




RMTAO
2015

ANNUAL REPORT 2015

2015

Registered Massage Therapists'
Association of Ontario



Increasing the
status of this profession
and ***striving*** to
continuously enhance it
is at the **core** of
the work we do.



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Message from the Chair and Executive Director

There is a shift in the focus of healthcare priorities in Ontario and across Canada. The focus is increasingly a diverse team-based approach to patient-centered care and preventative medicine. Massage therapy has an important role to play within this focus.


Massage therapists are essential members of inter-professional teams focusing on patient-centered care. They work in hospitals, clinics, spas, and a variety of other settings. They work with palliative care, sporting events, motor vehicle accident victims and workplace injuries. Each and every massage therapist, no matter their work setting or focus, provides the best care possible for the betterment of their patients. Whether this is through the alleviation of pain or discomfort, or preparation for a sporting event, massage therapists provide essential care to all kinds of patients.

The RMTAO exists to provide leadership and advocate on behalf of an engaged and united massage therapy profession. The RMTAO strives to bring the profession of massage therapy together to ensure that Ontarians have complete access to massage therapy. We work with the government, insurance industry, our healthcare peers and collaborators to ensure that massage therapy is seen as an essential form of primary health care. By doing this, we create a reputation for professional excellence that is acknowledged, respected and encouraged by other healthcare providers, patients and other stakeholders. We ensure that massage therapy has prominent status in the healthcare landscape.

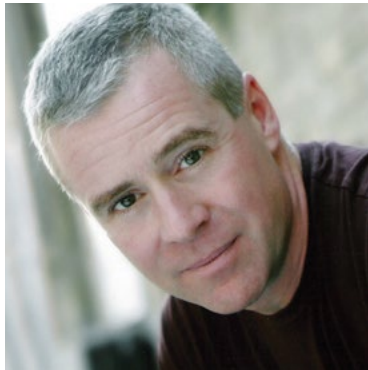
The work of the RMTAO over the past year has focused on making massage therapy a viable profession by enhancing the credibility of the profession to increase the recognition

and respect of the public and other healthcare professionals. Increasing the status of this profession and striving to continuously enhance it is at the core of the work we do.

The Ontario Ministry of Health and Long-Term Care is prioritizing preventative, patient-focused models of healthcare. There are many ways that massage therapy can be effective in preventative care and we work to ensure that massage therapy is part of government initiatives as a proven and effective form of healthcare.



Andrew Lewarne
Executive Director & CEO



Massage therapy and the role massage therapists play in the care of patients is continuously evolving. The RMTAO is also continuously evolving to ensure that massage therapists are well represented and respected as a critical partner in healthcare. We are part of the important conversations, the important decisions and the necessary actions now and in the future. The more united the profession, the more we can accomplish. A **united profession** is a **strong profession**.



Krystin Bokalo
Chair, Board of Directors



2015 Board of Directors



Krystin Bokalo,
BAHSc, CAT(C), RMT, Chair



Juliana Fernandes,
RMT, Vice Chair



Tracy Lovitt,
RMT, Secretary



Scott Bukovac,
BSc, MSc, RMT, Director



Andrea Collins,
RMT, Director



Dan Carell,
RMT, Director



Jennifer Hewitt,
RMT, Director



Sergio Muredda,
RMT, Director



Darren Nixon,
RMT, Director



Kimberly Paterson,
RMT, DAc, CR, Director



Debbie Wilcox,
RMT, Director

RMTAO Staff



Andrew Lewarne,
RMT
Executive Director & CEO



Jill Haig
Manager of Operations



Laura Fixman
Communication and Member
Services Coordinator



Valbona Kapastra
Accounting Coordinator



MEMBERSHIP



A United Profession. A Strong Profession.

Over the past year we have emphasized the importance of coming together as a united profession. There is strength in numbers. The more our membership grows, the more we can accomplish together.

as members. Because of these new members, along with all of the members who continued to support the association, we

Strength
in numbers.

represent more RMTs than ever before. This allows the RMTAO to be a stronger advocate and better serve the profession of massage therapy in Ontario.

A united profession.
A strong profession.

Membership in the RMTAO has continued to grow, with many new and experienced RMTs choosing to join the RMTAO

BY THE NUMBERS

ACTIVE MEMBERS

682 new graduates and experienced RMTs joined the RMTAO this year.

