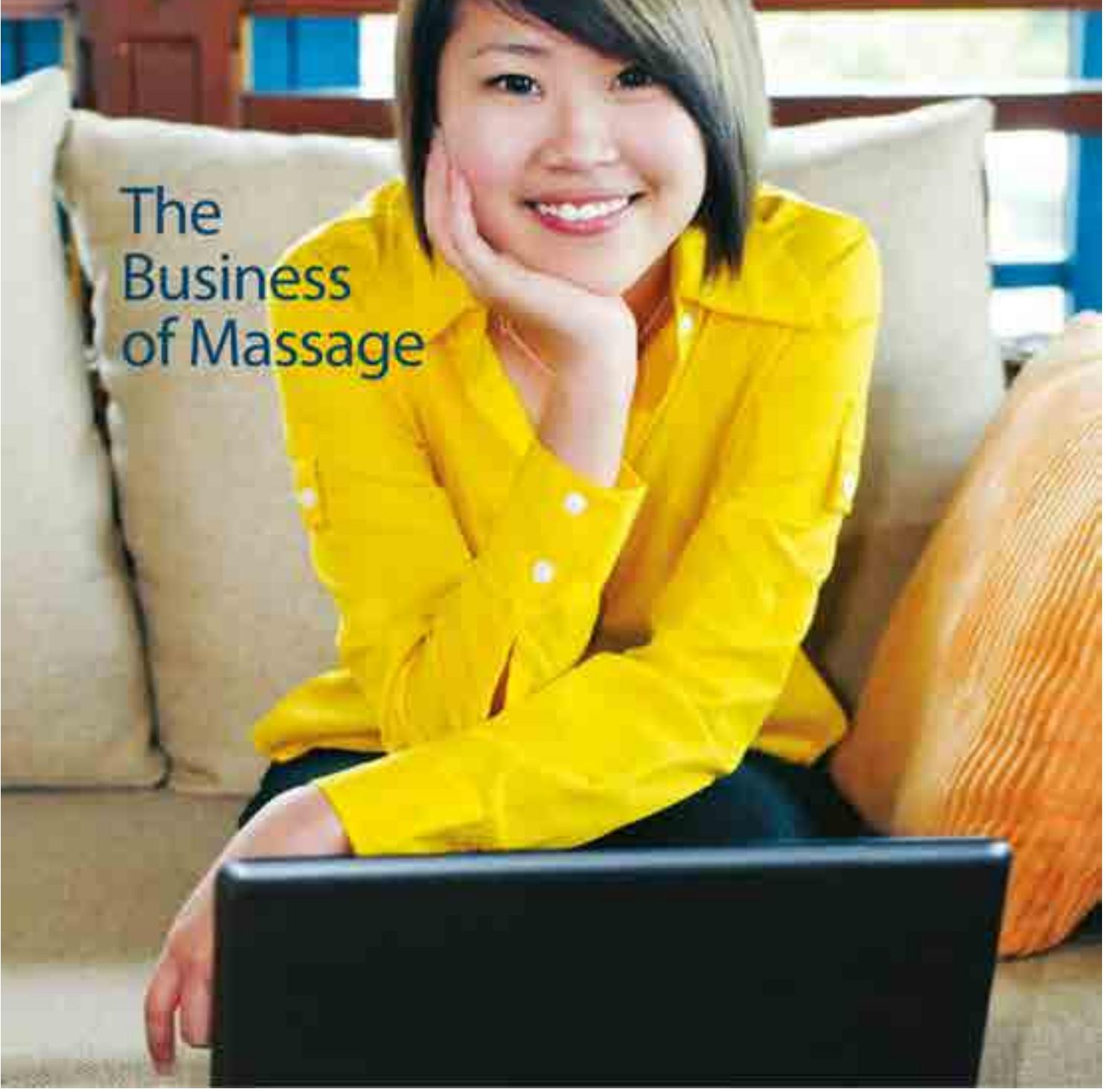


Spring 2015

Washington *Massage Journal*

A Publication of the American Massage Therapy Association - Washington Chapter



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Seattle, WA Class Schedule

Cranio-Sacral Introductory Workshop

Apr 30-3 | Ursula Popp | 28 hours

Introduction to Trager: The Art of Dissolving Tension Patterns

May 2 | Joe Rodin | 7 hours

Indian Head Massage for Chair & Table

May 2 | Debbie DeNardo | 8 hours

Chinese Facial Massage & TMJ Techniques

May 3 | Debbie DeNardo | 8 hours

Muscle-Specific Deep Tissue Techniques for the Legs & Hips

May 3 | Brian Utting | 8 hours

Deep Touch Hawaiian Style – Heartspire Lomi Loku

Approach to a Day of Deep Tissue Massage

May 9 | Kim Hartley | 8 hours

Undulation: A Tool to Improve Bodywork for the Spine

May 9 | Karen Clay | 8 hours

Balancing the Face for SI Practitioners

May 15-17 | Christman/Polishuk | 21 hours

Diaphragm: Myofascial Connections Beyond Breath

May 16 | Dawn Schmidt | 8 hours

Tune Up Your Thai Massage: The 90-minute Routine

May 17 | Kay Rynerson | 8 hours

Muscle-Specific Deep Tissue Techniques for the Posterior, Lateral and Anterior Neck

May 30 | Brian Utting | 8 hours

Polarity Therapy 5 Elements: Earth Element (Base Chakra)

May 30-31 | Kate Bromley | 14 hours

Scar Tissue Release: STRAIT Method

May 30 | Marjorie Brook | 8 hours

Integrated Therapeutic Stretching for the Shoulder

May 31 | Marjorie Brook | 8 hours

Ethics for Washington LMPs (satisfies NCBTMB & WA's ethics requirement)

Jun 6 | Rynerson/Schmidt | 4 hours

Myofascial Balancing: Balance in the Hips, Legs, Knees & Feet

Jun 13-14 | Polishuk/Christman | 16 hours

Polarity Therapy Structural Session

Jun 13-14 | Kate Bromley | 16 hours

Muscle-Specific Deep Tissue Techniques for the Chest, Side-lying Shoulders & Back

Jun 20 | Brian Utting | 8 hours

LomiLomi Yoke and Royal Crown: Head, Neck & Upper Torso

Jun 20 | Kim Hartley | 8 hours

Evaluation and Treatment of Shoulder Injuries

Jul 1 | Brian Utting | 8 hours

Unwinding: The Key in Moving from Trauma to Health

Jul 11-14 | Ursula Popp | 28 hours

Assessment & Treatment of the Ligaments and Deeper Structures of the Neck

Jul 18 | Brian Utting | 8 hours

LomiLomi Shoulder & Scapula Dance: A Union of the Sacred Marriage

Jul 18 | Kim Hartley | 8 hours

Finger Tip to Elbow Treatment Techniques

Jul 19 | Dawn Schmidt | 8 hours

The next Cranio-Sacral Core Series begins Nov 19, 2015.

Certification begins Jul 11, Oct 21 and Nov 18, 2015.

Join the Associate Polarity Practitioner (APP) program enrollment can begin with any Polarity Therapy class.

Post Falls, ID Class Schedule

Diaphragm: Myofascial Connections Beyond Breath

Oct 3 | Dawn Schmidt | 8 hours

Ethics for Washington LMPs (satisfies NCBTMB, ID & WA's ethics requirement)

Oct 4 | Dawn Schmidt | 4 hours

Assessment & Treatment of the Ligaments and Deeper Structures of the Neck

Oct 17 | Brian Utting | 8 hours

Evaluation and Treatment of Shoulder Injuries

Oct 18 | Brian Utting | 8 hours

LomiLomi Shoulder & Scapula Dance: A Union of the Sacred Marriage

Oct 31 | Kim Hartley | 8 hours

7 Hawaiian Strokes to Energize Your Full-Body Routine

Nov 1 | Kim Hartley | 8 hours

Table Thai & More

Nov 7 | Kay Rynerson | 8 hours

Thumbs-Free Massage

Nov 8 | Kay Rynerson | 8 hours

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Spring 2015

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Friendly with recycled paper

Washington Massage Journal

Spring 2015 3

CONTRIBUTING WRITERS



Susan Cook, LMP

gives an overview of business identification numbers and licenses commonly required in the State of Washington, and some tips on how to go about identifying which ones you may need for your practice. She draws upon her years of experience as both a bookkeeper and a massage practitioner. She currently serves as Chapter Treasurer for AMTA-WA.



Josie Ives, LMP

helps us navigate Regence Blue Shield's Physical and Rehabilitation (PM&R) Program in this issue. Josie has been a LMP for over 10 years, and has been managing the insurance billing for M3 Bodyworks Massage Clinic for several years. As an educator and advocate, and also through her private billing service, Empower Billing, she is on a mission to help LMPs successfully bill insurance in Washington State.



Andrea Munson, LMP

interviews Diana Thompson, LMP, about "Insurance Reimbursement: Past, Present and Future" in this issue. Andrea is in her 25th year as a massage practitioner in North Seattle. She has worked in a wide variety of settings and insurance issues, and health care access issues have impacted her practice since she started working in 1989. The opportunity to interview and study Diana's work in this area have been enlightening and important for her development as a practitioner.



