

In Good Hands

*The Newsletter of the Association of
Massage Therapists (NSW) Ltd*

June 2000



NEWS FROM STATE COUNCILLORS

BLUE MOUNTAINS Tamsin Rossiter

The Blue Mountains region is continuing its commitment to education and professional development in the year 2000. Our first meeting was an enjoyable mix of fun and learning, with Dianne Allson presenting a workshop on Reflexology. Members learnt new hands-on techniques and gained an understanding of the principals of Reflexology.

Our next meeting is scheduled for May 15th and, thanks to the efforts of student member Dorothy Lowe, we have scheduled Kaye Foster-Powell as our guest speaker. Kaye is the Senior Dietitian at Wentworth Area Diabetes Service. She will be discussing nutrition, diabetes and the G.I. index.

We are also continuing our post-graduate workshop programme that was instituted last year. In March, John Bragg ran a two-day workshop. The first day covered 'high hips' and involved the assessment and treatment of patterns of muscular tightness with techniques that can assist or maintain a high ilium condition. The topic for the following day was 'Fun with Fascia', focusing on fascial restrictions around the shoulder.

On 7th May, the region once again supported The Pacemaker's Big Day Out. Leonie Dale organised volunteer therapists to provide massage for people with cardiac pacemakers who participate in various events including bushwalking, tennis, golf and ballroom dancing.

Student member Jenny McLaughlin is currently organising therapists to provide pre and post event massage to participants in the State Mountain Bike Championships to be held in Lithgow on May 28th.

MACKAY Val Jenkins

Louise Payet accepted the position of Assistant Secretary to Linda Danvers at the March meeting of the Mackay branch. Senior therapists Rod Legge and Don Russell shared techniques with other members and students.

Joel Morrell will visit the Jenkins School in July and October for Anatomy and Physiology workshops and will conduct further lectures for continuing education of AMT members in Mackay.

Several members will be flying to Sydney with me to attend the Annual Conference in November.

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Workshops advertised in this newsletter are not necessarily accredited by the AMT. The views, ideas, products or services in this newsletter are not necessarily endorsed by the AMT.

NORTH COAST Joel Morrell

Forster Sports Meeting – Small But Keen

While only eight people made it to our first Northern Zone Sports Training Workshop, it was very well received and also created a great deal of curiosity amongst the other Triathlon Volunteers. All three Northern Areas were represented with Christina Noordhof from the Northern Rivers Branch and Daniel Alter from the New England Branch both making the long trek. Unfortunately, the Forster Ultra Iron Man contest regularly clashes with the Port Macquarie Mind Body Spirit Exhibition which involved many Mid-North Coast Members.

Byron Smith's presentation was excellent and we are all most appreciative of his efforts. Opportunities like this for Continuing Education presentations away from the big cities are all too rare. **A big thank you to Byron from all of us.**

NORTHERN RIVERS Sharon Keogh

The **Tooheys New 'Hell on Wheels' cycle tour** will be held again this year. The ride is a fundraiser for the Northern Region Westpac Lifesaver Helicopter. Around 40 cyclists will again put themselves through

nine days of grueling mountain biking. The tour will begin in Tenterfield on October 14th and finish in Lismore on October 22nd.

We are looking for therapists who could volunteer an hour or two (after 5:00pm) on the following dates and places:

Sunday 15th October - Drake (around 60 kms from Tenterfield)

Tuesday 17th October - Coutts Crossing (15 kms from Grafton)

Wednesday 18th October - Coffs Harbour

Thursday 19th October - Grafton

Saturday 21st October - Broadwater (around 30 kms from Ballina and 50 kms from Lismore)

If you can help in any of these places it would be greatly appreciated. (You will also get CEUs!) For further information contact Sharon Keogh on:

(02) 6662 4155 (w) or (02) 6663 5273 (h)
Email bccycles@nor.com.au.

Northern Rivers Regional Meeting will take place on Saturday 12th August. No further details have been finalised but memos will be sent out closer to the date so please mark it in your diary.

VALE Valerie Ditlow

7th February 1928 - 27th February 2000

When I decided to study massage I phoned all the Schools for details. Most just quoted the cost of tuition fees and the length of study. When I phoned the Double Bay School of Massage, Valerie asked me to come in so that she could see if I had "good hands". That's for me, I thought, and promptly signed up. The rest, as they say, is history!

Training with Valerie was an eccentric affair, strange hours and assignments, fun times and serious work. Becoming a member of AMT was a natural progression of Valerie's passion and devotion to the Association. Becoming a good therapist was a natural progression of the thorough hands-on training she provided.