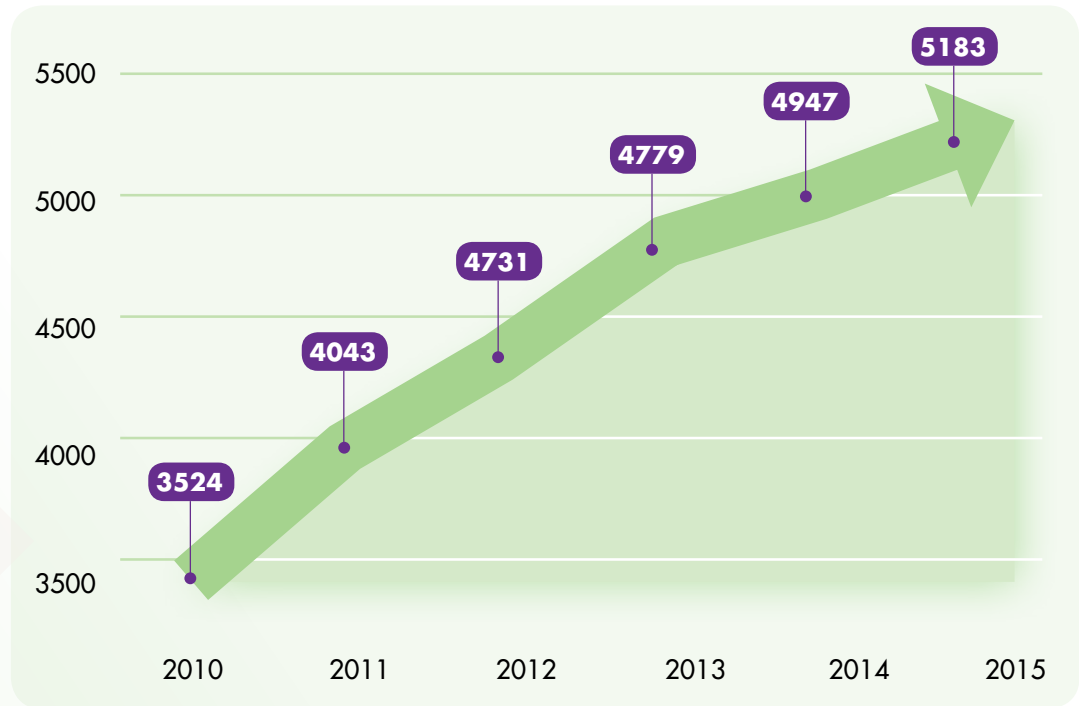
Thank you for your support!



BY THE NUMBERS

ACTIVE MEMBERS

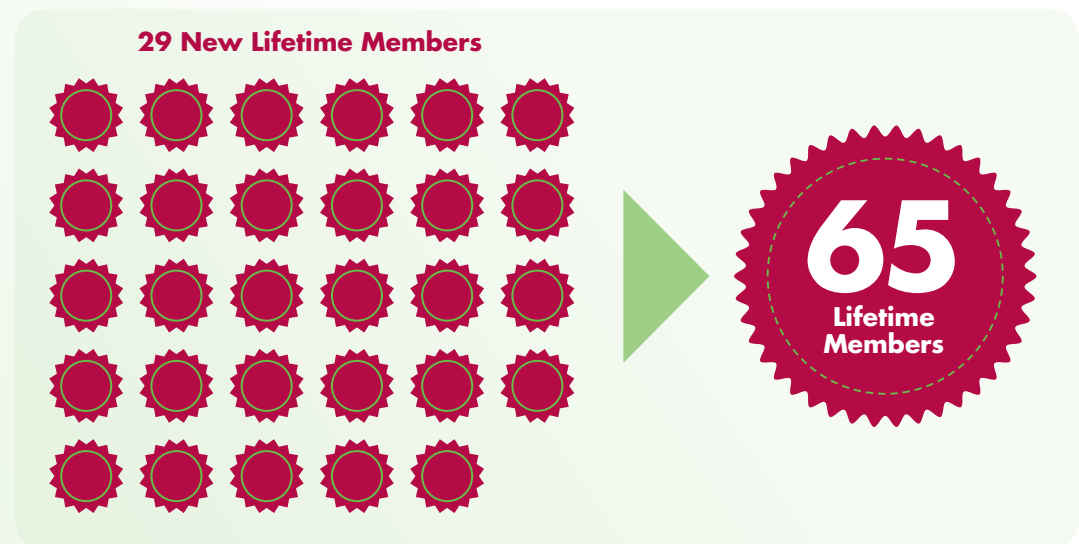
The continued increase in the membership of the RMTAO demonstrates a commitment to the growth of the profession.



