



Canadian Massage  
Therapist Alliance

Alliance Canadienne  
de Massothérapeutes

## Massage Therapy in Canada

The practice of massage therapy is the assessment of the Musculoskeletal system of the body and the treatment and prevention of physical dysfunction, injury and pain by manipulation, mobilization and other manual methods to develop, maintain, rehabilitate or augment physical function, relieve pain or promote health. Massage therapy is a clinically-oriented healthcare option that helps alleviate the Musculoskeletal disorders associated with everyday stress, physical manifestation of mental distress, muscular overuse and many persistent pain syndromes.



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## Massage Therapy in Canada

Massage therapy is governed by provincially-legislated regulatory and registration authorities. Massage therapy is a regulated health profession in the provinces of Ontario, British Columbia, New Brunswick, Newfoundland and Labrador, and there are established regulatory authorities (Colleges) which regulate the standards of practice and conduct of massage therapists to protect the public interest. In the other provinces and territories in Canada, the profession of massage therapy is not regulated by the provincial government. However, in each jurisdiction, there is a professional association for massage therapy that has established standards of practice and acts for the public interest.



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## Massage Therapy Practice

Massage therapists function in both individual practice and collaboratively through an inter-professional team-based approach. Massage therapy interventions complement those of other health professionals and massage therapists understand and respect the roles, responsibilities and differing perspectives of other health professionals. Massage therapists work collaboratively with other health professionals to achieve the optimal level of patient care. Massage therapy is an important part of a health care regimen. Patients may seek care from a massage therapist for a variety of acute and chronic conditions, and massage therapists can work with a wide variety of patients in the treatment of illness, injury rehabilitation and disability.



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## Massage Therapy Practice

### Evidence-Informed Decision Making

Evidence-informed decision making involves integrating the best available research evidence into the decision-making process. Evidence integrated into massage therapy practice uses research findings from a variety of manual therapy and rehabilitation disciplines. Massage therapists are also able to interpret and apply relevant research within the environment in which they practice.



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## Members of the CMTA

Registered Massage Therapists' Association of British Columbia

Massage Therapists Association of Alberta

Massage Therapist Association of Saskatchewan Inc.

Massage Therapists Association of Manitoba

Registered Massage Therapists' Association of Ontario

New Brunswick Massotherapy Association

Association of New Brunswick Massage Therapists

Massage Therapists Association of Nova Scotia

Prince Edward Island Massage Therapy Association

Newfoundland and Labrador Massage Therapists' Association

Northwest Territories Massage Therapists Association



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## Who We Are

Officially constituted in 1991, the CMTA works co-cooperatively to promote massage therapy as a component of the Canadian health care system, and to ensure the highest standards in providing massage therapy to the public.



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## What do we do

The CMTA provides a forum for collaborative efforts to advance massage therapy as a health care profession in Canada through:

- Promoting the science, art and philosophy of massage therapy nationwide;
- Representing the membership before governmental and regulatory bodies concerned with massage therapy;
- Fostering and encouraging professional growth and continuing education among its members;
- Promoting high standards of practice in Canada;
- Promoting high standards of education for students of massage therapy;
- Providing a method of communication between members in order to share experience and information, particularly in regard to political and educational opportunities;
- Promoting knowledge transfer of research and evidenced informed practice among its' membership;
- Assisting non-regulated provinces become regulated
- Presenting a National Voice for Registered Massage Therapy in Canada.



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## **The current goals of the CMTA**

To advance the profession of Massage Therapy in Canada

To collaborate with industry partners to better the health care of Canadians

To encourage regulation for Massage Therapist in every province and Territory





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## Legislation

The CMTA believes that it is in the best interest of patients and the profession that all province and territories regulate Registered Massage Therapists and include the profession under their appropriate Health Profession Act.

The CMTA encourages and supports those non-regulated jurisdictions to seek regulation that meet the requirement set out by the National Agreement on Internal Trade.



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## Research

CMTA supports high educational standards for Registered Massage Therapists.

Research and evidence informed practice is the cornerstone of education and training for RMTs in Canada and is an integral part of massage therapy treatment for Canadian patients.

There is a growing demand by different levels of government, funders of massage therapy, and patients for massage therapists to demonstrate their commitment to provide safe and effective healthcare based on current research evidence



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## Insurance

The CMTA is pleased to consult with the Canadian Life and Health Insurance Association (CHLIA) and individual Insurance Companies on issues of mutual concern.

Insurance coverage is not a right - rather it is earned by a professional that delivers quality health care to Canadians

Only massage therapy associations who respect the highest standards of education, training and on-going professional development can be considered for membership in the CMTA.

