-based regulation of the auto insurance sector.
- Actively participated in the Workplace Safety and Insurance Board (WSIB) Health Professionals Forum, providing feedback and recommendations to the WSIB relating to programs, engagement with health care professionals and transparency and equity relating to fees.
- Provided continuous feedback to Sunlife about their Lumino program, which eventually led to demonetizing that Lumino program so it was provided without charge.
- Responded quickly and decisively when massage therapy was represented with incorrect information in the media to ensure there was a correction.
- Along with other Associations, investigate preferred provider networks, such as the one being developed through Shoppers Drug Mart (owned by Loblaws), which pushes people to see RMTs recommended through their app for the possibility of earning Optimum points. This investigation will lead to meetings with Loblaws senior leadership about this issue.

RMTs Included in West Toronto Community Health Services (WTCHS) - Pilot

The RMTAO is teaming up with West Toronto Community Health Services (WTCHS) to pilot a program to verify the health and cost benefits of integrating therapeutic massage into primary care teams. We are integrating RMTs into the inter-professional primary care team to complement existing health services by adding a proven health discipline to the wellness options available to the patients of WTCHS. This is a pilot that has the attention of the Ministry of Health and other health leaders.

What are your continuing education policies and are the association therapists required to do x number of continuing education courses per year to keep up their membership (accreditation)?

While we offer an extended number of webinars and in-person workshops, we do not have a requirement to do a number of continuing education courses per year to keep up membership. We also have an educational conference.

Do you recognize certain program/schools in the province as accredited affiliations? How are the schools regulated?

While we support accreditation, we do not officially recognize accreditation. School are regulated through the Ontario Ministry of Education.

Do you offer an insurance plan for your members – if so, what does this look like?

Yes we have an insurance plan which offers a significant discount on liability insurance. The insurance plan also offers insurance on other modalities. The base insurance is 94.99.

How have the association and massage therapists recovered from the effects of the pandemic?

The profession is still recovering from the pandemic. The number of students graduating was significantly reduced during the pandemic which has caused a shortage of RMTs. Demand for RMTs remains high. The Association has recovered from the shortage of new grads and is growing. We have seen a change in behaviour and do not see the same popularity of in-person events. Non-membership revenues still have not recovered to pre-pandemic levels.

Where do you see the profession and the association in the next five years?

In the next five years, I envision the profession of Registered Massage Therapists (RMTs) in Ontario and the Massage Association of Ontario (RMTAO) continuing to evolve and thrive in several significant ways. Firstly, I see RMTs playing an even more integral role in the healthcare system, with increased recognition and collaboration with other healthcare practitioners. As the demand for holistic approaches to wellness grows, RMTs will be sought after as essential contributors to patient care. RMTAO will be at the forefront of advocating for these expanded roles, ensuring that RMTs are an integral part of the healthcare landscape.

Moreover, I anticipate that RMTAO will continue to lead in setting high standards for education, professionalism, and ethics within the profession. We will foster innovation and provide cutting-edge resources for RMTs to enhance their skills and knowledge. Additionally, our association will strengthen its commitment to diversity and inclusivity, reflecting the evolving demographics of Ontario's population. In five years, MAO will serve as a model for other associations in terms of progressive policies, promoting diversity, equity, and inclusion in the profession.

In summary, over the next five years, I foresee RMTs in Ontario and RMTAO at the forefront of a dynamic and expanding profession, playing an ever more vital role in the health and well-being of our communities.



INTERVIEW

AMANDA BASKWILL



In 2023, Canadian **Dr. Amanda Baskwill** was appointed Executive Editor/Editor-in-Chief of the prestigious International Journal of Therapeutic Massage and Bodywork. Since its inaugural issue in 2008, the International Journal of Therapeutic Massage and Bodywork (IJTMB) has been supporting access to high-quality scholarly manuscripts for practitioners, students, educators, advocates, and the public. Dr. Baskwill shares some of her inspirational past and continuing endeavours in this interview.

As a Canadian, what does it mean to you be appointed Executive Editor and Editor in Chief of the International Journal of Massage Therapy and Bodywork?

I am incredibly grateful to have been appointed to the Executive Editor and Editor in Chief role. As a previous Section Editor, I know how important each member of our editorial team is to the ongoing quality and success of the Journal and I take that responsibility seriously.

We are very privileged in Canada as massage therapists. While I know different jurisdictions in Canada each have their own challenges, we have robust education and accreditation, quality standards of practice and patient outcomes, and are developing research literacy and capacity to continue to contribute to an evidence base for our profession.

As a Canadian, it is interesting to work with the other editors, authors, and reviewers around the world. It is inspiring to see the research from different countries, the differences and similarities of practice. I hope as we develop, we will continue to harness the expertise around the globe.

Can you please give us a bit of background on your past that eventually brought you to the Journal.

My journey to the IJTMB began as a student at Centennial College in their massage therapy program. One of my professors, Trish Dryden, was a strong advocate for massage therapy research. I was inspired by her and, during my program, took an interest myself.