Patty Phillips, LMP

is Director of AMTA-WA's Volunteer Support & Development Program. She brings us a wrap-up of AMTA-WA's participation in this year's Scott Firefighter Stairclimb, held at the Seattle Columbia Center on March 8, 2015. Patty practices in Renton, WA. She can be contacted at patty@getintouchtherapy.com or 425.277.1123.



Susan Rosen, LMP

updates us on the latest changes in the implementation of the CPT (Common Procedural Terminology) codes in her article. Susan has been a LMP for 37 years and is the owner and director of Susan Rosen & Associates, a well established group clinical practice. She has been teaching clinical assessment and treatment through Advanced Certification in Orthopedic Massage (ACOM) at Port Townsend School of Massage for over 20 years. Susan recently completed her many years of service as the AMTA representative to the AMA (CPT) Health Care Professionals Advisory Committee.



Diana Thompson, LMP

has been a LMP for over 30 years. In the late '80's and early '90's she was active in laying the groundwork and setting standards for coverage with the insurance companies. She is the author of the book *Hands Heal: Communication, Documentation, and Insurance Billing for Manual Therapists*. In addition to her work in the realm of insurance documentation and advocacy, Diana is an educator in the field of clinical reasoning, assessment, and medical treatment massage. She has been instrumental in bringing to light the importance of clinical research for massage therapists through her work as the first president of the Massage Therapy Foundation, a non-profit that funds massage research and supports research literacy. She also worked on the "Summary of Evidence: Massage Therapy is an Integral Component in the Affordable Care Act's Essential Benefits," a document that cites over 900 clinical research articles that support the efficacy of massage therapy.

Washington Massage Journal

AMTA-WA Chapter

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Mission Statement

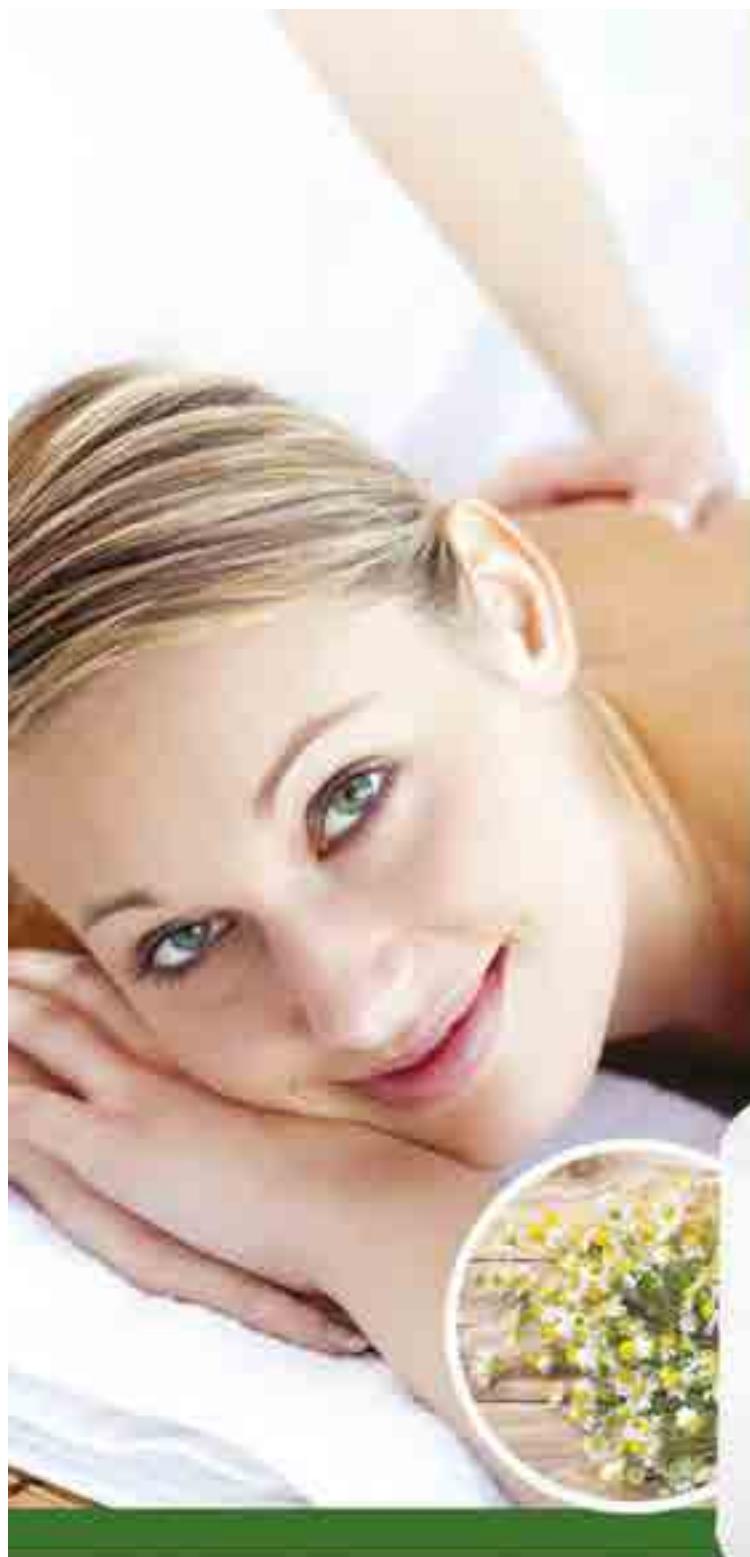
The mission of the Washington Chapter of the American Massage Therapy Association, a volunteer nonprofit professional massage therapy association, is to provide a forum for professional exchange, to actively support the growth of our profession, and to enhance public awareness of massage therapy.

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Fall	Oct 1, 2015



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PRESIDENT'S MESSAGE

MARYBETH BERNEY, LMP, AMTA/WA PAST PRESIDENT



The Business of Massage . . . one would think, that would not be such a complicated few words. Yet, I have had many conversations recently around this subject and I want to ask you the massage practitioners of Washington who I am here to serve, what you think are the answers to a few very important questions.

1) Is massage therapy health care?

Most of us here in Washington easily answer "Of course" to this question. So why is it then, that I have LMPs ask me, "Is there a class, specifically for LMPs, on HIPPA compliance?" Why would we need a "special" class? If you are a licensed health care provider you are subject to HIPPA the same as any other licensed health care provider, end of story. There is not a special section in HIPPA that applies just to massage practitioners.

You are not "exempt" from HIPPA if you work in a spa, health club or massage franchise. You are still a licensed health care provider, no matter what setting you work in.

You are not "exempt" from HIPPA if you do not third party bill, (you have a cash practice). You are still a licensed health care provider, subject to the HIPPA regulations that do not have to do with billing.

You are not "exempt" from HIPPA if you have written records/charts [vs. electronic]. There are parts of HIPPA that apply to you . . . because, in Washington, you are a licensed health care provider.

2) If massage is NOT health care, in your opinion, what is it? Why is it NOT health care? And, what educational requirements are necessary to be safe and effective?

3) Is 500 hours of education enough to be a safe and effective LMP?

Today's LMP sees a wide variety of clients/patients, many of whom have complicated health/injury issues. If we answer Question 1 above, with a YES, is 500 hours enough for us to call ourselves Health Care Providers? If no, what number is enough? And what number is enough if you are exclusively working with injured patients via prescription? Should those two numbers be different?

4) The mission of AMTA is to . . . serve AMTA members while advancing the art, science and practice of massage therapy. What does this mean to you? Give specific examples.

Email me your answers at president@amta-wa.org. Thank you for your help.

We here at AMTA-WA are hard at work in Washington to promote you, your practice and this profession. Join us for the "ride!"



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Issues of
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Massage
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2015!**

Issue	Arrival Date
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Digital issue	
Sports Massage	

Fall	Oct. 15, 2015
Digital issue	

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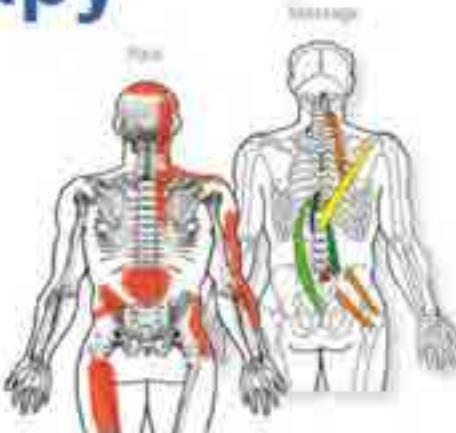
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EDITOR'S NOTE

RINA CLARK, LMP, EDITOR, WASHINGTON MASSAGE JOURNAL



Opening your own massage practice can be exciting. Picking the right space, choosing soothing colors to paint your room, deciding what to hang on the walls, finding the perfect lighting and possibly a calming little fountain. Then there is the dark side—the BUSINESS side. Setting up your business properly can be tricky to navigate if the subject was not covered thoroughly in your massage education. And let's face it, who thinks to themselves, "I can't wait to get done with all these massages so I can get to my paperwork." But if you are going to be in business for yourself, you have to accept the small business owner "hat."

Fortunately, there are many resources available to help the small business owner get started—AMTA, The Department of Revenue, your financial institution, and of course fellow LMPs. If you are interested in billing insurance but find it too intimidating, there are many options for that too. There are many user-friendly software programs designed for that very purpose. For some, hiring a billing service is well worth the expense.