BY THE NUMBERS

LIFETIME MEMBERS

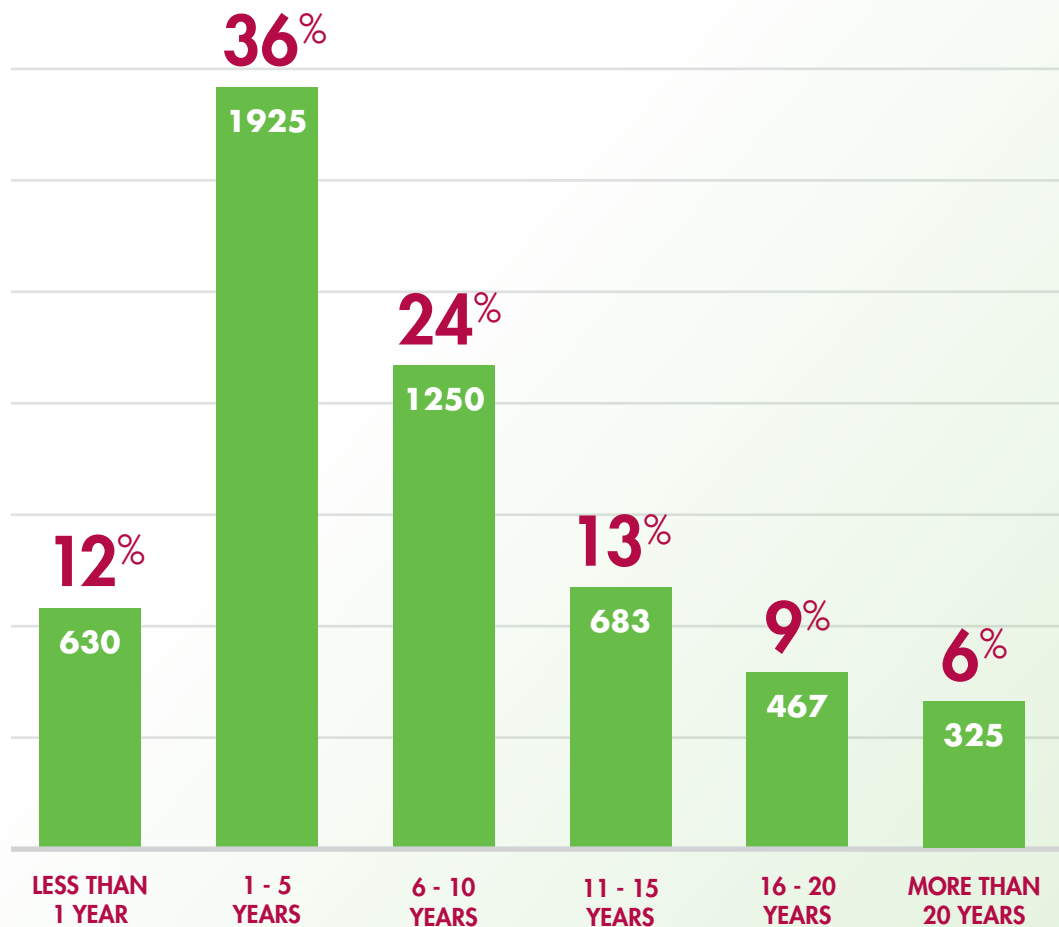
Thank you to our **65** Lifetime Members for your ongoing support of the RMTAO!



The RMTAO presented to massage therapy students at 18 different schools.



Members of the RMTAO are at all stages of their professional careers.





UNITE

The DARE Challenge



We challenged RMTAO members to help unite the profession of massage therapy by daring their peers to join the association. With the help of our members, we were able to gain 57 new members during the month-long campaign! Thank you to all of those members who dared their colleagues to join the association.

Why Did You Join?

We asked members why they chose to join the RMTAO and why they continue to belong to the association. We received 153 overwhelmingly supportive responses, with reasons including advocacy efforts, access to valuable resources, discounted programs and services, and many more.