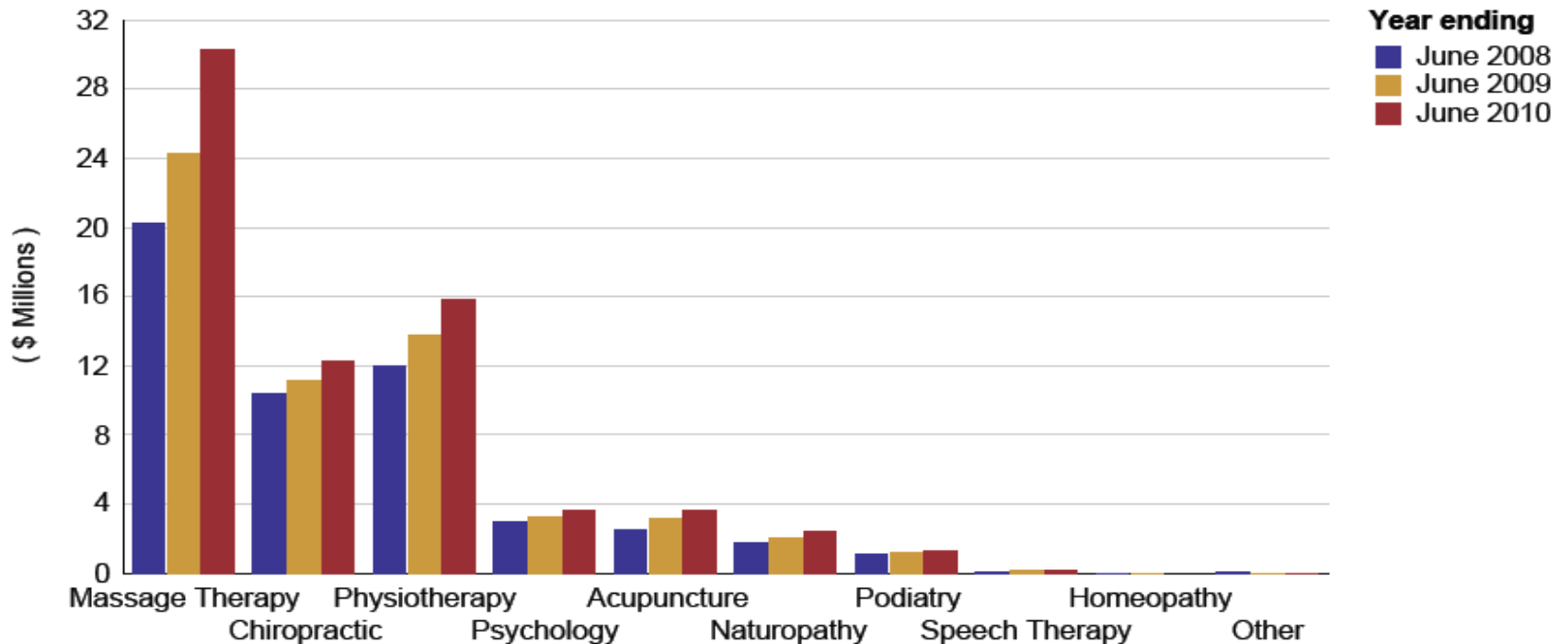


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## Blue Cross benefit usage

Extended Health Care Claims Paid by Paramedical Category  
Three years ending June 2010



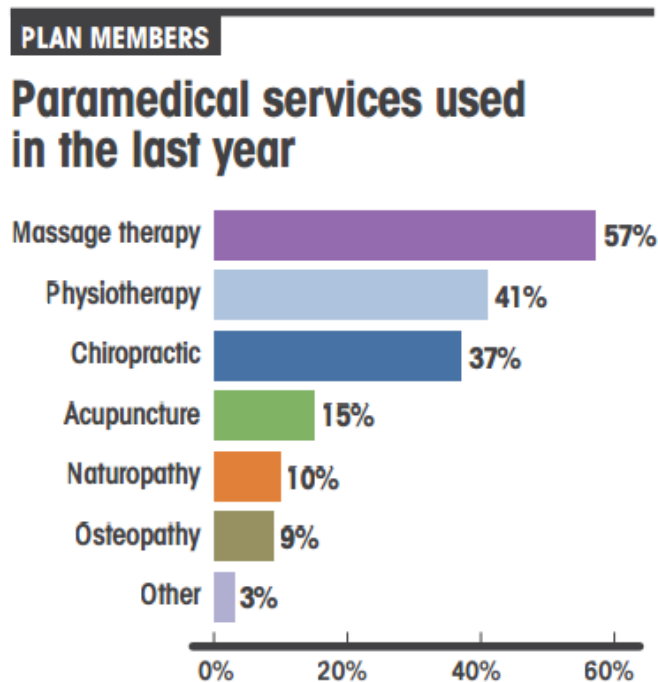


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## SANOFI Canada Healthcare Survey 2015

PLAN MEMBERS Paramedical services used in the last year:



BASE: Used paramedical services as a health benefit (n=769)



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Sample receipt for massage therapy treatment or complementary therapy as part of treatment plan