Going into business for yourself can be very rewarding and offer you the freedom and autonomy that working for someone else does not provide. In this issue we hope there are articles you will find useful, whether you have been in practice for a while or are just starting on your new adventure.

Washington Massage Journal Goes Green in 2015!

Did you know the *Washington Massage Journal* is available in digital format to everyone? Even if you are not a member, you can sign up to receive a free digital version of our quarterly magazine. Every issue is filled with information on how to better run your business, interact with clients and keep up on the latest legislation from around the state. It will also keep you updated on all the activities the AMTA-WA is doing on behalf of all Washington State Massage Practitioners. You will also receive information on upcoming events, our convention and ways to get involved.

In order to get the Journal delivered to your email box, just go to www.amta-wa.org to subscribe. We also invite you to share your copy of the digital Journal with other LMPs and invite them to subscribe for their own copy!

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Arthur D. Lerry, Jacob W. Giersch, Richard H. Adler
Melissa D. Carter, Steven J. Angles

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Why Continue to Support AMTA-WA: The Voice of Massage?

A few facts . . .

1. We are the only not-for-profit, volunteer-driven association for massage therapists in WA.
2. We are the only massage organization to have a full time lobbyist in Olympia, protecting your right to practice as a health care provider.
3. We are the only massage organization in WA to have staff available to answer your questions and provide you information when you need it.
4. We have an award winning publication—the *Washington Massage Journal*.
5. We provide Programs which build community among LMPs, provide continuing education and promote massage to the public.
6. Members are no longer required to pay a mandatory \$30 Chapter fee with each membership renewal.
7. If you want to see all of these programs continue in this extraordinary way, we need your help.

These are the questions that I ask myself when I am considering an investment or contribution to anyone. Is it a benefit to me and my family? Is it a benefit to my business? Is it a benefit to the community? Will I be proud of making a contribution to this organization or cause?

With AMTA-WA: The Voice of Massage, I feel confident that the answer to ALL these questions is YES!

This organization advocates on behalf of massage therapy in WA. Because of this, I know that my chosen profession of massage therapy will continue to be recognized as a respected part of health care. This is important to me—I like what I do, and it is important that my family, friends, community and society see me as a professional providing a valued and necessary health care service.

This organization keeps me informed. My ability to practice is enhanced by knowing what is going on in the massage profession, politically and legislatively. My business and my clients/patients benefit from the continuing education opportunities that this organization provides me. Being a contributing, informed member of this organization makes me a better, more effective member of the profession. It impresses my clients/patients that I am constantly learning and improving my skills and ability to serve their needs.

This organization gives back to the community. The Government and External Affairs Program sponsors Massage Awareness Days (MAD) at the Capitol each legislative session, where they educate legislators and others about the value and importance of massage as health care. The Community Service Massage Team (CSMT) provides massage to First Responders at events like the Scott Firefighter Stairclimb. There are local, grassroots groups of massage therapists (Massage Awareness and Involvement Network MAIN) that work events that benefit the homeless and the elderly. These groups also create community

for the LMPs themselves. And the Washington Sports Massage Team (WSMT) works both paid and charity events. I can participate in any of these events as a volunteer, but even when I can't attend, I know that other volunteers are out there doing what I consider to be important work.

Will I be proud to make a contribution and/or become a member of this organization? YES! It is an investment in my own future as well as the future of the entire profession. I consider it a business expense with huge returns. I am proud to say that I contribute to AMTA-WA: The Voice of Massage.

Whether you are an AMTA member or not, whether you are a massage practitioner or a stakeholder in the massage profession, I strongly urge you to invest in your future and the future of the massage profession.

It is only WITH your support that this organization will be able to continue to accomplish its vital and important work. This includes the future Chapman fee.

Please go to www.amta-wa.org and click on the "donate" button on the home page today.

Thank you

Annie LaCaille, AMTA-WA President

and the entire AMTA-WA Board of Directors:

Ten Mayo, 1st Vice President

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Susan Cook, Treasurer

Michael Mandell, Secretary

Marybeth Benney, Executive Consultant

AMTA-WA Legislative Update

MELANIE STEWART

Biennial Budget

Every two years, the Legislature is directed by the Constitution to pass a balanced biennial budget. The budget term is July 1, 2015 - June 30, 2017. As many of you already know, this year passing a budget will be extremely challenging. The Legislature has to contend with the class size initiative, with no funding source . . . and in addition is under a contempt of court order from the Washington State Supreme Court directing it to fully fund K-12. And then you add to those demands, the complexity of balancing a budget with no new revenue sources when 2/3 of the budget is protected from cuts in such areas as debt payment, Medicaid, pension contributions, etc. Talk about Mission Impossible! I believe that we'll see some sort of capital gains tax coming from the House, and the Senate may simply say "no" to the Supreme Court demands for a fast timetable for funding K-12, as well as say "no" to funding the class size initiative since there is no funding source.



Legislation of Interest to AMTA-WA:

- **House Bill 1252**, an act relating to penalties for allowing or permitting unlicensed practice of massage therapy or reflexology. This legislation was introduced at the request of the City of Vancouver, and was a "surprise" to AMTA-WA. But, it was a welcome "surprise" and I have testified in favor of the legislation on your behalf as it makes its way through the House. It is currently in House Rules.

Here are some excerpts from a briefing paper submitted by the City of Vancouver:

"Separate and distinct from the legitimate practice of massage therapy and reflexology, law enforcement has observed an increasing number of prostitution and human trafficking rings masquerading as so-called "massage" and "reflexology" businesses. Presently, however, there is a perverse loophole in state law that requires massage therapists to be licensed and reflexologists to be certified in order to do business, but places no requirement on their employer to meet any kind of licensing standards if the employers themselves are not massage therapists, reflexologists, or other licensed health professionals. The result is that the unlicensed practice of massage or reflexology under RCW 18.130.190 is punishable against the employee, but not the employer."

As originally introduced, the legislation would charge the owner of a massage or reflexology business where the owner has knowledge that unlicensed practice has occurred with a gross misdemeanor for a first violation and a class C felony for subsequent violations. The substitute version of legislation lowered the level of crimes that may be charged to a misdemeanor for the first violation, and a gross misdemeanor for subsequent violations.

(Note: as of this writing HB 1252 has just passed the House and the Senate.)

2015 Massage Awareness Day (MAD) Volunteer LMPs

- **SB 1471**, an act relating to mitigating barriers to patient access to care resulting from health insurance contracting practices. This legislation was introduced to deal with the very challenging prior authorization requirements that seem to be the new "norm." While the bill was broader in scope when first introduced, the adamant opposition of the insurance industry have required amendments, so that at the present time, the following are some key provisions of the legislation excerpted from the House Bill Report:

A health carrier may not:

- require prior authorization for an evaluation and management visit or an initial treatment visit with a contracting provider in a new episode of rehabilitative, rehabilitative, East Asian medicine, or chiropractic care;
- require a provider to provide a discount from his or her usual and customary rates for non-covered services; or
- impose a cost-sharing requirement for rehabilitative, rehabilitative, East Asian medicine, or chiropractic care that exceeds the carrier's requirements for primary care.

The health carrier must:

- post on its website and disclose upon request the prior authorization standards, criteria, and information the carrier uses for prior authorization decisions;
- base its prior authorization standards and criteria on the carrier's medical necessity standards.

I want to close by thanking those of you who attended Massage Awareness Day. It makes a difference!



—Melanie Stewart, the
AMTA-WA Chapter lobbyist

Feb. 26

16 LMPs
153 Massages including
3 legislators

Marybeth Berney
Moon Chong-Saulsbury
Debora Clemons
Elizabeth Garfield
Teri Green
Veronica Hildebrand
Karen P. James
Lynn Lord
Joseph Major
Richard Oliver
Patricia Phillips
Teresa Sharff
Lora Smith
Bonnie Wicher
Tamalyn Williams
Stephen Wooding

March 5

12 LMPs
124 Massages including
18 Legislators and
Lieutenant Governor

Teri Green
Karen James
Michael Mandell
Richard Oliver
James Pence
Patti Phillips
Paulette Schrops
Chrissandra Snider
Bonnie Wicher
Jacquilynn Williams
Tamalyn Williams



(l to r): Patti Phillips
and AMTA-WA
Past President
Marybeth Berney

Photo credit: Steve Wooding, LMP



AMTA-WA Chapter Fee Change and *Invest in Your Future Fund*

As of January 1, 2014, you now have the choice to give an additional amount toward your chapter, at any time, in any amount, and as many times as you wish throughout the year. This means each member will have the choice to provide direct financial support to their chapter, rather than a chapter fee being a requirement of AMTA membership.

You now have the opportunity to invest in and support your Washington Chapter at a level that is significant for you.

Like thousands of AMTA-WA members, you have likely come to depend upon the many free and low-cost programs, communications and events your Washington Chapter provides throughout the year that help you sustain your practice and your profession.

Your AMTA membership and support of the Washington Chapter make this exceptional service possible.

AMTA-Washington Chapter is your connection to COMMUNICATIONS

- Assistance from AMTA message therapist volunteers and chapter office staff is only a phone call or email away. You can find us 24/7 on our chapter website at www.amta-wa.org.
- Up-to-date information on state and local regulations and laws affecting you and your practice.
- Washington Message Journal four times a year, bi-monthly news, timely email notifications and calls to action throughout the year.