Valerie was always helping. In the early years she was on the AMT Executive and later she and her staff assisted AMT Head Office with folding, stuffing envelopes and other office tasks. Many students and overseas therapists got their start with Valerie, and if she could not employ them she would take time to find other jobs for them.

The Massage Therapist I am today, and my involvement in AMT is the direct result of finding Valerie Ditlow. She placed me in good hands.

Diana Glazer AMT President

LETTERS TO THE EDITOR

Dear Editor,

I was a little disappointed last week to receive a phone call from the Association to inform me that I would be receiving a refund for a series of one-day seminars I had booked in for (they were cancelled due to lack of interest). I would like to make it clear that I am not annoyed at the AMT but disappointed in the people who did not take the opportunity to take part in these seminars. I think we all agree that collecting CEUs is a hard enough task for various reasons like making the time, changing work hours and finding seminars in close enough proximity, let alone having workshops cancelled due to poor responses from AMT members.

How is everybody out there increasing their CEUs if they are not taking advantage of these days run by the AMT? Is it unfair of me to feel frustration when I have organised time off work (loss of wages) only to find that I cannot attend a seminar and increase my knowledge (even if some of it may be going over anatomy or techniques that I already know) due to a lack of interest by people who are supposed to be in the same situation as me?

Michelle Winton, Senior Level 2 member

Dear Editor,

On December 5th last year I attended a half-day workshop in Canberra which was part of a series run by Alan Ford. What really appealed to me about this workshop was the small number of participants (10) which allowed Alan to work closely with everyone.

It was an advanced workshop where previous knowledge of A & P and remedial massage techniques was required. Some of the techniques demonstrated include advanced postural observation, combinations of MET, TFM and stretching. These were all taught in such a way that you could apply them in your practice immediately.

Alan Ford is a very professional and motivating teacher - the kind that makes you hungry for further knowledge.

Catrin Ulloa, Senior Level 2 member

Dear Editor,

I wish to congratulate you on a most outstanding article "Massage Therapist of the Year - Pearl Varcin". What an inspiration! I really enjoyed reading the interview and will treasure it in my Words of Wisdom file. I learnt a great deal and would love to know more about "chakras" as mentioned in the article.

Congratulations to Pearl for being such an exceptional massage therapist!

The article really brought home to me the words from Eileen Caddy's "Footprints on the Path": *Cease trying to work everything out with your minds. It will get you nowhere. Live by intuition and inspiration and let your whole life be a revelation.*

Erika Alexander

Dear Editor,

I have been a General Level Member for nearly four years now and wanted to upgrade to Senior Level One. I contacted the AMT and they sent me a checklist of the necessary competencies required for Senior Level One membership. I had attended many workshops and courses since completing my original massage certificate but still didn't fulfil the requirements in anatomy and physiology.

The Association suggested that I complete the Anatomy and Pathology. I needed to purchase or borrow *A Massage Therapist's Guide to Pathology* by Ruth Werner and Ben E. Benjamin. This is a wonderful book and every therapist would find it a good reference in their professional library.

I thoroughly enjoyed the challenge of undertaking this module. For each question I answered correctly I gained 2 CEUs (Entire year's quota if you get them all correct!).

The module increased my knowledge and understanding of the body. The big plus is that you are not pressured to complete the module within a certain time and you can do your study at home - less stressful than in a classroom. I would recommend this method to anyone who wanted to gain their senior level membership.

Cheryl McGovern, Senior Level 1 member

Dear Editor

I recently completed the Senior Level 2 Home Study Module. I really enjoyed undertaking the module and I think they are a great idea. AMT has done a terrific job with this form of self-education for therapists.

Rob Carew

Dear Editor

Thank you for coming up with the option of "non-CEU" membership to the AMT. I have been a member for many years but find it difficult to keep up with re-accreditation requirements. Thanks for making it possible to maintain my membership in this way.

David Welsh

Dear Editor,

I have just read the article by Sharon Calcutt, "Massage: Your Hobby or your Business?", and I would like to respond as a professional who works from home. I have been a massage therapist for 8 years after having completed 1500 hours of soft tissue training. I am a full-time massage therapist, a part-time massage teacher and a part-time distributor for Athlegen treatment tables. I have neither registered my business nor have a piece of paper from the council giving me permission to work from home. I did contact my council and they advised me that there are no regulations governing massage as a home-based business and to bother them only if I employ someone.

I understand the benefits of having commercial premises to work from but I chose to work from home for financial and family reasons.

I am mindful of the need to project a professional image to the public and the medical profession and therefore had my house built with a clinic attached to, but not part of, the home. This includes a waiting room, come reception and office, a spa room and a toilet, none of which is used by my family during business hours. The clinic has a separate entrance and is well signed to let the public know that this is a professional clinic. I am currently negotiating renting one of my treatment rooms to a chiropractor three days a week and will probably take on another massage therapist so I can do more home visits.