"I joined the RMTAO because I love being a massage therapist and want to support the organization that supports us. We work independently but the RMTAO connects us as a community." – Sandra Rief, RMT

"For me it was important to become a member of the RMTAO because they are advocates for Registered Massage Therapists in Ontario, and the work we do. The information provided to us by the RMTAO is invaluable as a new RMT and moving forward. I appreciate the news articles and I feel like I am always in the loop in this ever changing career path. It feels good to belong to such a community." – Erin Copely, RMT



"Joining the RMTAO has given me all the resources to feel informed and connected to my profession. It has been a small price to pay for so much in return and I feel grateful to be a part of it!" – Edie Kruszynski, RMT



"I am a member because I believe that there is strength in numbers. A profession gains the respect of the public and other professionals by showing a united and consistent presentation of it's members. Our association exists to solidify our place as a respected, regulated health profession. That's why I'm a member." – **Karen Snow, RMT**

"I like supporting the RMTAO because they advocate for RMTs, helping to make positive changes for all of us. I also enjoy the benefit of having discounted insurance rates and a free public listing with RMTfind.com, which has helped me to gain many clients. It's definitely worth every penny to be an RMTAO member." – **Angeline Sloan, RMT**



"I am a member of the RMTAO because I am a Registered Massage Therapist in Ontario, and I want to support my profession. The RMTAO exists to support and promote RMTs in Ontario; to further the profession by making it stronger, advocating for its rights, and always striving to bring the profession into the forefront of Ontario healthcare. I support the RMTAO, so that the RMTAO can support me and my profession. Always moving forward for a stronger future of Massage Therapy." – **Amy Beggs, RMT**

Celebrating Success

The RMTAO held an Awards Gala on May 9, 2015. Congratulations to Amanda Baskwill, RMT of the Year, and Iain Robertson, Educator of the Year.



RMT of the Year, Amanda Baskwill.



Educator of the Year, Iain Robertson.