AMTA-Washington Chapter is your connection to ADVOCACY

- Member-elected message therapists in your state who understand and represent your concerns—who amplify your voice to AMTA's House of Delegates and to your state's policy makers.
- AMTA-WA chapter-funded lobbying protects your interests at the state level.

AMTA-Washington Chapter is your connection to COMMUNITY

- Access to an existing network of ethical AMTA message therapists who draw upon their wealth of experience in the profession to provide you with guidance and support.
- Reduced-cost continuing education in your state, organized by your peers.
- Community service opportunities that can help build your skills and message therapist network.

"I wanted to offer you all the accolades and gratitude I have received from John Pevko and the golf at Peck's Bayou Inn. It was very gratifying for the participants to know how much knowledge and resources low cost golf presents to the AMTA/WA and the benefit available to its members."

—John W. Pevko,
Fresno, CA

"I am so grateful for the support of my family and friends for my participation in the 2013 Chapter Convention in Sacramento. Although it was great to go to Oahu, I think we all enjoyed the 2013 Chapter Convention. I am so glad that everyone who attended got a chance to learn more about the Washington Chapter. Chapter ended the letter Friday evening letting me know they had my brother Tim get in touch with someone heading to the SoCal area and I got my brother back this morning. Thank you AMTA for being an amazing, yet busy organization in so many ways."

—Susan Ann Adams,
Bakersfield, CA

Your Support Makes Your Chapter
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Contribute to the
Invest in Your Future Fund Today.

When you support AMTA-WA chapter by adding a contribution to your membership renewal, or any time during the year, you become more than a participant in Washington's vital massage therapy community—you invest in your community and *in your own future*. Contributions can be made online using a credit card at:

<https://amtamassage.org/chapters/contribute.html>

Amta.org/give additional financial support to AMTA Washington Chapter. Your financial support is not tax deductible as charitable contributions, but may be deductible for federal income taxes provided such financial support should consult their tax advisor.

Not a Member?

You can still support our profession in Washington State by supporting the work of the AMTA Washington Chapter. Make a financial contribution to AMTA-WA in an amount that is significant to you and participate in your future. Go to: www.amta-wa.org and click on "Donate." Financial contributions can be made online using credit card or check.



Thanks to all who donated to the AMTA-WA Annual Food Drive for the Tukwila Pantry Food Bank!

AMTA-WA Chapter Annual Business Meeting

March 21, 2015 • DoubleTree Suites, Seattle

Elected to your Board of Directors:

1st Vice President

Annie LaCroix

3rd Vice President

Teri Mayo

Treasurer

Susan Cook



Elected to the House of Delegates:

Scott Lesieur

Jeanette Wahl

Esther Greiner
(Alternate Delegate)



Congratulations, Award Winners!

Chapter Meritorious Award

Susan Rosen

Years of Service to the Chapter

Cathy Olson

Distinguished Service

Tianne Curtiss

President's Award

Scott Lesieur

M.A.I.N. Award

North Cascade

Massage Connection Group

A: Taking the Oath of Office.

B: Tianne Curtiss, Distinguished Service Award.

C: Cheryl Hockett-Poffle accepts the first MAIN Award for the North Cascade Massage Connection Group.

D: Scott Lesieur, President's Award.

Photo credit: Sue Woodring, WF

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SomaticEmotional Release 2 (SER2)
 Portland, OR Jun 11-14, 2015

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An Interview with Diana Thompson, LMP

Insurance Reimbursement: Past, Present And Future

ANDREA MUNSON, LMP

In the following interview, we reviewed the history of massage therapy as a benefit covered by insurance in Washington State:

- In 1984, massage practitioners were included in the Uniform Disciplinary Act, which gave us status as "health care providers" and massage therapy began to be covered by L&I.
- In 1996, the "Every Category of Provider" law passed, giving individual insurance subscribers the right to choose the provider they will see for a covered condition as long as the care is within the health care provider's scope of practice.
- In 1997, this law was implemented by Insurance Commissioner Deborah Senn and her staff. In accordance with the law, a series of meetings between insurance company employees and massage therapy experts, including Diana Thompson, took place in order to determine who to credential and how to credential them. The insurance companies applied a formula called the RBRVU, that came out of Harvard, for determining reimbursement rates based on educational costs for massage practitioners, cost of living in different areas, and costs of malpractice coverage and suits against LMPs.
- An expansion of the list of conditions for which massage could be a reimbursed service in Washington State came about as a result of presenting clinical research that came out of Group Health in 2001.

Andrea: How did your role of working on insurance coverage come about?

Diana: After a few years of sports massage in Iowa, I moved to Seattle, got into two car accidents, and after a hard-fought recovery, began doing nothing but medical massage. I started getting referrals from medical doctors, psychologists and other health care providers. I led a series of workshops on documentation for insurance and legal testimony.

During that time, Lori Bielinski Grassi, who worked for Deborah Senn during the development and implementation of the Every Category of Provider law, recommended that I represent massage therapists on a task force that advised the Office of the Insurance Commissioner. Lori was instrumental in making sure we had a seat at the table in the discussion of the Every Category law and I worked on a committee with naturopaths, acupuncturists, chiropractors, and midwives that met regularly with Senn during the mid '90's as the law was being developed and implemented.

Andrea: Do you have a vision for how you think insurance companies should perceive our work that is different from what you had in those negotiations?

Diana: No, I have always had the vision that massage therapy is a wellness function.

I think that we have a lot to teach other health care providers in terms of really listening to our clients and acknowledging what they're experiencing in their bodies. We help people become aware of what hurts where and when it doesn't hurt so they can make informed choices. I think we're instrumental to health care in general and specifically with patients, we have a lot to share and a lot to offer. I hope our role in health care gets bigger, that we actually get to be in health care teams, so that we get included in treatment decisions.



Diana Thompson, LMP

Andrea: It seems that there are a lot of turf issues among different types of caregivers that get in the way of integrative health care.

Diana: Yes, but I think that the more we work together, the less that will happen. That's really why all the research started on complementary and alternative medicine. When Eisenberg did his big study and published it in 1993, doctors and insurance companies saw how many people were going to alternative health care and paying out-of-pocket. They really wanted a piece of that pie. Insurance companies wanted alternative health care included as much as the patients did. They could then make money from covering alternative health care.

Andrea: So that was part of their motivation in reaching towards you; not just because it was what the law required, but that alternative coverage could open up a whole other area of income for themselves?

Diana: Yes, but they are still fighting tooth and nail to get the non-discrimination clause out of the Health Care Reform Bill. They have funded efforts to get "Every Category of Provider" out of the bill. They continue trying to interpret "Every Category of Provider" in such a way that they don't have to cover all categories of care.

Andrea: Once the non-discrimination law was passed in Washington State, was Deborah Senn effective in implementing the law?

Diana: Her role was to defend the law and make sure the insurance companies were following the law. Her primary purpose was to implement the law once it passed. That's why she took the insurance companies to task. That's why the 17 lawsuits were filed against her.

Andrea: Have things changed a lot since she stopped being the insurance commissioner in 2003?

Diana: It was pretty sad when the next insurance commissioner came in. Deborah was unique in that she was the commissioner for care providers and not just the general public. She stood up for massage therapists, naturopaths, and acupuncturists, and made sure that we were getting treated as fairly as our clients and patients were getting treated.

In the current climate of diminishing reimbursements, I don't see us as being treated differently than other health care providers. Unfortunately for all of us, some health care professions have had their fees for service cut by as much as 2/3. I believe that insurance companies were unprepared for the number of their subscribers who would utilize alternative treatments, and that the recent move to require pre-authorization for services has to do with costs, not a corporate campaign against any one profession.

Andrea: What about the attempts to increase the credentialing requirements of massage therapists? How do you think that might impact our credibility in the future?

Diana: I believe we need more education and that our educational standards have not kept up with the changes in integrative health care. That's our own professional issue to deal with.

Andrea: Looking at the Affordable Care Act (ACA), do you see any kind of pathway for massage as a part of that?

Diana: I believe that there are now a lot of opportunities... In the seven sections within the Affordable Care Act, they never say "massage," but they say "alternative health care" or they say "integrative medicine." I think every one of those phrases is a foothold for us. For example, "free standing birth centers." Every time I speak to a group I say: "Those of you who do pregnancy massage, make sure you're in those birth centers, because you could be hired as an employee and provide pregnancy massage and post-partum massage." I think the non-discrimination clause is the biggest opportunity for us. In the ACA, when they define health care, they use the words "integrative health care." We should take advantage of the fact that we are grouped along with acupuncturists, naturopaths, and midwives, physical therapy and rehab, and be a part of integrative health care whenever we can.

Diana has defined some ways that we can be involved in transforming the understanding of massage therapy in broader health care and in the arena of insurance coverage.