I have included all this detail to show you that I am a serious professional therapist and not merely a hobbyist.

There is an increasing trend in society towards home-based businesses and I feel that massage is an industry that lends itself well to working from home. Doctors and other health professionals refer clients to me without hesitation. And my clients often comment that the homely, relaxed atmosphere is a welcome change.

Like Sharon Calcutt, I believe that massage should be given the professional image it deserves and that family life should not encroach in any way on the client's comfort or consciousness. However, I also strongly believe that the business can be home-based without compromising the professionalism with which we approach our clients.

Bob Murray

Dear Editor,

Thank you for such an interesting, informative and well-presented newsletter. Like all AMT members, I appreciate the time and effort that goes into producing it.

I would like to share some of my experiences of treating friends and clients. Being semi-retired, I am able to take as much time as needed when treating people who take a little longer to prepare because of

their condition. For example, I have a client who has MS and needs 90 minutes for each treatment. This lady had been receiving massage and Bowen Therapy for a number of years. However, her Bone Mineral Densitometry (BMD) had lessened giving her a greater risk of fractures.

Her report from Coffs Harbour Radiology in 1998 reads "There has been some deterioration since 1997 and the osteoporosis has increased. There is now a higher than moderate risk of fracture".

Just over a year later, her report from the same Radiology Centre reads "The left femoral neck BMD is significantly higher than the measurement last year.". My client and her specialist attributed this change to the massage treatment she was receiving from me.

The other case I would like to mention concerns a friend I have been massaging for around a year. At a routine visit to her GP she was asked about her height. When she replied that she was just over five foot, the doctor measured her and informed her that she was actually over five foot two inches!

Barb Lawrence, Senior Level 3 member

(Editor's note: I'll have to come up for a treatment – I've always hankered after that elusive five foot three!)

Dear Editor,

Thank you for another great newsletter. With reference to your article on the fire risks of oil-contaminated towels, I have discovered a way of laundering my towels which seems to take out a lot of the oil

Throw half a dozen towels into the washing machine, and fill to required height with water. Meanwhile, mix together half a cup each of white vinegar and cloudy ammonia, two-thirds of a cup of washing soda, and one-third cup of normal washing powder, with one litre of hot water. Add few drops of eucalyptus oil. Mix well and pour into the washing machine, letting it wash for a while until it is well dispersed among the towels. Leave to soak overnight then wash the next morning, in that solution. Hang out in bright sunshine

Now to another point. A friend of mine heard about a case where a client was threatening to sue her massage therapist because they weren't present when she got off the table and she fell and hurt herself.

Many practitioners do leave the room to give the client some privacy while they are getting up. I have done it myself. However, in the light of this I now consider it imperative to stay with the client until they feel ready to come up to a sitting position, and offer to assist them off the table. I still feel it can be a bit invasive to be hanging around at the end of the massage but I don't think we can take the risk of being sued for negligence.

Rozena Secomb

ON THE SENIOR'S CIRCUIT

My name is Inge Trotter. I am a sports massage therapist living in Virginia and working throughout the east coast of the United States. I have been asked to write about my favourite event which is tennis; more specifically, tournaments for the 35 and older group of professionals - former No. 1 players like John McEnroe, Mats Wilander, Jimmy Connors, Bjorn Borg, Henri Leconte and others. Even though these players are still very competitive the overall atmosphere is very relaxed.

A typical day as a massage therapist at the tournament site is something like this: hours are from 12 noon until 10pm but of course there are plenty of slack periods which I use to watch matches. Most of the massages I perform centre on the feet, calves, hamstrings, lower back, neck and shoulders (which I guess is true for most sports). Fortunately, there is never any time pressure so I can work on a body for as long as it takes. I have been with the Seniors for 4 years now so I know their individual aches and pains pretty well.

Why do I like this group of players? There is a camaraderie amongst them that's not found on the regular tour. There is a lot of laughter and joking in the locker room and there's never a dull moment. At the last tournament, Henri Leconte came back to my table after his massage, hiding something behind his back. "Could you do me a favour," he asked with his unmistakable French accent and then produced a sewing kit, a new shirt and an endorsement patch that he wanted me to sew on. "You have ten minutes, then I have to play". A non-standard assignment, to be sure, but he liked what he saw and came back with two more shirts and his most charming smile "I have four more shirts at the hotel". Everybody cracked up with laughter and threatened to give me similar assignments. Oddly enough, it made me feel appreciated - a bit like a den mother to the stars - but I know it's really my massage that keeps them asking for me at their tournaments.