JANE DOE, MT  
NAME OF CLINIC, ADDRESS AND TELEPHONE NUMBER  
OFFICIAL RECEIPT

Date: \_\_\_\_\_

Received from \_\_\_\_\_  
The sum of \_\_\_\_\_ for Massage Therapy Treatment \_\_\_\_\_  
Duration of Treatment \_\_\_\_\_  
Massage therapist's Signature \_\_\_\_\_  
Registration number: \_\_\_\_\_ H.S.T. number \_\_\_\_\_ (If applicable)  
Method of Payment: Debit \_\_\_/Credit \_\_\_/ Direct Bill \_\_\_/Cash \_\_\_/Cheque \_\_\_

Sample receipt for products & services outside the scope of practice

NAME (omit MT designation)  
NAME OF CLINIC, ADDRESS AND TELEPHONE NUMBER  
OFFICIAL RECEIPT

Date: \_\_\_\_\_

Received from \_\_\_\_\_  
The sum of \_\_\_\_\_ for *(enter product, service, or modality provided)* \_\_\_\_\_  
Signature \_\_\_\_\_  
Registration number: \_\_\_\_\_ H.S.T. number \_\_\_\_\_ (If applicable)  
Method of Payment: Debit \_\_\_/Credit \_\_\_/ Direct Bill \_\_\_/Cash \_\_\_/Cheque \_\_\_

Sample receipt for third party paying for treatment

JANE DOE, MT  
NAME OF CLINIC, ADDRESS AND TELEPHONE NUMBER  
OFFICIAL RECEIPT

Date: \_\_\_\_\_

Received from *(Name of person paying for treatment)* \_\_\_\_\_  
The sum of \_\_\_\_\_ for Massage Therapy Treatment for *(enter name of person receiving treatment)* \_\_\_\_\_  
Duration of Treatment \_\_\_\_\_ Massage therapist's signature \_\_\_\_\_  
Registration number: \_\_\_\_\_ H.S.T. number \_\_\_\_\_ (If applicable)  
Method of Payment: Debit \_\_\_/Credit \_\_\_/ Direct Bill \_\_\_/Cash \_\_\_/Cheque \_\_\_



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## Insurance requirement

**The following is an example of an individual insurance carrier requirement:**

*If massage therapy is not specifically excluded from coverage in the benefit plan, the following condition of coverage applies.*

- 1. CIGNA covers massage therapy when provided as one component of a **medically necessary** and covered **comprehensive** physical therapy or chiropractic **treatment plan**.*
- 2. CIGNA does not cover massage therapy when it is provided in the absence of other therapeutic modalities because it is considered not medically necessary*



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## **CMTA response:**

### **Medically necessary services and Massage Therapy**

#### **Medically Necessary = Clinically Indicated**

- Medically necessary massage therapy is a clinically indicated therapeutic treatment that a patient requires in order to avoid a negative health consequence.
- "Medically Necessary" or "Clinically Indicated" shall mean health care services that a therapist, exercising prudent clinical judgment, would provide to a patient for the purpose of evaluating or treating an illness, injury, physical dysfunction, disease or its symptoms.





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### *Standards of care*

- The Canadian Massage Therapist Alliance has developed national standards of practice for massage therapists in all provinces and territories across Canada. The standards describe the expectations for professional behavior and conduct to ensure high-quality, safe and ethical delivery of care. The standards are founded on the values, principles and practice of the profession of massage therapy.
- The national standards of practice for the profession of massage therapy incorporate federal and provincial legislation and regulations. These standards are intended to provide an overall definition of the benchmark performance expectations for massage therapists practicing in Canada.



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## **Agreement on Internal Trade.**

The Agreement on Internal Trade (AIT) is an intergovernmental agreement signed by Canadian First Ministers that came into force in 1995. Its purpose is to foster improved interprovincial trade by addressing obstacles to the free movement of persons, goods, services and investments within Canada.

The establishment of the AIT marks a significant achievement in helping to remove the existing interprovincial trade barriers, prevent the establishment of new barriers and harmonize interprovincial standards. These actions reduce extra costs to Canadian businesses by making internal trade more efficient, increasing market access for Canadian companies and facilitating work mobility for tradespeople and professionals.



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## Agreement on Internal Trade.

### Chapter 7 part 2

- If **occupational standards do not exist** in the territories of any of the Parties in respect of an occupation and a Party considers it necessary to establish occupational standards for that occupation, the Parties agree that the process of **development of new occupational standards should occur in a manner that will facilitate future reconciliation** and avoid the creation of new barriers to mobility



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## **The CMTA responds to the requirement of Chapter 7 Part 2:**

The CMTA, in support of the Agreement on Internal Trade, promotes the regulation of the profession of Massage Therapy across Canada based on the Inter-Jurisdictional Practice Competencies and Performance Indicators Document last revised September 2016. This document is supported by the regulatory bodies in the current five regulated provinces of Ontario, British Columbia, New Brunswick, Newfoundland/Labrador and Prince Edward Island.



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**Thank you for your time!**