The key issues are:

1. Rewriting and redefining educational standards for massage therapy to include practical education such as a residency program, where massage therapists can work side-by-side in health care settings, should that be the environment they choose to work in.
2. Continuing to educate other health care team members about the benefits of massage. Large numbers of health care team members are still unaware of the benefits and clinical data that support massage becoming the first intervention for many medical conditions.
3. Creating research studies and reporting data that support massage as clinically effective, cost effective, and increasing consumer satisfaction. Massage therapists need to write case reports so our stories can be told using standard research formats. Clients need to be enlisted to share their experiences of how they came to massage therapy and how massage therapy has affected their relationship with their health and wellness.
4. Staying involved and informed in the Affordable Care Act discussion so that massage will remain a covered benefit. We need to realize that the ACA is now law and that it is a law that needs to be implemented by regulators, and that we need to find a way to make sure that they hold to the law.

Diana's continuous contributions and attention to the broader goals of our profession are truly inspiring. I see her efforts as an example and a call to action for all of us. She has worked successfully and tirelessly in so many areas in our profession, developing her own vision of where we need to go, while also hearing and assessing the needs of a growing body of professionals. She is courageous and incredibly fair-minded, and willing to take on issues that others may avoid. She is one important voice for us in creating a new reality for massage in health care, the world of insurance reimbursements, and the world at large.



Business by the Numbers

SUSAN COOK, LMP

Registering Your Business: What You Don't Know Might Hurt You

Back when I was in massage school, we all had fantasies of what life might look like once we graduated and went out into the wide world, ink still drying on our brand new licenses. There seemed to be two distinctly different paths available: either become an employee and let someone else worry about running the business, or set up your own practice and handle all the details yourself.

The reality is, most massage therapists at one time or another find themselves needing to attend to those details. Even if you spend most of your time working as an employee for someone else, you may receive money direct from clients of your own that you see in a different setting, or you may work as a contractor for a sports massage or corporate massage team, or do the occasional massage event around the community for which each client pays you directly.

What do you need to do to register as a business so you can legitimately charge fees for your services?

Here are some steps you need to take to stay on the right side of the agencies who regulate businesses wherever you may be in the State of Washington—in other words, those agencies who want to make sure you are reporting and paying taxes on any money your practice makes.

Let's start from the largest jurisdiction and work down:

01 Federal Tax Identification

U.S. Government regulations require that you have a federal tax identification number so your earnings can be reported to the IRS. If you are an employee, you just need to have your social security number and your employer will track the wages they pay you, deduct the appropriate taxes, and give you a W2 form at the end of the year so you can file your 1040 income tax form.

If you receive money directly from your client, then you are the one responsible to report those earnings and pay taxes on them, and you do it on your federal tax return using your tax ID number. This can still be your social security number if you are a one-person business. If you have employees, though, you must obtain a Federal Employer Identification Number (EIN) so you can report their earnings and pay withholding taxes on their behalf as well as reporting your own business earnings.

What if you don't have employees? Do you need a Federal Tax ID Number for your business?

Many LMPs continue to use their social security number for their business earnings. Accountants have told me they recommend obtaining a unique Federal Identification number for your business, just so you are not exposing your personal social security number to every entity with whom you do business.

If you choose a business structure other than a sole proprietor (a partnership or a professional limited liability corporation (PLLC) for example), you will end up with a different Federal Tax ID number, and there additional requirements to register your business at both the federal and state level that need to be considered. Check with a tax or financial advisor to choose the best way to proceed.

02 State of Washington: Your UBI Number

Every entity doing business in the State of Washington is required to have a Unified Business Identification number (UBI). This number is used to file tax reports with the State Department of Revenue. Groups who engage massage practitioners or contract workers for events, like sports or corporate massage teams, will require you to provide both your federal tax identification number and your state UBI number to prove that you can legitimately be paid as a business.

Obtaining Your UBI Number

Go to www.DOR.wa.gov and look for 'File a Business License Application.' You can apply online, or print out a paper application from the website to fill out and mail with your license application fee. The application costs \$19 to process and \$5 to register your business trade name. If you have more than one trade name, it is an additional \$5 for each.

To make sure that the trade or business name you have chosen is not already in use, go to:

<http://bls.dor.wa.gov/licensesearch/>

and type it into the 'business trade name' field.

Once you have registered your business with the State of Washington, you will be required to report your earnings on a State Business and Occupation revenue tax return. This can all be done online. There are generous small business tax credits built into the tax return, so if you are just starting out, or if your private practice is relatively small, your taxes will be nominal.

What You Don't Know Can Hurt You

I want to reiterate that it is important that you investigate the zoning and restrictions that may apply to your business and location. Here's a prime example: I was invited to bring my massage services to a senior living facility in a neighboring city. The company proposed that I visit once a week and offer massage for the residents in a room in their facility set aside for that purpose. I looked into what city license I would need to conduct this business operation there, and discovered that local ordinances actually prevented this business model. Massage was prohibited except in either a licensed massage facility or in clients' homes. No massage services could be offered in a public setting (like a common room in a mall, a business office or an institution). Doing this research up front saved me putting good deal of time and effort into a doomed venture, not to mention possible fines.

03 County or City Business Licenses

Your city or county may also require you to register your business. The www.DOR.wa.gov site is very helpful in finding those local agencies. On the DOR site, go to the 'Business Licensing Guide.' You will be asked what type of business you are starting, your location, and whether or not you will have employees. You will then be provided with a list of the various agencies that have taxing and regulation jurisdiction for your particular situation.

For example, let's say you are opening a massage office in the City of Aberdeen, and you plan to hire a couple of LMPs to work for you. On the Business License Guide webpage, you will choose 'massage facility,' in Aberdeen (Grays Harbor County), and that you will have adult employees. You will be told that you should contact the Aberdeen City Clerk and the Grays Harbor County Planner's Office to be sure that the business that you are opening is properly zoned in your location, whether there are any restrictions about where you practice, and to be sure that your signage complies with local ordinances. The guide further lists the various Federal and State employment tax agencies that you need to contact before you begin to pay employees. When you fill out your State Business License Application, you can register with the State Employment Security and State Labor & Industries agencies as part of that application.

City Business License Fees and Taxes

Using the information provided in the Business License Guide, contact the municipality or county where you are located. If you are required to obtain a local business license, in most cases the license fee is nominal. The license renewal each year may be a flat fee, or it may be a calculation based upon your earnings, or some combination of the two. Often there is a threshold so that earnings below a certain amount are exempt from the fee or tax.

Conclusion:

Starting your own business is a serious undertaking, but if you go through the steps and get the proper business licensing, you can conduct yourself with confidence and professionalism. Best of luck!

Longtime WSMT member
Randy Fukukawa, LMP
massages a firefighter.

SCOTT

FIREFIGHTER STAIRCLIMB

American Massage
Therapy Association
Seattle Chapter

(far left) WSMT member
Joseph Major, LMP with
Lieutenant from Engine 65
of South King Fire & Rescue.



AMTA-WA Members Provide Record-Breaking Number of Massages

Climb Conquer Cure

PATTY PHILLIPS, LMP

AMTA-WA VOLUNTEER SUPPORT & DEVELOPMENT PROGRAM CHAIR

Firefighters from 26 states and 5 countries (1,900 total) participated in the 24th Annual Scott Firefighter Stairclimb on March 8th. The event took place at Seattle's Columbia Tower—being the tallest building in our state since 1985, the 2nd tallest building west of the Mississippi and the 23rd tallest in the U.S. The competitors climb 788 vertical feet, 69 flights, 1,311 stairs while wearing up to 70 pounds of full bunker gear including SCBA (air tank). For the fourth year in a row the fastest climber was Andy Drobak from Missoula, Montana with a time of 10 minutes 46 seconds, beating his own record by 23 seconds.

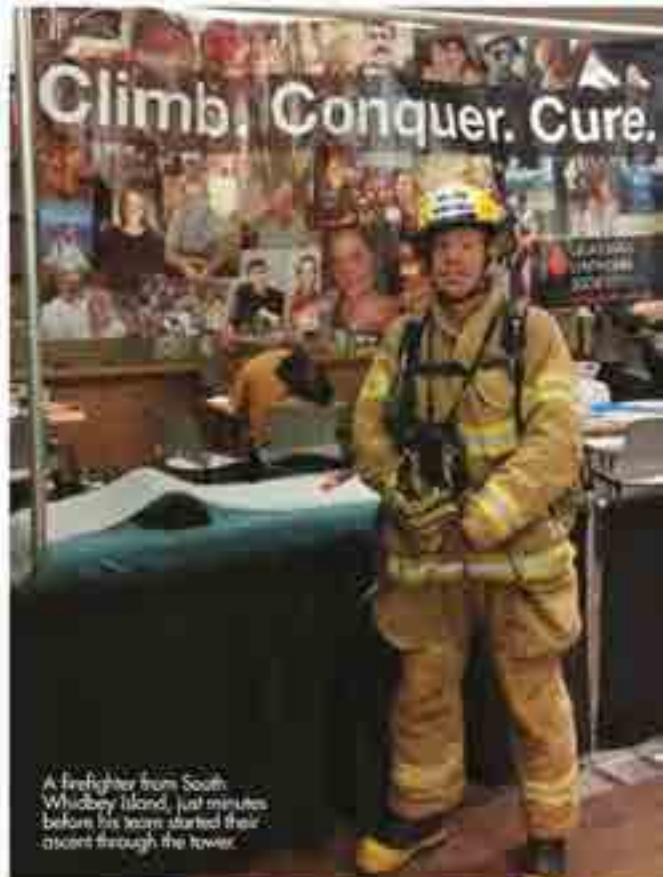
Last year these firefighting, fundraising heroes raised \$1.95 million dollars for the Leukemia and Lymphoma Society. This year's tally will not be final until the end of April and is still open to donation.