Since tennis is a pretty jerky sport, common stress areas for the tennis player are the arms, shoulders, calves and lower back. Each player I deal with has one special area that really needs work but, time permitting, I also include other areas.

I usually start with the feet, using deep stroking and direct pressure mostly to the arch. Due to the nature of the sport, the lateral part of the gastrocnemius usually needs a lot of work and one leg is often tighter than the

other. I use steady, deep compression to the entire calf muscle, direct pressure on the stress points, cross fibre friction along the muscle and more friction on tender spots. Moving up to the hamstrings, I work the entire muscle with light stroking to find the kinks and then use a little kneading, deep compression, direct pressure and cross fibering on the ischial tuberosity. I then move onto the gluteals with lots of compression, friction on the great trochanter and direct pressure along the piriformis using my elbow. Some players have had lower back surgery and are therefore prone to a very tight quadratus lumborum. Deep stroking and cross-fibre friction at the insertion gives some relief but I always recommend weight training and stretching to address the problems in this area. Then I do the entire back, with cross-fibering to the erectors. I use circular frictions over the shoulder blades, cross-fibre friction to the rhomboids and direct compression to the top of the shoulders for the upper traps and underlying supraspinatus. This area picks up a lot of stress with the serving motion, the overhead smash and, of course, general tension. Arms are usually not a factor - nobody will play with a tennis elbow anyway - but I do some work on the rotator cuffs and deltoids. If a player only wants his legs done then I include the quads and the ITB.

When I applied to massage at the Olympic Games, one of the requirements was Association membership. How to go about this from the United States? After numerous phone calls, I finally found a contact in Florida, Susan Kirk. She informed the AMT of my interest and eventually I got in touch with Sue Ewing, the Office Manager. There was a lot of paperwork on both sides, with numerous faxes and emails exchanged.

Gaining membership to the Association was a big leap forward in terms of my application for the Olympic Games. I could not have done it without the help of Sue Ewing. She kept me informed of all the latest developments with regard to the Olympic selection process. She kept my hopes up and was the first to inform me of my acceptance for the Olympic Games. And that's not all. She graciously offered me a place to stay until the opening of the dorm. Such helpfulness and generosity is a wonderful introduction for a first-time visitor to Australia. Thank you Sue.

Editor's note: All of Inge's massage on tennis players is voluntary, no expenses paid, as her contribution to the Olympic Games will be.

“NON-CEU” MEMBERSHIP

I want to remain
a member of
enough
AMT



But I can't get
enough CEUs!!

AMT is unique and greatly respected within our industry. With the use of Continuing Education Units (CEUs), we are able to keep the standards of our practitioners extremely high. We also support our members by promoting workshops, conferences, etc to enable them to continually update and improve their skills. AMT assists members to learn the latest techniques and trends to help build up their practice.

We also offer referral options to all General and Senior Level members, and keep all relevant information updated for use by Health Funds. Of course, we are unable to offer these services to members who don't maintain their CEU quota.

The Association of Massage Therapists (NSW) values your membership and we understand that it may be difficult for you to earn enough CEUs to remain eligible for annual renewal.

We don't want to lose you so we have created another

Option. You can become a "non-CEU" member at your current level of membership. This will mean that you are able to retain your current membership level and not have to worry about CEUs!

If you choose this option, you will remain on our database and will still have most of the benefits of continuing membership with AMT. However, without CEUs we will:

- ♦ be unable to offer referrals for your practice (including advertising in the Yellow Pages)
- ♦ take you off the Health Fund list (you will have to apply individually to each Fund)
- ♦ charge you a small increase in workshop fees (which are designed to assist members with CEUs).

If at any time in the future you wish to be reinstated you can do so by notifying us of your intention and ensuring an average of 100 CEUs per year (or 300 for a three-year period).

WOMEN IN BUSINESS MENTORING PROGRAM

Karen Zobory Senior Level 3 member

In January, I applied for and was accepted into the Women in Business Mentor Program. Having commenced my business nearly two years earlier (*Hyde Park Club Massage Clinic*), the timing was perfect for me to look more analytically and systematically at how I was doing as a 'businesswoman' and how my business was performing.

The Women in Business Mentor Program is an initiative by the NSW Department of State and Regional Development in conjunction with the Australian Businesswoman's Network. It is conducted 1-2 times per year, accepting 20 businesswomen as mentorees on each new program. The cost per applicant is \$1,000 although the Department provides a \$500 subsidy for participants who meet certain eligibility criteria.

Mentoring is rapidly becoming an accepted and successful method of learning about business. The selected mentorees are all women who own and operate a full-time business which is in the first two years of operation.

Once application forms are received, the program co-ordinators screen candidates according to their business experience, financial performance, goals and dreams. The application form also requires applicants to complete a SWOT (strength, weaknesses, opportunities, threats) analysis on themselves as business operators.

