

ATLANTIC COLLEGE OF THERAPEUTIC MASSAGE NEWS

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IN THIS ISSUE:

1. Changes in Continuing Education – new dates!
2. Free Pregnancy Massage Clinic
3. Sport Certification
4. Volunteers Needed for FREE Massage Therapy Treatments
5. October 2nd is Getting Closer
6. Hospital/Medical Internships for Students
7. Online Resources for Massage Therapists
8. Practice Tip
9. Public Clinic
10. Who We Are
11. Web Site Suggestion
12. The Fine Print

Welcome to this the fourteenth issue of the Atlantic College of Therapeutic Massage News! Through this newsletter we keep our alumni, faculty, staff and massage therapy professionals updated on present and future events and programs at ACTM, as well as trends in the profession.

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1. CHANGES IN CONTINUING EDUCATION

NEW DATES for components of the Perinatal Massage Certification course!

On July 12-14, 2006 ACTM is pleased to welcome back, Cindy McNeely of Trimesters Massage Therapy Education to present the “Massage Therapy During Pregnancy” course.

Then, on July 15 and 16, 2006 it's Cindy McNeely again, with “Working With Higher Risk Pregnant Clients”, also at ACTM.

For information and registration for these courses, visit our website at: <http://www.actmonline.com/coned.html>
Courses in Labour Support, Infant Massage Instruction and Post-partum and Home Care will be coming up this Fall, with specific dates to be announced soon.

2. FREE PREGNANCY MASSAGE CLINIC

We are looking for women who are 14 to 42 weeks pregnant, to receive free 90-minute massages on Thursday, July 13, 2006 at noon or at 1:30 p.m., or on Saturday, July 15, 2006 at 10:00 a.m. If you are interested, call ACTM at (506) 451-8188 to book your appointment.

3. SPORT CERTIFICATION

Are you interested in an introductory course in Ultrasound, TENS and other modalities? If so, come and join in with module #2 of the Sport Certification course on July 7-9, 2006 at ACTM. In addition, you will receive an introduction to Sport Psychology, to assist you in treating your sport-oriented clients. For information and registration, visit our website at: <http://www.actmonline.com/coned.html>

4. VOLUNTEERS NEEDED FOR FREE MASSAGE THERAPY TREATMENTS

ACTM will be conducting case studies between July and December of 2006. We need clients who have been diagnosed with a condition that can be treated with the use of massage therapy, such as: Strains, Sprains, Tendinitis, Fractures, Whiplash, Bursitis, Frozen Shoulder, Iliotibial Band Contracture and Temporomandibular Joint Dysfunction (TMJ). We are also able to work with clients who have been diagnosed with a condition, such as cancer or diabetes, which have symptoms that can be treated with the use of massage therapy, such as: Anxiety, Insomnia, Fatigue, Nausea, Decreased Circulation, Decreased Sensation or Constipation.

If you have a medical condition that was not mentioned above please contact us to see if you would be able to qualify for this study.

Massage Treatments will take place at ACTM at the Kings Place Mall, 440 King St., Fredericton. The treatments will be administered once a week for five weeks. There is **absolutely no charge for these treatments**, and appointment days/times will be determined according to the schedules of the client and therapist.

If you would like more information on this study or are interested in participating, please contact Lisa Ivany, Clinical Director at 451-8661.

5. OCTOBER 2ND IS GETTING CLOSER

The next 18-month program at ACTM starts on October 2, 2006. The class size is truly limited. Even though we are nearly four months away from the start date, only a few seats remain in that class. If you or someone you know is interested in applying, the information and the forms are all available online at:

<http://www.actmonline.com/admissions.html>

6. HOSPITAL/MEDICAL INTERNSHIPS FOR STUDENTS

ACTM students are currently working in hospital environments and will soon be working in more. On site massage with hospital staff at the Dr. Everett Chalmers Hospital in Fredericton has been underway for a number of months. In July the Stan Cassidy Center for Rehabilitation will be moving into the Chalmers Hospital, and ACTM students will be there. Also in July, students plan to begin working with clients at the St. Mary's Medical Centre in Fredericton.

7. ONLINE RESOURCES FOR MASSAGE THERAPISTS

Thinking about moving your practice to another province in Canada, or to the USA? You will need to contact the provincial or state association of massage therapists. The Massage Register has a comprehensive list of Associations in Canada and the USA, with full contact information. Take a look at their website here:

<http://www.massageregister.com/Associations.asp>

8. PRACTICE TIP

In the last issue we asked you a question. Let's look at the answers.

Question 1. Your clinic has a cancellation policy under which a client who cancels an appointment or fails to show up for an appointment is charged a flat fee of \$40.00 plus HST. Is it legitimate to have such a policy and charge clients for not showing up? (Answer – Yes)

Question 2. If it is a legitimate fee, can you enforce it against a first-time client who has not signed an acknowledgement of the policy? (Answer – No, the client must first agree to this condition of the treatment arrangement.)

Question 3. If a client pays the \$40.00 fee, should she/he be able to claim this on a healthcare or insurance plan? (Answer – No, such claims are limited to actual treatments.)

9. PUBLIC CLINIC

Our public clinic at Kings Place will continue on July 4, 2006. Appointments are available Mondays, Tuesdays and Wednesdays, at 4:00, 5:30 and 7:00 p.m. An experienced Registered Massage Therapist supervises all of the student massage therapists. The cost is \$15.00 plus HST for each one-hour treatment. Please call us at 451-8188 for an appointment.

10. WHO WE ARE

We are massage therapy education at its best. Located at Kings Place, 440 King Street, Fredericton, N.B., the Atlantic College of Therapeutic Massage delivers a program of massage therapy education equivalent to the competency standards of the College of Massage Therapists of Ontario. Look to us for innovation in:

- massage therapy education;
- cooperative agreements for students pursuing University education;
- clinical outreach programs; and
- continuing education

11. WEB SITE SUGGESTION

Sometimes the school prankster never grows out of that mode. That's the case with Charlie Todd and www.improveverywhere.com Take a look at the many ways in which a group of people can make a scene in public. How about 60 cell phones stowed in a bookstore, all ringing at once? How about 80 people dressed up as Best Buy employees, just standing around a Best Buy store? The possibilities are endless.

12. THE FINE PRINT

We welcome suggestions for new items, such as classified ads.

Web Site suggestions are also welcome. Your input will be acknowledged.

If this newsletter is useful for you, feel free to pass it on to friends and colleagues.

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