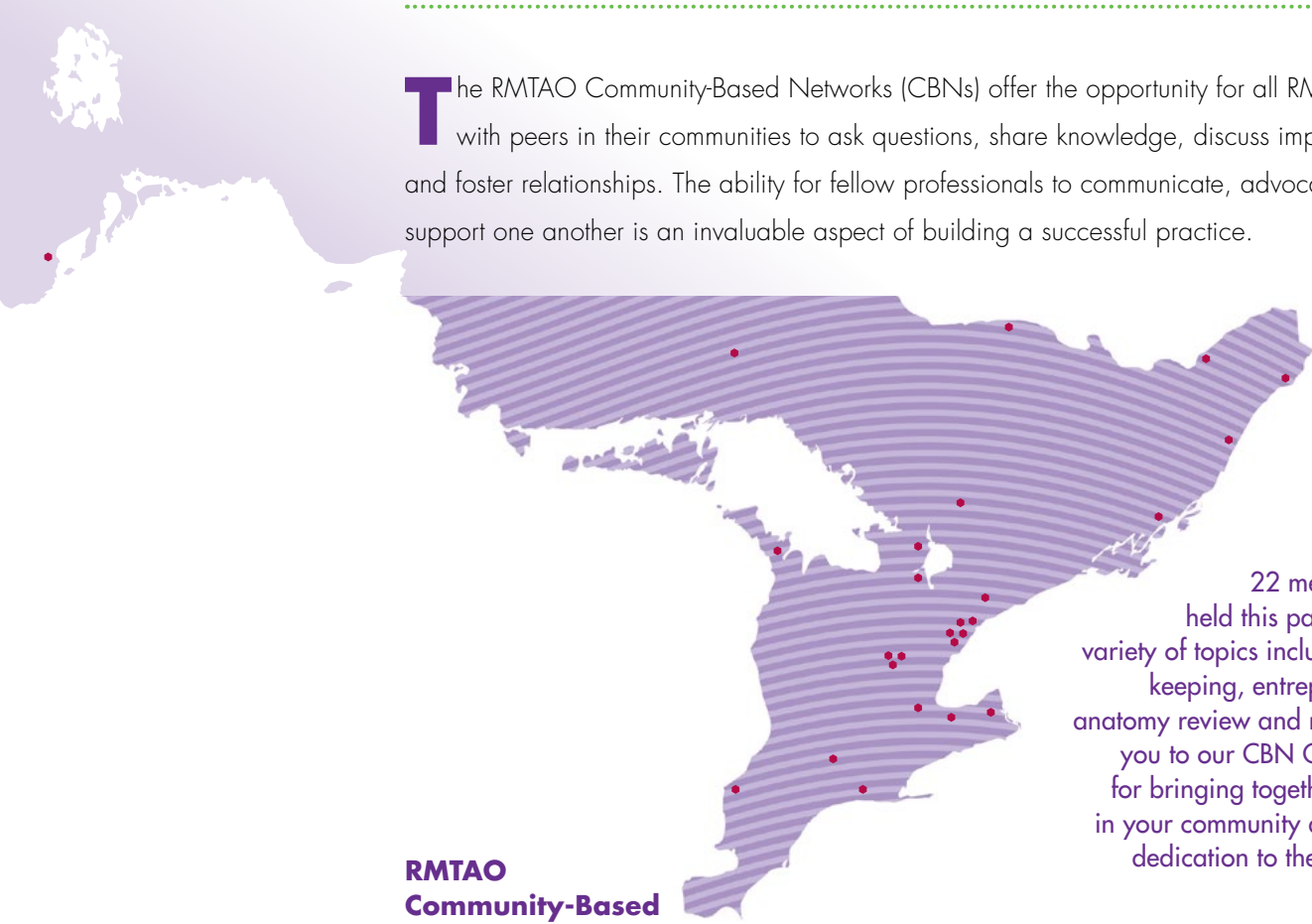




CONNECT

A Connected Profession

The RMTAO Community-Based Networks (CBNs) offer the opportunity for all RMTs to unite with peers in their communities to ask questions, share knowledge, discuss important topics, and foster relationships. The ability for fellow professionals to communicate, advocate and support one another is an invaluable aspect of building a successful practice.



22 meetings were held this past year on a variety of topics including record keeping, entrepreneurship, anatomy review and more. Thank you to our CBN Coordinators for bringing together the RMTs in your community and for your dedication to the profession.

RMTAO Community-Based Networks

- Barrie
- Bowmanville
- Brantford
- Cambridge
- Clarkson
- Cornwall
- Grey County
- Guelph
- Halton-Peel
- Kingston
- Kitchener
- Leeds-Grenville
- London
- Mississauga
- Orillia
- Ottawa
- Pembroke-Petawawa-Deep River
- Sarnia
- St. Catharines
- Stouffville
- Sudbury
- Thunder Bay
- Tillsonburg
- Toronto Central North
- Toronto West
- West Niagara-Grimsby-Smithville-Beamsville



Professional Development

CERTIFICATE RECIPIENTS

Certificate of Excellence in Assessment 2015 Recipients

Jennifer Hewitt, RMT
Scott Mooney, RMT
Melanie Raymond, RMT
Patricia Rodney, RMT
Christa Stewart, RMT



Certificate of Excellence in Assessment

Twenty-eight assessment courses were offered in 2015. The topics focused on clinical assessment, dysfunctions, mobilizations and treatment techniques. The courses were offered all across Ontario and were evaluated at an overall rating of 98% by attendees.

Congratulations to the five RMTAO members who earned the Certificate of Excellence in Assessment this year! The time, effort and sacrifice made to complete this program prove your dedication to continued self-improvement and learning. You have further verified the knowledge, integrity and high standards of care that are provided by Ontario RMTs.

Professional Portfolio Preparation

The RMTAO offered 11 Gibb Professional Portfolio Preparation for Massage Therapists workshops in 2015, with an overall rating of 98%. 97 individuals have participated in this workshop and have a well-organized portfolio as a result.

MVA and WSIB Cases

The RMTAO's online workshop, Insurance Reimbursement for Massage Therapists: Working with Auto Insurance and WSIB Cases, in partnership with Centennial College, continues to be well-received. The course was offered three times in 2015 to a total of 74 individuals.

BY THE NUMBERS

Thank you to our instructors and teachers for continuing to provide high quality continuing education for massage therapists.

RMTAO COURSES





RMTAO Education Conference: *Excellence in Practice*

The RMTAO hosted over 100 massage therapists at the Education Conference held in Toronto from May 8-10, 2015. The conference included engaging speakers, evidence-based presentations, and opportunities to network with peers. National issues were discussed with representatives from across Canada and the Board shared their vision for the profession.

Keynote Presentation

Dr. Martha Menard presented on the role of research in the engagement of massage therapy. She examined the changes happen-

ing in the field of massage therapy locally, nationally and internationally. The role massage therapy plays in primary care and how that can be recognized by the wider healthcare community was discussed.