Each successful candidate is then carefully matched with a mentor. These mentors (male and female) are volunteers and have a minimum five years experience as successful small business owners. They may not have experience in their mentoree's industry. The main criteria for matching is the mentoree's strengths and weaknesses.

The program runs for six months during which there is a minimum 50 hours contact. This comprises 20 hours business skills training, 10 hours business roundtable discussions and ideas sharing, and minimum 20 hours of one-on-one mentoring. The mentor/mentoree pairs schedule their own mentoring sessions arranging the venue, agenda and length of each meeting according to need.

The program has had very successful results since its inception more than five years ago. Many participants have repositioned their businesses in response to changing market conditions, taken on new clients, expanded into export markets and increased their turnover.

I commenced the program in February and have found the experience very positive to date. The range of businesses represented by the mentorees is very wide - graphic design, public relations, OH & S, floristry, information technology and children's magazine publishing to name a few. What we all have in common, of course, is that we are learners in the field of business and we want to improve our knowledge, skills and performance.

The program runs until July and concludes with a graduation cocktail party where success stories are shared. I plan to be one of those.

For more details about the Women in Business Mentor Program, contact Suzi Dafnis at the, Australian Businesswoman's Network, on Ph. 9923 1899; Fax. 9923 1799, or check the Website at www.abn.org.au.

AMT MERCHANDISE PRICE LIST

(PRICES INCLUDE A 10% GST)

Tiger Balm T-shirt	\$16.50
Polo Collar T-shirt with logo	\$27.50
Postage for T-shirts	\$3.00
AMT Badge	\$11.00
(if purchased with polo shirt)	\$8.80
“What is Massage Therapy?” pamphlets x 50	\$13.75
x 100	\$27.50
S.O.A.P. (client file system)	\$55.00
Receipt Book (100 leaves) (updated to reflect GST) (includes postage)	\$15.00
Home Study Modules	\$55.00

UPDATE ON HEALTH FUNDS

Funds which will now accept membership of AMT (NSW) LTD as being sufficient to gain Provider Status are:

Health Funds and Societies	Status
ACA Health Benefits Fund (SDA Church)	1 2
AXA Australia Health Insurance	2
Commonwealth Bank Health Society	2
Government Employees Health Fund	2
Grand United Friendly Society	1
Independent Order of Oddfellows	
Independent Order of Rechabites (IOR) Health Benefits	1 1
Manchester Unity	3
MBF	2
National Mutual Health Fund	1
NRMA Health	1
NSW Teachers Federation Health Society	1 1
Queensland Country Health	1
Railway and Transport Hospital Fund	2
Reserve Bank Health Society	1
Victorian Workcover Authority	
Westfund Health Fund	

Status 2: Names of Financial Senior Level One, Two or Three members will be automatically forwarded to these funds if AMT records show that they have

Two or Three members will be automatically forwarded to these funds if AMT records show that they have

- One million dollars current insurance
- Current First Aid
- Proof of ongoing education (average of 100 CEUs per year)

Status 3: As above. Must have formal receipt book with name, practice address (no P.O. Box) and phone number and AMT membership number. Senior Level One, Two or Three members who do not fit the above criteria (2.) may apply independently for provider status.

HCF requires you to register independently. Ring them directly and ask for a 'Provider Registration' to be sent out to you. Call: Gay Newman (02) 92900163 or Joy Brown (02) 92900158

Note: Professional receipt books with the AMT Logo are available from Head Office for \$15.00 (including postage).

Note: It is your responsibility to make sure we have the correct documentation PLUS a copy of one of your receipts (with the practice address).



SEVEN TOP CLIENT COMPLAINTS AND HOW TO AVOID THEM!

What do clients complain about? According to customer service experts, most dissatisfied customers don't complain directly to the business or service provider that let them down – they simply shop elsewhere! Evidently, this is true of massage therapy as well. Massage clients who are unhappy with their treatment may not tell you - the therapist - directly. They will just go elsewhere for their next massage. How many clients are we losing after one treatment without really knowing why?

We have invited a panel of wise and witty therapists to share their insights and experience on this vexing issue

Compiled by Rebecca Barnett

Barbara Hutchings came to massage therapy from a background in nursing. She started with a few small courses and then enrolled in the Diploma of Massage at Hunter College, amongst the first intake of massage students. She believes it is

the best decision she has ever made, teaching her about professionalism and respect, and giving her a fire in the belly and a thirst for more knowledge. She now teaches at Hunter College.

Sister Cynthia Davis is also a trained nurse. She has run The Davis Health and Beauty Centre in Gordon for 30 years. She has also devoted herself passionately to the promotion of massage therapy, lobbying government and health funds

to recognise its benefits as a form of complementary health care. She was also instrumental in establishing the massage therapy course at TAFE.