Our work was record breaking as well, with 18 AMTA-WA members completing 203 massages during this high energy, fun event. Leading the LMPs were Washington Sports Massage Team (WSMT) members Randy Furukawa, Fran Donahue, David Phillips, Joseph Major, Nikki Nichols, Holly Jackson and myself, Patty Phillips. Linda Bucher brought down gut needed supplies from Puyallup and was sent home to recover from a cold and fever. Some great new LMP members joined us: Lisa Sullivan, Melissa Delaney and Lisa Wabingo. Along with Lisa Wabingo came a spirited student, Cheyenne Colby, from Cortiva School of Massage who was excellent helping with intakes.

A rock-solid part of this crew was 7 new AMTA-WA members and soon to be graduates of Renton Technical College: Katrina Iberro, Leslie Gordon, Ruth Njengo, Chelsea Childress, Zola Pancake-Torres, Triauna Powell and Ashley Blanford accompanied by their teacher Holly Jackson. Lisa Sullivan, Leslie and Ruth have already joined the WSMT, completing the 3 hour calibration class.

There are so many things I really enjoy about the Scott Firefighter Stairclimb. We had many on our tables for the first time and they vowed to return. Each year we are recognizing the ones from previous climbs, several of the repeat climbers said they count on us now. It is such a pleasure to serve this appreciative group of heroes. Thank you to all who contribute, making this event extraordinarily special.

Photo credit: Joseph Major, LMP



A firefighter from South Whidbey Island, just minutes before his team started their ascent through the tower.



Regence Blue Shield's Physical Medicine and Rehabilitation Program Update

JOSIE IVES, LMP

It has been a year since the implementation of Regence Blue Shield's Physical Medicine and Rehabilitation (PM&R) Program. For the uninitiated, the PM&R Program is run through an organization called Care Core National, whose primary function is to manage and analyze clinical data for insurance companies like Regence. Part of this data management includes granting prior authorization for our services. For many private Regence Blue Shield plans, **not** including those self-funded plans that are administered through Regence such as King County Gold (KRC), Washington State's Uniform Medical Plan (UDW), benefits provided for all physical medicine including chiropractic, physical, occupational, speech and massage therapy, and acupuncture are subject to prior authorization not through Regence, but through Care Core National.

Confusing? The biggest challenge for us has been to communicate all this to our clients in a way that makes sense. In the past, all we needed to substantiate medical necessity for massage therapy was a doctor's prescription. There is a disconnect between the new Care Core requirements and old Regence requirements. We never provide an Rx to Care Core for authorization. We simply report the diagnosis and pain levels. So, you only need an Rx to get authorization inasmuch as you need diagnosis codes. However, if your Regence plan requires an Rx for claim submission, we still need it.

So, having an Rx is necessary, but it won't help us with prior authorization. So then what does Care Core look at when considering authorization? The first 4 visits are granted without evidence of improvement. After that, visits are authorized 2-3 at a time, depending on the results from the past visits. Progress is measured by pain levels and functional improvement. These improvements are reported by us as numerical data. For example, if you reported 8/10 pain on your first visit, and on visit 4 your pain went down to

a 6, that would be a 20% improvement. 25% is considered "Mild Improvement" according to Care Core. 50% would be Significant, 75% would be Mostly Improved. This is how we prove to Care Core that our patients are improving.

Now that we have been through this process many times with many different types of conditions, what do we know? Is this new program beneficial to our patients? The underlying objective here is to provide reimbursement based on outcomes rather than on services rendered. This is one aspect of the Affordable Care Act that may be the most challenging for us as providers to deal with. While it does make sense that outcome based reimbursement may cut costs, especially when it comes to limiting the cost to consumers that may come from excessive testing, this reimbursement model may simply shift the financial burden of health care costs onto providers rather than solve the more systemic issues that contribute to rising health care costs. It is difficult to underestimate the impact that this shift will have on incentives for health providers to produce results at all costs. It may create incentives for providers to overstate their results, negatively affecting patients who need treatment. Also, it increases administrative burdens and costs to physicians and other health providers. In a market where doctors are already seeing decreasing reimbursement rates, particularly through Medicare, it doesn't bode well for attracting talented scientists to the field of Medicine. But, that point is debatable, with all the effects of the ACA remaining to be seen.

The main point here is to be informed and keep your patients in the loop as things change. As our results are reported and analyzed quantitatively, this program could prove beneficial in the long term advancement of our profession. And of course, having to report our results this way is helping us be more objective, which can be good for our patients.



CPT Coding Update

SUSAN ROSEN, LMP

AMA CPT Panel Meeting / Physical Medicine & Rehabilitation Workgroup Summary Report February 5 – 7, 2015

Changes are afoot with the implementation of new CPT (Common Procedural Terminology) codes for Physical Medicine and Rehabilitation (PM&R) service providers. First, the start date has been pushed back to January 2017, from January 2016. The intervention codes have been sent back to their committees for further review. Finally, effective March 2015, Susan Rosen has been replaced as HCPAC Advisor by Immediate Past President of AMTA (National), Nancy Porombo. Susan was informed, by the President Elect Jeff Smoot, of her replacement as HCPAC advisor at the end of February and that there would be no transition period with the newly appointed representative.

The following is Susan's report on the February meeting:

Four months ago, the PM&R work-group was scheduled to submit the Evaluation and Intervention treatment code change proposals to the CPT Editorial Panel for review, for feedback and hopefully approval at the February meeting. Included in the process of code change proposal was submission of a final report of our pilot study which surveyed massage therapists on use of the proposed code sets to match to vignettes describing typical patients.

The AMTA contracted with Clark Group and Associates to complete the pilot study by the October deadline. Our internal AMTA workgroup provided expert feedback to the researchers on developing the survey including the vignettes within an extremely tight deadline. We further refined the vignettes to submit with the Body Structure and Function code set. Massage therapy treatments are included in this code set.

The National Athletic Trainers Association performed a parallel pilot testing process within the required timeline. Unfortunately, that was not true for all the associations and therefore the entire process of code change development was delayed.

Although the pilot studies demonstrated sufficient support from the professions for the code changes, there was significant feedback regarding specific wording, including objective benchmarks to differentiate intensity levels. Therefore, a decision was made not to submit the intervention codes (including the Body Structure and Function code set) at this time and refer them back to the PM&R work-group for further development. The evaluation codes for PTs, OTs and ATs were submitted to the CPT editorial panel at the February meeting. Therefore, the implementation dates for these codes will most likely be delayed until 2017 or later.

On the positive side, this will give our profession an opportunity to have more input/feedback from experts in our field to refine the wording to accurately and effectively describe and report massage therapy services.

It is important to note that the intervention code proposals are shared amongst the PM&R professions. Attending this meeting, as well as previous conference calls and my participation as AMTA's advisor to the AMA CPT Editorial panel, has given me additional knowledge and insight on the process of code development and change.



WASHINGTON SPORTS MASSAGE TEAM (WSMT)

GRANT GRUBB, LMP

I am excited and confident stepping into the role of team director with the Washington Sports Massage Team. I think of this leadership role as being a service role—I will be working for the team and not the other way around.

There are some directions I would like to take the team including expansion and branching out into more sports venues and varieties. A lot of my confidence comes from knowing Scott Lesieur, our previous team director, who will be right beside me to remind me how it used to be done and to bounce ideas off of. Delaney Farmer will be working with me on some projects to streamline operations. In this digital age, that has become an even more important project than ever before. I also have access to some advisors on the team who have decades of experience and have seen the team change through the years.

From my vantage point, these are exciting times with the team. The season has officially begun. This year, the PGA will be bringing the US Open to Washington and the Washington Sports Massage Team will make up the majority of the massage therapists working the 6-day event.

As we kick off the new season, it is great to see new faces and many familiar faces. The WSMT is a great combination of LMPs, newly licensed beginning their careers and seasoned therapists with upwards of 20 years experience in the profession. If you are interested in joining the team, or if you know of an event that would benefit from the skills and expertise our sports massage team can offer, contact Scott Lesieur at 360.513.3210.



—Grant Grubb, LMP is the WSMT Director.
He can be reached at wsmt@wsmt-wa.org.

2015 WSMT Event Calendar

This is not a complete listing of events for 2015. It is what we're aware of at press time. Please check future issues of the WSMT newsletter and the website at www.wsmt-wa.org for updates. To sign up for events, visit the website or contact Scott Lenzke, MS 313-9210 or wsmt@wsmt.org.

