

MT-2361: BUSINESS PRACTICES FOR MASSAGE THERAPISTS

Cuyahoga Community College

Viewing: MT-2361 : Business Practices for Massage Therapists

Board of Trustees:

March 2023

Academic Term:

Fall 2024

Subject Code

MT - Massage Therapy

Course Number:

2361

Title:

Business Practices for Massage Therapists

Catalog Description:

In-depth study of massage business and law, including scope of practice, business communication and massage office policies, procedures and practices.

Credit Hour(s):

1

Lecture Hour(s):

1

Lab Hour(s):

0

Requisites

Prerequisite and Corequisite

MT-1331 Massage Therapy II, and MT-2301 Pathology for Massage Therapists, and MT-2350 Massage Therapy Clinic I, and MT-1272 Somatic Studies II, and MT-1280 Somatic Studies III or concurrent enrollment; or departmental approval.

Outcomes

Course Outcome(s):

Develop a business plan that will address principles of small business management, entrepreneurship and marketing for a private practice.

Objective(s):

1. Review the different career options in massage therapy.
 2. Identify the local ordinances in massage business.
 3. Discuss the business policies.
 4. Discuss insurance: liability and reimbursement.
 5. Discuss how to implement marketing strategies and creating a business plan.
 6. Discuss pertinent business laws, including: local, state, federal, and discrimination.
 7. Demonstrate a working understanding of basic accounting principles, including bookkeeping, taxes, and financial planning.
 8. Discuss selection of technology: massage equipment (i.e.tables), how to use and choose computers and other office equipment needs.
 9. Demonstrate accepted business communications: oral, written, and non-verbal.
 10. Identify and demonstrate appropriate professional referrals.
 11. Demonstrate office management skills needed in a clinical setting.
 12. Demonstrate the knowledge of scope of practice in massage therapy.
 13. Discuss the different business practices in massage.
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Methods of Evaluation:

- a. Weekly Quizzes
- b. Oral presentations
- c. Written examinations
- d. Written assignments
- e. Case Studies
- f. Participation
- g. Homework

Course Content Outline:

1. History of Massage Therapy licensing in Ohio
 - a. i. Ohio Revised Code 4731.15 and relate it to everyday practice
 - ii. General prohibitions to massage therapist stated in the Ohio Revised Code 4731-1-03
 - iii. Salient points of the general Code of Ethics
 - iv. Client-Practitioner Agreement and Policy Statement
- b. Business and Office
 - i. Filing and preparing patient charts for patient sessions
 - ii. Office paperwork preparation for patient charts
 - iii. Phone etiquette: Reminding patients of upcoming appointments
 - iv. Front office shadowing: Patient Intake during clinic session and scheduling
- c. Scope of Practice OAC 4731-1-05
 - i. The Scope of Practice for massage therapists according to Ohio Law
 - ii. Application of Ohio Law as it relates to the practice of massage
- d. Business and career planning
 - i. Career planning options for massage therapists
 - ii. Local ordinances and regulation of massage business
 - iii. Business policies
 1. Right to refuse service
 2. Strategies for dealing with difficult clients
 - iv. Business practices
 1. Discuss insurance: liability and reimbursement
 2. Marketing strategies
 3. Creating a business plan
 4. Business laws
 - a. Local
 - b. State
 - c. Federal
 - d. Discrimination
 5. Basic accounting principles
 - a. Bookkeeping
 - b. Taxes
 - c. Financial planning
 6. Technology
 - a. Massage equipment (i.e. tables)
 - b. How to use and choose computers
 - c. Other office equipment needs
 7. Business Communications
 - a. Oral
 - b. Written
 - c. Non-verbal
 8. Appropriate professional referrals
- e. Office management skills needed in a clinical setting
 - i. Telephone techniques
 - ii. Scheduling appointments
 - iii. Patient check-in
 - iv. Basic rules of filing

Resources

American Massage Therapy Association. *The Business of Massage: The Complete Guide to Establishing Your Massage Career*. 2nd ed. Evanston, IL: American Massage Therapy Association, 2009.

Beck, Mark F. *Theory and Practice of Therapeutic Massage*. 6th ed. Clifton Park, NY: Cengage Learning, 2017.

Fritz, Sandy and James Grosenbach. *Mosby's Essential Sciences for Therapeutic Massage: Anatomy, Physiology, Biomechanics and Pathology*. 6th ed. St. Louis:Elsevier, 2021.

Thompson, Diana L. *Hands Heal Essentials: Documentation for Massage Therapist*. 3rd ed. Philadelphia: Lippincott, Williams, Wilkins, 2006.

McIntosh, Nina. *The Educated Heart*. 5th ed. Philadelphia: Lippincott, Williams & Wilkins, 2019.

Andrade, Carla-Krystin and Paul Clifford. *Outcome-Based Massage: From Evidence to Practice*. 3rd ed. Philadelphia:Lippincott Williams & Wilkins, 2014.

Fritz, Sandy. *Mosby's Fundamentals of Therapeutic Massage*. 7th ed. Maryland Heights, MO:Elsevier, 2021.

Resources Other

- a. Massage Magazine
- b. Massage Therapy Journal
- c. Massage and Bodywork Magazine
- d. International Journal of Therapeutic Massage and Bodywork: <http://journals.sfu.ca/ijtmb/index.php/ijtmb/index> (<http://journals.sfu.ca/ijtmb/index.php/ijtmb/index/>)
- e. National Institutes of Health: National Center for Complementary and Alternative Medicine: <http://nccam.nih.gov/health/massage/>
- f. Massage Therapy Body of Knowledge: <http://www.mtbok.org/>
- g. State Medical Board of Ohio: <http://www.med.ohio.gov/>

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