Joel Morrell has been active in healthcare delivery for 52 years. Originally, a Diagnostic Radiographer and Radiotherapy Technician, he moved into Pharmaceuticals and started a long road of teaching and staff training. Joel has been full time in massage therapy

for the last 12 years and practices in Nambucca Heads. He combines this with teaching and providing continuing education master classes in Remedial Massage for rural and remote communities.

1. PRESSURE

“My massage was too light; unsatisfying”.
“The massage was too deep and painful. I couldn't wait for it to end”.

Complaints about pressure are the most common. Perhaps this is because most clients classify and judge massage in terms of pressure: ‘light’, ‘medium’, ‘deep’, ‘soft’ and ‘hard’ are the terms most clients use to describe the kind of massage they like.

How can you ensure that clients aren't walking away unhappy about the pressure you used? First, ask. Then ask again. “What kind of pressure are you comfortable with?” It's just a starting point, because their perception of ‘deep’ may not be the same as yours. Then give clients more than one opportunity to give you feedback about pressure.

Watch and feel for non-verbal clues. If you see the hands start to clench, feet start to curl or buttocks tighten up ask about the pressure. Watch the face for any signs of discomfort. If you feel muscles tighten because of too much pressure, back off.

Encourage clients to ask for what they want. Sometimes a client is reluctant to tell you to adjust the pressure, even when you ask them about it. If their response to your “How's the pressure I am using?” is a lukewarm “It's OK” or “It's fine” you can say “Just OK? What would make it better?”.

Expert comments:

JM – Pressure should be applied like the volume in music. Lightly (especially when applying oil), then medium as tissue assessment progresses (too firm and you may miss local ischaemic areas) and then deep – by the client's definition, not yours.

Gradually fade in pressure as the session or area ends. All sessions should be rounded off with 'jellybean time'. No matter how critical the therapeutic issue was, you should never send your clients away only remembering the pain.

CD – NEVER use the words 'too light', 'too hard' or anything in between. Only use 'comfortable'.

At my clinic we practise a technique I have pioneered called Layered Remedial Massage Therapy (LRMT). This procedure has not been documented for general publication yet but we have been performing and refining this approach for at least 4 years with excellent client response. All the therapists work on each other too so we can check our techniques.

For those clients who are locked into a 'no pain, no gain' mentality, there are always a few good trigger points up our sleeve which we can use to remind them that we know our work well.

2 TIME

"Therapist was five minutes late". "I didn't get a full hour treatment".

Most clients are acutely conscious of time when they go for a massage. They can become anxious if you are only a few minutes late. They look at the clock when you have finished to calculate the length of the treatment.

To avoid disappointing your clients, first be clear about the length of the massage when they book their session. For instance, with a new client you could explain "Your appointment is for an hour. This will allow us time to talk about presenting problems, time to get on and off the table so that massage will be fifty minutes".

What if you are running late? It's usually possible to win back a client's trust with a sincere apology and some way of making amends either by extending the time or offering extra time at the following appointment.

If you do have to cut the time short, whether it's because you were late or your client was late, you can still turn it around so the client leaves happy. Here's your chance to demonstrate that a longer session isn't necessarily a better session. If the client's goal is relaxation you can show them how a foot massage can relax the whole body. Don't add to your client's anxiety by acting hurried, or try to make up for lost time by working at twice the pace! Calmly determine the client's priorities and set a realistic agenda assuring the client that there is still enough time to accomplish much good.

Expert comments:

BH – Never rush your treatment when you are running late. With a little skill, you can still make your client happy, even if it means giving them a little extra treatment at another session. A simple apology can go a long way too.

CD – We installed very visible clocks in each treatment room for several reasons:

- For counting the seconds during trigger pointing. This operation tells you heaps about the area you are working on.
- You get to know your clock-watchers. You recognise the clients who will be sitting in the waiting room 10 minutes before their appointment and those who are always 10 minutes late. If the therapist has a full book, they inform their client how much time they have left for their treatment.

If you are running late, say so and give the reason. For example "My goodness, I have just had a client with the same tissue problem you had a few weeks ago – this treatment always takes a little longer".

Apologise anyway - this doesn't hurt anybody - and dab a little lavender oil around the client's problem areas, then work intensely but not hurriedly.

JM – I warn all first-timers to allow up to one and a half hours for adequate history taking and discussion before the FULL ONE HOUR massage. I am only rarely late, usually due to some AMT member's urgent phone call!! Fortunately, my wife is on hand to reassure the client that I will be with them shortly.