APRIL

- 12 MS Walk
Seattle
- 18 Wenatchee Marathon
Wenatchee
- 18 Whidbey Island Marathon Expo
Coupeville
- 19 Whidbey Island Marathon
Coupeville
- 23 Skills Calibration
at Chapter Convention, Tacoma
- 26 Mount St Ultra, 50K/50 mi
North Bend

MAY

- 30 Flying Wheels
Redmond
- 30 Special Olympics (Volunteer)
Fort Lewis
- 31 Special Olympics (Volunteer)
Fort Lewis

JUNE

- 15-19 US Open at Chambers Bay (Volunteer)
- 19 Vancouver Marathon Expo 1
Vancouver
- 20 Vancouver Marathon Expo 2
Vancouver
- 21 Vancouver Marathon
Vancouver
- 27 World Bike Relief Red-Bell 100
Bellingham

JULY

- 11 Skills Calibration
Centralia
- 11 Seattle to Portland (STP)
Bicycle Classic
Centralia
- 30 RAMROD
Enumclaw

AUGUST

- TBD Lacamas Lake Half Marathon
Camas
- 14 RSVP
Bellingham
- 15 RSVP II
Bellingham
- 22 Seattle Marathon 10K
Seattle
- TBD Gigantic Bike Festival

SEPTEMBER

- 5 Bumbershoot
Seattle
- 6 Bumbershoot
Seattle
- 7 Bumbershoot
Seattle
- 12 Bike MS 150,
Mount Vernon
- 13 High Pass Challenge
Packwood

OCTOBER

- 3 Oktoberfest Marathon
Leavenworth
- 17 End of Session
Meeting & Dinner
Federal Way
- 25 Tri Cities Marathon

NOVEMBER

- 27-29 Seattle Marathon Expo
Seattle
- 29 Seattle Marathon
Seattle

2015 SKILL CALIBRATION

Three locations will host the 2015 Calibration skills day this year. New team members (2015) have this opportunity to attend this event. These courses are free to WSMT members. Each is \$40 for non-WSMT members.

Complimentary course lunch, Community Education credit, registration fee, while supplies last.



A. WSMT Annual Meeting in Tacoma on March 14, 2015.



B. Donna Biagio at Oktoberfest Marathon in Leavenworth, Oct. 4, 2014.

C. (l to r). WSMT members Linda Bucher, David and Paty Phillips at the Oktoberfest Marathon.



MAIN (Massage Awareness & Involvement Network)

Networking Around the State

BELLINGHAM

North Cascade Message Connection

Contact: Erica Garet
360.739.9185
ericaofamerica@me.com
www.NCMassageConnection.org

Meets: 3rd Tuesday of the month
Sept - May

Time: 5:45 - 8:45 pm
2.5 CEUs

Place: Garden St. Methodist
Church Annex Room B
1326 N. Garden
Bellingham

NCMC Continuing Education Presenter Series 2015

Earn up to 20 CE Hours by Attending the Entire Series

April 21, "Embodiment at the Table"
Jesse Guerro

May 19, Pot Luck, Member Discussions and Brief Presentation, TBA
Always good food and a good time!

Summer break, see you next September!

Announcements:

Our NCMC website provides you with information on CE classes, including Ethics and CPR/FA, classifieds and CE meeting presenters. \$10 each meeting or \$65 per year (paid in Sept. and Oct.) For details and to receive our monthly eNews and Updates, visit www.NCMassageConnection.org

BREMERTON

Massage Network Solutions

Contact: Lesley Bush
360.377.2900
massagennetworksolutions@q.com
massagennetworksolutions.com

Meets: Second Tuesday of the month.
We meet 11 months out of the year, and take a break in December.

Time: 12:30-1:30 for business
1:30-2:30 for guest speakers

Place: Bremerton First United Methodist Church
1130 Marine Drive
Bremerton 98312

EVERETT

Snohomish County Massage Therapists Network

Contact: Stephen Wooding, LMP
425.776.1307
stevelmp@comcast.net

Meets: 2nd Monday of the month
Sept - May

Time: 6:15 - 9:15 pm

Place: PUD Building
2320 California Street
Everett

Announcements:

To join our mailing list, email stevelmp@comcast.net



Joann Korpel,
presenter at Feb. 9
SCMTN meeting.

OLYMPIA

South Sound Massage Therapists

Contact: Alison Hiney
360.280.0098
alison0@gmail.com

Meets: Monthly, alternating continuing ed, workshops and social meet-ups

Time/Place: Meeting day, time and location varies so check www.amta-wa.org/Olympia or Facebook.com/SSMTolympia for meeting details. We also have a new E-newsletter delivered to your email monthly.

Upcoming Meetings:

May 12 Annual Planning Meeting
June 14 "Walk & Meet" Social
July 14 Summer Potluck
Sept 10 Ethics Round Table

Announcements:

Workshops are an excellent way to receive local, low-cost continuing education. Meetups are a fun way to connect with other IMTs and stay updated on massage news. Sign up for our new monthly E-newsletter! Find more information on our website: www.amta-wa.org/Olympia or Facebook.com/SSMTolympia

PORT ANGELES

The Olympic Message Community

Contact: Pat Conner
360.457.0333
cpat@polycom.com
Daria Workman
dariaw@willowmtl.com

Meets: Second Tuesday of the month from 6 - 8:30 pm in Sept., Nov., Jan., March, and May

Time: May: 6:30 pm social and business 7 - 8:30 pm program

Place: Presbyterian Church
138 W. 7th Street
Port Angeles

Closes: Unless otherwise indicated

May 19: "Reflexology and Meridians: An Overview of How Reflexology and Meridians Can Work to Support Each Other in a Powerful Healing Technique"
6 - 8:30 pm
Thyme Curfiss

Announcements:
The Olympic Message Community celebrated its 10th anniversary in 2013. We schedule at least two Saturday workshops during the year. We enjoy the opportunity to get to know and support one another, as well as increase our professional knowledge. We welcome all IMTs!

Visit the amta-wa website at www.amta-wa.org
for the latest networking updates!

PULLMAN

Palouse Massage Therapy Network

New Group!

Contact: Monida Denning, LMP
509.432.9593
PalouseMTN@gmail.com

Meets: Second Tuesday of odd numbered months [Jan., March, etc.]

Time: 6:30 pm

Place: Alternates between Pullman, WA and Moscow, ID. Check our Facebook or AMTA-WA MAIN page.

Announcements:

We began our meetings in July of 2014 and already we have created strong interpersonal connections, taken part in a community Massage Awareness event, and are working on bringing CE opportunities local in 2015! Stay tuned via our Facebook and AMTA-WA MAIN's page for details of CE offerings and meetings. In 2015 we will continue our momentum. In addition to CE classes we can look forward to a visit from our AMTA-WA Chapter President, Marybeth Barney and Vice-President, Annie LaCroix. We invite you to bring your individual skills and add to a collective force for forward progression of massage in our communities... and have some fun!

SEATTLE

Seattle LMP Network

Contact: Jay Davidson, chair
davidsonw13@gmail.com
SeattleLMPNetwork@gmail.com
www.facebook.com/seattle.lmp.network
You may also join our group on the Chapter website at www.amtwaw.org.

Meets: 4th Sunday of each month
(with possible exceptions near holidays).

Time: 1 pm Sign-in & brief meeting
1:15 pm CE Presentation
followed by networking

Place: New location for our meetings
is Massage Envy in Shoreline, at
20124 Ballinger Way NE,
Shoreline, WA 98155

Announcements:

Our monthly meetings & 2 CE presentations are open to ALL licensed massage practitioners, without regard to AMTA membership. We just welcome the opportunity to network, share, and learn together! Also, currently enrolled massage students may join us at our meetings for free. Every meeting is \$10 with a presenter to earn 2 CEs.

Please RSVP to help us know how many people to plan for--thank you!

SPOKANE

Spokane Regional LMPs

Starting up again!

Contact: Mariah Neeson
509.389.2474
Mariah.Neeson@me.com

Meets: Monthly on the 4th Sunday

Time: 11 am - 1 pm

Place: The Space
201 W. Riverside Ave. #302
Spokane, WA 99201
On the corner of Riverside &
Brownie. Entrance is on Brownie

Upcoming Meetings:

April 26 "Rolling"
Dr. Susan Barrett

Any changes in date, time and/or location
will be sent out via email. Please be sure to
sign up below in "Announcements."

Announcements:

Open to all LMPs. We met in March to get
acquainted with one another and discuss our
expectations and hopes for building a strong
MAIN group here in Spokane. We've already
been speaking to several talented professionals
willing to provide CEUs for us. Sign up for
the mailing list below to receive updates as
they become available. We look forward to
meeting you and serving the Spokane area.

We have started a mailing list to help better
organize all of us as well as to keep you
up to date with any schedule changes or
upcoming events that do not get listed here.
Please take a moment to subscribe here: <http://bit.ly/MAINSPOKANE>



Find These Groups on Facebook:

- AMTA-WA Chapter of Massage
LMTs (LMPs Around Tacoma)
- South Sound LMPs
- SCMTN (Snohomish County
Massage Therapists Network)
- Defending Our Good Name
- North Cascades Massage
Connection NCMC
- Palouse Massage Therapy Network

TRI-CITIES

Tri-Cities Touch

Contact: Jon Cozens

509.781.1411
dczcozens@clearwire.net
www.facebook.com/groups/TriCitiesTouch

Meets: Every odd month, 3rd Sunday.
If date changes, a notice will be
blasted to group members.
by Ann Maleda our webmaster

Time: 2 - 4 pm

Place: Touch Education Therapy Place
636 Jacquin, Ste. D
Richland, WA 99352

Upcoming Meetings:

May 17 "Taping Strained Muscles"
Jon Sereda, LMP

July 19 "Keeping your Energy Positive"
Patricia Fischer, LMP, Rolf
Structural Integrator

Sept 20 "High Touch Therapy"
Ethel Knopp, LMP

Nov 15 Holiday Social

Announcements:

TCT meetings are averaging 20 LMPs at the
Touch Education Therapy venue in Richland.
There is no charge for attending and meeting
are open to the public. However, if you want
CEUs, there is a \$20 fee paid to the presenter
for 2 hours of education. We have discovered
many talented instructors capable of sharing
their modalities. We are gradually linking our
LMPs in a personal way. Phone calls are still
appreciated by attendees. A letter was mailed to
area massage schools involving students.