"This is one of the best conferences I have ever attended"

"I feel validated, inspired and connected with my profession"

"Thank you for balancing our need to keep costs reasonable while providing high quality education"

"Great conference with excellent speakers"

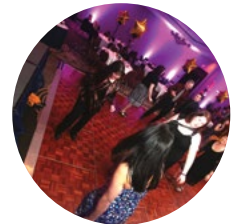
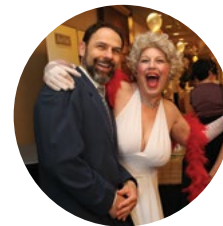
National Issues,

Local Concerns

Panel Discussion

Representatives from the Canadian Massage Therapist Alliance came together to provide perspectives on issues that affect massage therapists across Canada and how those issues will affect Ontario RMTs. National stan-

dards, the insurance industry and taxation were among the topics discussed.





COMMUNICATE

The RMTAO Online

RMTAO.com

The RMTAO website promotes the profession of massage therapy to the general public, promotes the advocacy efforts, programs and services of the RMTAO to RMTs and helps RMTAO members find the information and resources they need.

64%

of visitors to RMTAO.com are from organic searches through a search engine.

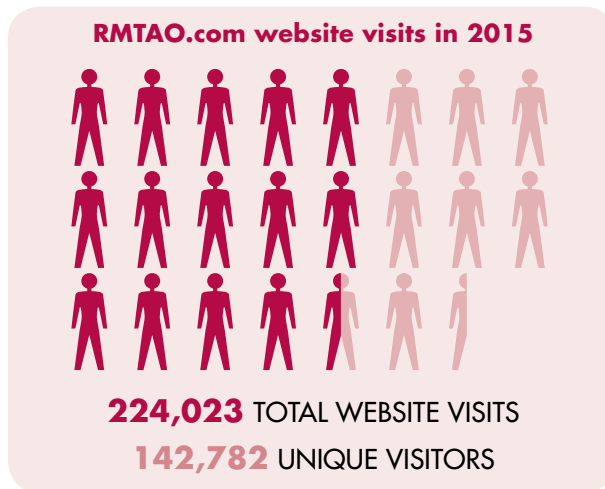
Top SEARCH TERMS that bring users to RMTAO.com

- RMTAO
- Benefits of massage
- What is massage
- Registered Massage therapist
- Importance of massage therapy

Most popular PAGES on RMTAO.com

- RMT Positions Available
- RMTAO Membership
- Benefits of Massage Therapy
- Becoming an RMT
- Understanding Massage Therapy Services & Fees
- Frequently Asked Questions

RMTAO.com Statistics



OF TOTAL VIEWS ARE
NEW VISITORS

RMTFind.com

RMTFind.com is a public search tool listing RMTAO members. The listing is searchable by the general public by postal code, name or city.

85%

of users are directed to RMTFind.com from a search engine.

Top search terms that bring users to RMTFIND.com



Statistics



The Friday File

BY THE NUMBERS

The **Friday File** is sent weekly to over **6,000** members and partners.

The Friday File continues to be a source of current industry news and advocacy updates and maintains a high degree of popularity with members and partners of the Association.

The RMTAO is able to provide ongoing updates with respect to changes in the massage therapy profession, policies and positions, new research, as well as clinical tidbits and business tips.