If a client is late on a fully-scheduled day, my first warning is "I'm sorry to have to inform you that my next appointment is at X so we will have to finish by Y, but feel free to come early next time to make up". Thus the onus is on them to come early next time to win back the time they wasted.

3. TEMPERATURE

"Massage room was too cold. I couldn't relax properly". "Massage room was too warm"

If only there was one room temperature that would please every massage client! However, people's inner thermostats differ and most people cool down during a massage so even a client who is warm at the beginning of a treatment may be cold half way through.

The key here is to ask your client after they are on the table and before you begin "Are you warm enough or would you like a blanket?" If they are just barely warm enough then use the blanket as a preventive measure.

When it comes to keeping clients warm, an ounce of prevention is worth a pound of cure - it's easier to keep a client warm than to warm them up once they are chilled.

Check in again half way through the massage when your client will most likely have cooled down. Watch for non-verbal cues that your client is chilly: a sheet pulled up chin-high, cool skin temperature, ice block feet, tension or discomfort.

SPECIAL FEATURE: SEVEN TOP CLIENTS COMPLAINTS

Supplies to have on hand in the massage room include: a portable heater and fan so that you can warm or cool a room quickly, two blankets, massage table cover (either a blanket, fleecy cover or electric mattress pad. Some extra items for added value: flannel sheets, heated oil, towel warmer (the application of warm towels to the back, abdomen or feet will definitely win you loyal fans among the chronically cold).

Expert Comments:

JM – The window, the fan and the heater are all there for the comfort of the client who should be encouraged to speak up about them. However, watch your own clothing - this should be adaptable so that client comfort doesn't give you a chill. Summer may dictate sheets rather than towels for draping but I still favour a towel to wrap the limb or area just treated.

CD – Again the word 'comfortable' is the key. Health conditions can effect body temperatures (for example, Parkinson's). Medications can do likewise.

4. TALKING TOO MUCH

"The therapist talked too much" "Couldn't relax because the therapist was talking"

Where is the line between enough talk to establish rapport and trust, and too much talk - talk that is boring or annoying to your client? Talk that is perceived as 'too much' takes a different form: giving long-winded and unwanted advice, selling your products or opinions, or just plain talking about yourself ... on and on and on, ad nauseam.

Whether out of politeness, nervousness, curiosity or a desire to befriend the therapist, some clients ask open-ended questions worthy of the best interviewer. The problem is, the client may not actually be interested in all that information and you are probably not present for the client during your extended monologue. Conversation should always be focused on the client and their health. Any time a client asks about you, redirect the exchange back towards them.

However, total silence isn't the best policy either (unless the client specifically requests it). The most successful therapists do engage in verbal communication with their clients. The key is that their words have a purpose that serves the therapeutic interaction. Whether it's casual chat to break the ice and establish rapport or communication to let the client know what you are doing and why, some talk is necessary to ensure the best session possible.

Stick with communication that adds value to the quality of your hands-on work, that is, communication that is helpful to the client, demonstrates your expertise and helps build a trusting relationship.

BH - The only talking a therapist needs to do is to establish rapport with the client and then communicate only to add value to the treatment. Clients often chatter because of nervousness. The challenge is to make them feel comfortable enough to enjoy the silence. However, the bottom line is - it's their treatment, if they choose to chatter then so be it!

CD – Don't talk too much about yourself up front. If asked about yourself, talk about a few things which might be interesting to the client. This provides you with an excellent opportunity to say "and what about you or your family, are your children well?". You can open up a conversation about a partner/friend/family member. From this line of inquiry you will find out if they are lonely, overworked or stressed etc. The therapist should never be totally silent! For many of our clients the talk is part of the treatment – it helps them to unravel.

JM – With a strong following of geriatric live-aloners, I am very tolerant of some chatter, especially if I know that my pick-up call is the only outing of the fortnight. I have found with one WWII vet that one question about New Guinea will put him into a reverie of reminiscence which is just as crucial to his relaxation as my hands. If I do get desperate with chatty clients I try this approach "I really must stop chattering now as you will be tempted to answer me and talking while you are in the head hole is bad for your TM Joints!"

5. BEING UNRESPONSIVE TO REQUESTS

"I asked for a full body massage but the therapist spent most of the hour working on my shoulders and neck and barely did my legs and feet".

While this type of complaint covers all manner of grievances, prevention boils down to two things: good communication and a willingness to drop one's own agenda. Successful therapists all listen to their clients and customise their sessions to meet the client's needs. Having your own agenda about which area you should be treating may not work. It's important to know what the client wants and give them that where possible. Listen carefully during the case history .

It's also good to let clients know ahead of time if you plan to mix modalities. Clients who book a Swedish massage may not want energy work or trigger point therapy.