After graduation, I had the opportunity to work for Trish as a research assistant. She encouraged me to continue my education and engaged me in several research projects. I cannot possibly capture the impact Trish has had on me and my career. How does this relate to the Journal? Trish was one of the Canadian minds advocating for a massage therapy journal that would be accessible to practitioners around the world. As one of Trish's team, I had opportunities to sit in the rooms where these discussions were happening.

After the journal launched, I sought it out as a reader. Over time, as my knowledge and skill in research continued to develop, I began submitting my work for publication. I became a reviewer and a writing mentor. Following in the footsteps of some of the most amazing people, I was invited to be a Section Editor. And, when Dr. Ann Blair Kennedy stepped away, I was invited to the role of Executive Editor and Editor-in-Chief.

Massage therapy research and the IJTMB have been a part of my career since the beginning. I am grateful for the opportunities being a part of this special community have allowed me.

You are also Dean of the School of Health, Human and Justice Studies at Loyalist College which features a three-year Massage Therapy Program. Can you please tell us what this job entails and how it dovetails with your career as an RMT?

In May 2022, I joined Loyalist College as the Dean of Health, Human and Justice Studies. My role is to facilitate the development of a strategic

direction within the School that aligns with the direction of the College. I also have responsibilities to champion the work of our students, faculty and staff and remove barriers so they can innovate.

In this role, I bring my experiences as a massage therapist to offer new approaches to education. Each of us has grown up in our own profession's pedagogy, so the opportunity to hear from others allows us to expand our own thinking. In this way, the experiences of other health professions have brought new ideas and energy to our massage therapy program. For example, last year, eight professors from eight programs worked together to create a version of our anatomy and physiology course that supported students in any program. Initially, there were skeptics on the team who were not sure this project would be possible due to the perceived different levels of knowledge required by each profession. Interesting, by the end, there were very few differences and where there were, they added an 'expansion pack' that could be used by those students. With this foundational work done, the possibilities for student success have expanded.

Are you still a practicing RMT?

No, I stepped away from my massage therapy practice when I transitioned from a professor in the massage therapy program to an associate dean role. It was a difficult decision to make, but one that was necessary at the time. I have continued to hold an inactive registration with the College of Massage Therapists of Ontario and to be an active member of the massage therapy profession. I am an advocate, researcher, editor, education administrator, and author. Massage therapy, and the competencies I have developed throughout my career, is an integral part of who I am and how I see the world.

How did you become interested in academia?

As the daughter of two educators, I have always been academically inclined. The pursuit of knowledge – through reading, discussing, and experiencing – were key tenets of my upbringing and a perspective I enjoy today. As early as grade 5, I was a peer tutor supporting students in primary to learn the alphabet. I enjoyed the look on their faces when it all came together. That is also what I enjoyed today about being in education – fostering curiosity and celebrating learning.

You have written and collaborated on many research articles regarding Massage Therapy and Therapists. What is your guiding philosophy in approaching research and how can we encourage more Canadian RMTs to undertake research specific to our national perspective?

My guiding philosophy in approaching research is anyone can do research. Just like any other field of study, it is about having interest, developing knowledge and skills, applying learning by doing, and reflecting to make future adjustments. But, it is also important to consider that while anyone can do research, not everyone needs to do research. As with any health profession, we need people in all roles to be successful – practitioners, educators, researchers, advocates, regulators, and entrepreneurs.

Most people learn to conduct research in their graduate education. Currently, as massage therapy education in many Canadian jurisdictions is at the advanced diploma level, you first must finish your degree before being able to apply for a graduate degree. This requires time, money, and a desire to continue your education. More people are creating the circumstances needed for themselves to engage in graduate education. Programs such as that offered by the RMTBC to support graduate studies are a great help.

Where/how do you see the practice of Massage Therapy expanding? It seems the United States is much further ahead of the curve with regard to Integrated Health and Massage Therapy?
Where do you see the profession in five years?

This is a difficult question to answer because, in my opinion, so much of the future of massage therapy integration depends on the larger social context. I believe the differences we see between the United States and Canada regarding the presence of massage therapists on integrative health teams results from the private nature of their health care system. In a private health care system, the hospital or health organization establishes the services they will offer based on what their patients want. I am of course oversimplifying this very complex system and I am not aware of any research exploring this as the reason for the differences. I am inferring this from conversations I have had with US practitioners over the years.

In a public healthcare system, there are other considerations such as public tolerance regarding where healthcare dollars are spent, historic rules and policies grounded in a focus on acute, lifesaving care, and a limit on available dollars. I think to see an evolution in Massage Therapy within the current healthcare system, it would require a complete overhaul to the system. But, again, this is not my area of expertise, just some musings.

You must be incredibly busy – if you don’t mind can you tell us how you relax, wind down and recharge? Any particular hobbies or favourite pastimes?

Yes, I am incredibly busy but, to be honest, I always have been. It’s my default position. If I am not busy with work projects, research studies, committee activities, or other work related pursuits, you can usually find me outdoors.

