

**“LOVE, YOU KNOW,
SEEKS TO MAKE HAPPY
RATHER THAN
TO BE HAPPY.”
~RALPH CONNOR~**



Sunday News

Sunday News – February 11, 2024

Ah, the season of love! Can you believe that Valentines Day is just 3 days away? Have you already got plans all set with your significant other? Still looking for that Candy Filled Heart box or cinnamon hearts to treat them to? Whatever may be the case, we love that you are taking the time to read through this edition of Sunday News! We hope that you will enjoy the great video, podcast, self-care, business tip and research articles highlighted in this edition! Now, as always, and in honour of Valentines Day here is the #DadJoke of the day – “When should you ask someone out on a coffee date?” Find the answer to this one by reading on – the answer below somewhere...

Podcast Highlight – this podcast comes from educator and podcaster Troy Lavigne and is entitled *Sensory Approach to Manual Therapy and Tissue Recovery*. In this episode, Troy discusses the inflammation and repair process from acute to chronic pain. He also looks at the tissue resilience in each phase and how manual therapy should be adjusted to reflect the tissue strength. Have a listen to this podcast by downloading it by clicking here - https://www.buzzsprout.com/1671958/8713577-sensory-approach-to-manual-therapy-and-tissue-recovery.mp3?client_source=small_player&download=true

Business Tip – the longer that a therapist is in this business the more that they realize that the key to success is having client's rebook. Return business is essential to be successful, no matter what business you are in. This article entitled *Advanced Business Strategies: The Stress-Free Solution to Rebooking Massage Clients* will empower you as you seek to establish and maintain a successful practice – find it here - <https://www.massagemag.com/advanced-business-strategies-the-stress-free-solution-to-rebooking-massage-clients-135131/>

Video Highlight – If you have clients who are suffering from Nonspecific Low Back Pain then this is one video you will want to watch, and potentially share as part of their home care – have a look at this 8 minute video which provides easy to follow examples of simple low back pain exercises – watch it here - <https://www.youtube.com/watch?v=qEqpsdkt8kE>

If you have clients who work for long hours on a keyboard or have their hands in scissors all day (yep hairstylists...) or well the list could go on with different careers that tend to bring with them wrist and hand pain. This article and accompanying video from educator Erik Dalton looks at different issues that bring about wrist and hand pain, and provides thoughts on how to more effectively provide treatment. Have a read and watch by visiting <https://blog.erikdalton.com/manually-evaluating-treating-wrist-hands/>

Research – there are some things to be learned from this article which was recently published in the International Journal of Therapeutic Massage and Bodywork. Have a read through the article entitled *The Effectiveness of Massage in Managing Pregnant Women with Pelvic Girdle Pain: a Randomized Controlled Crossover Feasibility Study* by visiting <https://ijtmb.org/index.php/ijtmb/article/view/877>

Although this article is now nearly 5 years old it brings some really important information to the surface that massage therapists should be considering as they move forward in their careers. By now many therapists have heard of the Biopsychosocial model of treatment – if you haven't then this article is a MUST READ! In it educator Eric Purves explains the history of the Biopsychosocial Framework, and what it means to the practice of Massage Therapy – read it here by

visiting - <https://ericpurves.com/the-biopsychosocial-model-what-it-means-for-rmts/>

Self Care – Not only is it important for therapists to invest in themselves, it is also important to be able to encourage your clients to do the same. This article from the American Massage Therapy Association looks at 5 popular self care trends – find out what they are by checking out this link - <https://www.amtamassage.org/publications/massage-therapy-journal/self-care-trends/>

Refresher – when you hear the word Cellulitis what thought immediately comes to your mind as a therapist? This article is a great refresher on this condition – have a read through it and refresh your knowledge set by clicking here - <https://www.integrativehealthcare.org/mt/cellulitis-and-massage/>

Finally – here is our FOUI article of the week – with renewable energy being all the talk these days this article is a good one to have a read through – who knows maybe adding some panels to your home or place of business is in your future – have a read about the benefits that small solar has by clicking here - <https://theconversation.com/small-scale-solar-has-key-benefits-and-one-critical-weakness-over-large-solar-farms-218297>

2ND ANNUAL MASSAGE THERAPY PRACTICE SURVEY

Let your voice be heard!



Did you know that CMMOTA decided to run an Annual Massage Therapy Practice Survey? It is happening right now and you are welcome to participate. Help the industry find out things like the average price of a massage, what average wages look like, where therapists are practicing, whether there is support to exempt GST/HST and more – to have you say visit this link today - <https://www.surveymonkey.com/r/24SundayNews>

Members – do you ever find it daunting keeping on top of client booking, billing, receiving payments and making sure that all the receipts are issued properly, while



also having time to properly chart for the treatments that you are providing your clientele? Did you know that as a CMMOTA member that when you sign up for Noterro to help you manage all of the booking, billing, payments, and charting that you can save 25% off the monthly cost? For more details about this and other CMMOTA Partner Perks, contact info@cmmota.com.

Not yet a member of CMMOTA?? – there is no better time to join the more than 2500 members of this incredible association - here is the link to our application page <https://app.cmmota.com/apply>

Do you have a podcast, blog, article, YouTube source that you would be interested in potentially having us share? If so, please send a link to jeremy@cmmota.com.

#DadJoke answer:

When you like them a latte! ☺



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