Social Media

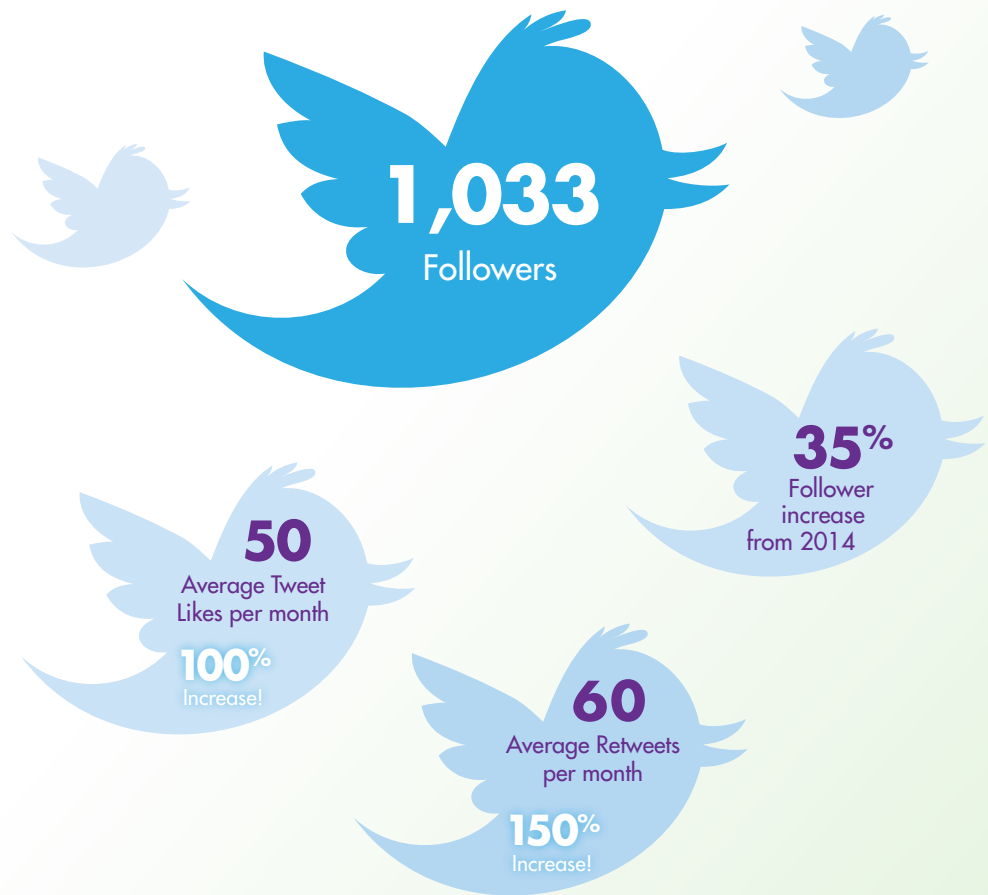
The RMTAO is active on Facebook and Twitter. In the past year, we have increased the frequency of posts and interacted more on social media with various stakeholders. The number of followers and interactions has increased overall, and our most popular

posts remain those surrounding information on the benefits of massage therapy. The RMTAO also shares the latest news relating to massage therapy, research developments, and information pertaining to membership in the association.

POPULAR TWEET

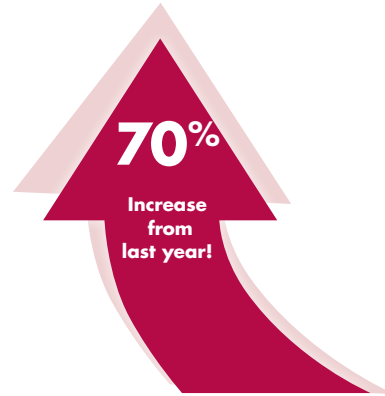
One of the most popular tweets of 2015 was a quote from Dr. Martha Menard, the keynote speaker at the RMTAO Education Conference. *"Massage therapy could be playing a much more important role in helping people with chronic health conditions. #RMTAOconf"* This tweet generated **3,297 impressions** and **44 engagements**.

TWITTER



The increase in the number of followers and interactions are the result of more frequent posts, more posts about relevant research, increased interaction with related organizations and stakeholders, and more information relating to healthcare news.

The most popular post this year was surrounding **Bell Let's Talk** day and the role of massage therapy in mental healthcare. This post had a reach of **3,500 people, 177 post clicks, 23 likes** and **44 shares**.



Massage Therapy Today



The RMTAO released four issues of *Massage Therapy Today: Putting Knowledge into Practice*. The diverse themes included focus on winter sports, patient populations, summer sports and joints.

to all RMTAO members, and the summer issue is sent to all RMTs in Ontario. The summer issue included information that highlights the benefits of membership with the RMTAO, including new features and our latest successes.



The issues in fall, winter and spring are sent





BENEFIT

Valuable Member Programs

The RMTAO offers a flexible approach to association membership and services. Through flex membership, members choose to pay for whatever programs best suit their needs and interests. We are continuously updating our programs and services to reflect

the needs of our members. This year, we added a new option for practice management software through ClinicSense, phone plan discounts through TELUS mobility, and further discounts on professional liability insurance.

MEMBER PROGRAM

95% of RMTAO members purchased Professional Liability Insurance.

RMTAO member programs

Professional Liability Insurance

Acupuncture Modality Insurance

Ultrasound Modality Insurance

Personal Accident Disability Insurance

Health and Dental Benefits

Home and Auto Insurance

Legal Expense Coverage

GoodLife Fitness Membership

IN-CAM Research Network Discounts

Point of Sale

Practice Management Software

TELUS Mobility Smartphone Plans

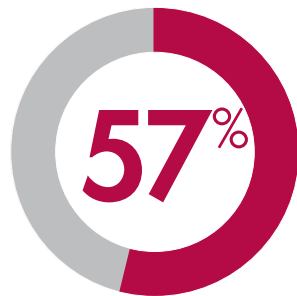
Perkopolis

Thank you to our 2015 program partners.