VANCOUVER

Vancouver Massage Society

Contact: Scott Lester
scottslunninghands@gmail.com

Meets: We meet during even months on the
second Monday. Contact Scott for
more information.

Time: 7 - 9 pm

Upcoming Meetings:

April 13

WENATCHEE

Greater Wenatchee Area Massage Alliance

Contact: Debra Hulse
509.860.1409
debrahulse@charter.net
Facebook - Greater Wenatchee Area
Massage Alliance (GWAMA)

Meets: 2nd Tuesday of the month, except for
June, July and August

Time: 7 - 8:30 pm

TIANNE CURTISS, LMP

They tell you when you start volunteering: Begin looking for your replacement. I thought that was a little bit of a stretch; I didn't really know anyone, or what they were capable of doing in a volunteer capacity, or even what the job entailed. I tucked this away in the back of my mind, so that I could figure out what I had signed up for in the first place.

Fast forward what seems like a lifetime. Well it sort of has been, I have spent most of my massage career as a volunteer for the AMTA-WA Chapter. What a great ride it has been! The culture of the chapter has always been that you get more out of volunteering than you put in. In my case, this couldn't be truer. I can't list how volunteering has benefited me personally (amazing friends) and professionally (growth and knowledge). I have met people who I never would have, made connections that I never would have, and had a blast with those I have served with for all these years.

Well now I feel the Massage Awareness & Involvement Network (M.A.I.N.) is in need of a new energy. Don't get me wrong, I have loved every space I have filled while volunteering... (ok maybe not Treasurer, me and numbers, let's just say we coexist.) I am so happy and excited to turn the reins over to Allison Haneit, she is already stepping it up. I know Allison is the right fit for this position, and I'm excited to see how big this community can become. So I guess that makes me 5 for 5. Thank you for stepping up Allison, I'm behind you all the way, here if you ever need me and KNOW that you will do amazing things!



—Tianne Curtiss, Life Coach, LMP, CF recently completed her service as MAIN Program Director and is looking for new volunteer opportunities. She can be reached at Tianne@transform.com.

ALISON HANEIT, LMP

AMTA/WA MASSAGE AWARENESS & INVOLVEMENT NETWORK (MAIN) DEVELOPMENT COORDINATOR

I have been a leader for the South Sound Massage Therapists MAIN group for the past five years and I am really excited to take on the challenge of supporting MAIN leaders all over the state.

If you've never attended a local meeting, or you've been too busy or don't need the continuing education hours—there has never been a better time to check out what's going on in your local group.

Here are just some of the ways the Massage Awareness and Involvement Network is supporting practitioners in a community near you:

Stay Informed

MAIN groups are an amazing opportunity for massage practitioners to connect with one another and stay informed about the profession. Many groups even offer continuing education at their meetings. Health care is evolving as we speak and the Board of Massage is proposing some pretty important changes to our WACs. It's empowering to be informed.

Feel Connected

It's easy to make friends while surrounded by a group of people who all speak the same language, share the same daily routines and understand the same struggles. Networking at a MAIN group is an opportunity to make friends and find support when you need it.

Get Involved

Many groups are bringing massage awareness to the local masses by participating in community events. A task that might seem daunting for one individual can be a lot of fun with a group of your peers. MAIN groups help LMPs get involved with the profession outside of our treatment rooms. Get the scoop in your local group!



—Alison Haneit is the Executive Chair of the South Sound Massage Therapists MAIN group and also serves as the MAIN Development Coordinator for the AMTA/WA Chapter. She is the lead LMP at Soltis Chiropractic and Massage in Tumwater, Wash. She can be reached at 360.280.0098.

Grant Grubb, LMP

Recover Massage
Snohomish, WA

How long have you been in practice?
Since June 2011, almost 4 years.

What inspired you to become a massage therapist?
A talented massage therapist helped me recover from a torn left deltoid.

Where did you attend massage school?
Everest School of Massage in Vancouver, WA.

What are your future plans for your career?
I would like to teach and possibly run a clinic.

What do you love most about your career?
I have always loved puzzles. With complex injuries and pains, it can be like a puzzle connecting the right treatment to the client.

What would you do if you weren't a massage therapist?
Prior to massage, I worked for the phone company as a fiber optic splicing technician. I would still be doing that.

City you live in? Practice in?
Snohomish, Everett.

Hobbies:
Rock climbing, slackline, snowboarding, cycling,
Seahawks and Sounders

Favorite Books?
Les Misérables

What tips can you share with other LMPs?
I have a philosophy that gives me confidence in the treatment room. We have all learned the basic techniques and strokes of massage. Instead of focusing on the technique, I focus on my intent and what I am trying to achieve.

Vision of the massage profession.
I believe the massage profession, in Washington at least, is a great place. However, I do also believe it could be elevated further in the eyes of society as well as the medical community.



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Calendar of Events

April

- 9 Massage Awareness Day
10am - 3pm
Olympiad
- 13 Chapter Convention Refund Deadline
- 20 Chapter Convention Registration closes
- 22 Chapter Board Meeting
7-10pm
Tacoma
- 23-25 Chapter Convention
Tacoma

June

- 13 Chapter Planning Conference
10am - 5pm
Kenmore
- 14 Chapter Board Meeting
9am - 1pm
TBD

August

- 19-22 AMTA National Convention
Pittsburg PA.

September

- 13 Chapter Board Meeting
9 am - 3 pm
TBD

October

- 16 Chapter Leadership Retreat
6 - 9 pm
Federal Way
- 17 Chapter Leadership Retreat
8 am - 6 pm
Federal Way
- 18 Chapter Leadership Retreat
8 am - 12 pm
Federal Way
- 18 Chapter Board Meeting
1 - 4 pm
Federal Way
- 25-31 National Message Therapy Awareness Week

June March Janua
November December July
October March
May Septe
December August February
January June
February M

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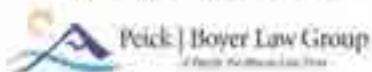
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For more information & to register online visit:
amta-wa.org/convention

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Graham Lundberg Pischel
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Massage Envy
Myofascial Therapeutic Massage, PS
Noble School of Qigong & Tai Chi
Northwest Massage Therapy, et al.
Peick Boyer Law Group, PS
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Washington State Department of Labor & Industries (L&I)



Why I love what I do.

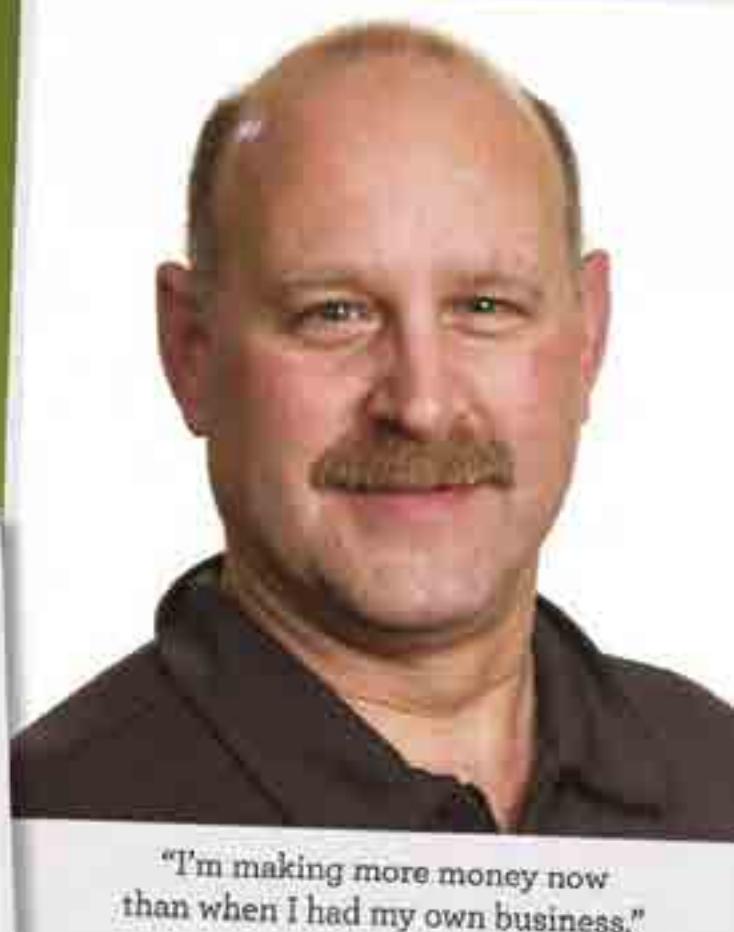
*Personal stories from
Massage Envy Spa
team members.*



"I feel cared for as an employee and a friend."

- Dolley L.

Massage Envy Spa therapist for 5 years



"I'm making more money now than when I had my own business."

- Larry M.

Massage Envy Spa therapist for 6 years

Read the rest of our stories at
MassageEnvyCareers.com/stories.

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