I love to spend time in the gardens planting, weeding, watering, or contemplating the next development – a new walkway, planter box, or way to prevent the squirrels from digging up the bulbs. I go biking with my partner, David, on the beautiful back roads and trails of rural Ontario. If it is too cold for biking, I take to those same trails for a walk or hike. We have grand aspirations to learn how to SUP (stand up paddleboard) or kayak now that we live near the Trent River and the Bay of Quinte.

Getting outside gets my body moving instead of sitting and staring at my computer screen. It allows my mind to wander, to contemplate new

and differing things, to be imaginative, and connect thoughts together. I find inspiration in the land, water, plants, bugs, animals, wind, rocks and all the other beings we share this planet with. Just stepping outside on a crisp fall morning and breathing in fresh air lifts my spirits and puts a smile on my face.

And, if you could go back in time to when you were first starting out as an RMT, what advice would you give yourself?

The advice I would have given myself when I was starting out as an RMT is engage in a community. In the early days of my career, I put my head down and worked on developing my client base. In doing so, I isolated myself. I worked on a different shift than my colleague in the clinic because I shared a room. I didn’t engage in the activities of my massage therapy association because I felt I needed to be in the clinic waiting for clients to arrive (spontaneously and without an appointment – it almost never happened that way). My world got very small in those months.

Fortunately, an offer to work with a team, encouragement from a mentor to join the association and become a director on the board, and a couple of other recommendations from friends and family allowed me to engage with others in my field and grow my network and connections. Being a part of a community of massage therapists, healthcare providers, or researchers, enriched my experience of the profession, created opportunities for me to learn and grow, and over time built my client base too.



SAVE THE DATE

2024 RMTBC & CMTA NATIONAL CONFERENCE

COMING TOGETHER:
MOVING THE PROFESSION
FORWARD

SEPTEMBER 6-7, 2024 | VANCOUVER CONVENTION CENTRE

MORE DETAILS TO COME!



REGISTERED MASSAGE THERAPISTS ASSOCIATION OF BC

Safe, Effective Healthcare



Canadian Massage
Therapist Association

Association Canadienne
de Massothérapeutes

Your Pathway to Success Just Got Easier...

Discover Our NEW Online Learning Workshops and Products!

Check out our online learning programs and in-person workshops.

Online Workshops:

Check website for your local time zone.

- **Unwinding Meridians 1: Applying Acupuncture Principles to CST (UMAC1-V)** – January 4 - 7, 2024
- **In-Touch Series: Overcoming Chronic Digestive Issues and How CranioSacral Therapy Can Help** Presented by Nikki Kenward, CST-D, MCSS – January 27, 2024
- **In-Touch Series: Lymphatics: Evidence-Based Knowledge for the Manual Practitioner** Presented by David Doubblestein, PT, Ph.D., OCS, CLT-LANA, Cert. MDT, LLCC – March 19, 2024

Free Recorded Online Programs:

- **CranioSacral Therapy Rhythm**
- **CranioSacral Therapy and the Immune Response – An Introduction Program**
- **CranioSacral Therapy for Cranial Nerves – An Introduction Program**

For more online learning workshops, please visit us at iahe.com/virtual/

In-Person Workshops:

Upledger's CranioSacral Therapy 1 (CS1)

Montreal, QC

Calgary, AB

Saskatoon, SK

Anchorage, AK

Feb 8 - 11, 2024

Mar 7 - 10, 2024

Apr 5 - 8, 2024

May 2 - 5, 2024

Barral's Visceral Manipulation; The Abdomen (VM1)

Montreal, QC

Ottawa, ON

Saskatoon, SK

Mar 21 - 24, 2024

Apr 11 - 14, 2024

Jun 6 - 9, 2024

Barral's Neural Manipulation 1; An Integrative Approach to Trauma (NM1)

Ottawa, ON

Seattle, WA

Feb 23 - 25, 2024

Apr 5 - 7, 2024

**Inquire about our Core-Pak Training and Certification Package
START TRAINING NOW – \$100 PER MONTH!**



Upledger
Institute
International

THE
BARRAL
INSTITUTE

**To Register, Call 800-233-5880, Ext. 2
Upledger.com • Barralinstitute.com**

Check Out Our NEW Online Streaming Video Programs and eBooks!

No matter where you are on your education path, we are proud to offer a variety of learning tools for entry-level to advanced students.



Videos

- Convenient to watch, review, and... watch again from anywhere!
- Lighten your load. No physical discs or tapes, and no shipping fees!
- Accessible through all browsers, platforms and devices!

Visit: shop.iahe.com/Product-List/Online-Videos

eBooks AVAILABLE!

Get yours now!

shop.iahe.com/Product-List/EBooks

Many of our books are available as digital eBooks. We use secure PDFs that offer content identical to the print version.

Visit: shop.iahe.com/Product-List/EBooks

ORDER TODAY!
Call 800-233-5880, Ext. 2