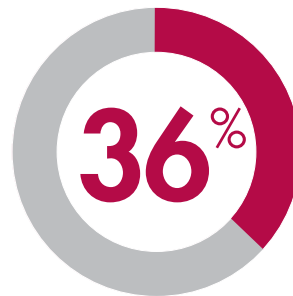


Membership Feedback Survey

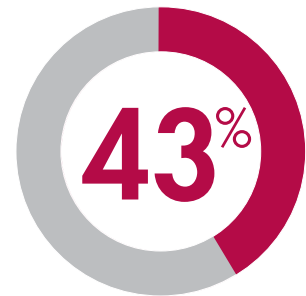
The RMTAO sent a survey to members to gather feedback relating to the programs and services offered as benefits of membership. *You told us and we listened.*



57% stated that the greatest benefit was **discounted professional liability insurance**, so we offered **further discounts!**



36% stated that access to **useful resources** is most important, so we will be updating the website to include a new and improved **resource centre**.



43% indicated **RMTFind.com** was of great benefit, so we will be revamping the website to allow for **optimized searches**.



ADVOCATE



Advocating for the Profession

Increase evidence base

The RMTAO is the voice for the profession of massage therapy in Ontario. We advocate on behalf of Ontario RMTs by **promoting massage therapy** as a form of primary health care to government, insurers and other stakeholders. Over the past year, advocacy efforts have focused on increased communication, as well as **strengthening relationships** with government, insurance and various other stakeholders both provincially and nationally.



National Advocacy

The RMTAO assumed a **leadership role** and encouraged and nurtured collaboration among the provincial and territorial massage therapy associations in Canada, as part of the **Canadian Massage Therapist Alliance**.

Provide leadership

These included:

- The creation of **National Standards** of Practice for Massage Therapists
- The development of letters to Candidates for Member of Parliament during the **federal election** on the issues of taxation, massage therapy benefits for active members of the Canadian forces, and the inclusion of massage therapy in a healthcare tax credit
- Drafting a Letter of Application for

Regulation to the Ministry of Health in Prince Edward Island, in conjunction with the Prince Edward Island Massage Therapy Association

- Engagement with the **insurance industry** in Canada regarding the evidence supporting the efficacy of massage therapy
- Consultation and collaboration with the Canadian Massage Therapy Council for **Accreditation**





Provincial Advocacy

The RMTAO primarily focuses advocacy efforts on issues directly affecting Ontario massage therapists. The advocacy initiatives are built on **important relationships** and **collaborative efforts** with many organizations, including government, regulatory colleges, health care professional associations, educators and a variety of other stakeholders. The RMTAO has advocated for Ontario RMTs through a variety of initiatives:



- **Engagement** with the Ministry of Health and Long-Term Care regarding massage therapy in Ontario, and the involvement in **government-funded research** initiatives
- **Inclusion** of massage therapy in the Ministry of Health and Long-Term Care Low Back **Pain Pilot Program**
- **Participation** with partners in the **Coalition** of Ontario Regulated Health Professional Associations to strengthen relationships between **health care professions** in Ontario
- Active partner in the Coalition Representing Health Professions in **Automobile Insurance Reform** in creating a Financial Services Commission of Ontario (FSCO) Audit Toolkit, as well as a response to the proposed changes to the Statutory Accident Benefits Schedule (SABS)
- **Collaboration** in the formal response to the Minor Injury Protocol Review Final Report and the Draft Common Traffic Injury Guideline
- Obtained confirmation of the application of **HST** in addition to the fees outlined in the Minor Injury Guideline
- Contribution to the **Pan Am Parapan Am Games** by recruiting volunteers, participating in the organization of the Sport Medicine Congress, and assisting in the coordination of a billeting program for medical volunteers
- Consultation in the development of the guidelines for the **regulation** of health care **clinics** in Ontario
- Funded **research** relating to the effect of massage therapy on sleep quality in **veterans** with post-traumatic stress disorder
- **Funded** TAIBU Health Centre, in collaboration with Centennial College, for inclusion in the Low Back Pain Pilot Program
- Assisted in providing **research** participants for myofascial **trigger point** study



BE CONNECTED



Visit our website at **RMTAO.com**



Find us on Facebook at
www.facebook.com/RMTAO



Find us on Twitter
@RMTAO

CONTACT US



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Registered Massage Therapists'
Association of Ontario