Some client requests may be outside the scope of your practice. They may want deeper work than you can provide without risking injury or they may want services that you are not trained to provide. They may also want services which are out of bounds for any massage therapist, such as chiropractic adjustments. In these cases, explain what services are within your jurisdiction and refer the client elsewhere.

SPECIAL FEATURE: SEVEN TOP CLIENTS COMPLAINTS

CD – Our record cards have diagrams of the body in various positions which our clients colour in with red pen to illustrate the painful areas. These cards can be produced at each visit so you can ascertain and note if changes have taken place. Explain that the muscles are in layers and that you have to work through them – and that the source of the pain may be different from where it manifests. NEVER begin the treatment directly on the painful area.

BH – A therapist who does not respond to the requests of a client needs to assess their own agenda. Give your client 100% attention, listen carefully and communicate clearly. Keep your ego in check. Sometimes we presume that we know what is best for the client and go ahead with gay abandon, forgetting that the client needs to have a share in the responsibility for the treatment too.

6. SIDE EFFECTS

“The massage gave me a headache”. “I got a massage to feel better not worse”.

Deep work or a long massage or powerful energy work can all produce temporary physical discomfort such as fatigue, headache, muscle soreness and/or emotional discomfort such as sadness, anger or fear. Usually such symptoms last for no more than one day then the client feels the benefits of the massage.

Clients complain about these side effects when they are alarmed by them. They fear that they have been harmed by the massage and often they are angry about it.

One way to prevent this from happening is to use techniques that are unlikely to cause unwanted after effects. For example, use friction and vibration to produce the same results as deep work without the side effects. If you do deep work, it's best to tell new clients that they may experience some soreness afterward but it is temporary and there is nothing to worry about. A follow-up phone call is an excellent way to get feedback about your work. If your client is experiencing unpleasant after-effects, you will be able to reassure them that they will be okay and tell them that you know how to modify their next session so that they are more comfortable. That way you can regain the trust of the client whom you might otherwise never see again.

Expert Comments:

JM – I say to all first timers “Please ring me the day after tomorrow. I like to speak to all new clients after 48 hours. After 24 hours you might love me or hate me but after 48 hours we will really know if I have helped you or not.”

BH – Side effects can be particularly prevalent in clients experiencing massage for the first time and/or if people are in bad physical condition. Movement of toxic material through the body can cause headaches and nausea so your assessment skills will allow you to decide on the type of treatment which is appropriate. Therapists using energy techniques need to communicate their intentions to the client – some clients are not ready for the kind of emotional fallout that these treatments can bring on.

7. APPEARING TIRED

“Therapist yawned”. “Therapist seemed tired, unwell”.

Most clients like to think that you are in top form when they are on your table. So, what can you do when you are feeling tired?

Take a brisk walk or climb stairs between massages to activate your brain and stimulate muscles. Eat small portions of light snacks throughout the day rather than full meals which make you sleepier. Aromatherapists suggest sniffing peppermint oil several times an hour to improve alertness. Drink lots of water since dehydration makes you tired. Check in with your body during massages: maybe your posture needs adjusting or you would be better off sitting down for some portions of the massage ... Never let them see you yawn!!

Expert comments:

BH – Yawning or being obviously unwell is extremely unprofessional. If you are tired, take time out: a brisk walk or some form of exercise should help. If the problem is persistent, you may need to reassess your workload.

JM – An elder statesman of the massage business was once asked “What is the hardest thing about being a good massage therapist?” His wise answer was simply “Giving it your best shot EVERY SINGLE TIME!”. I try to leave at least half an hour between appointments. Late in the day, I plan to always have the ten minutes before my next client absolutely free and I often go out and sit on the verandah where the client will see me waiting for them. I relax and plan how much I am going to enjoy the massage I am about to do. To take great pleasure in your work solves many problems, even a tired and aching back!

Final words of wisdom from Cynthia Davis:

Services of any kind are sold only when a potential buyer perceives a solid benefit. When clients don't understand how, when and why they can be helped from your treatment, there is little motivation for them to return. Keeping your client benefit-oriented and sharing your knowledge with them are key objectives. You should never be too shy to express your confidence in your own skills.

OLYMPIC REPORT

Jeff Murray General Level Member

Hello all and thank you for your patience! By the time you receive this report the Olympic countdown will be well and truly in the low 100s. As of 18th May, there will be only 120 days until the opening ceremony.

Remember, athletes will arrive in the village on 2nd of September and will commence training from that time. They will continue to train until their elimination from their chosen events. As a result, we must provide massage services from the 2nd of September until the 1st of October.

Preparing for the Olympics and Paralympics has been an all-consuming task. I have had rosters drawn up into a rough schedule for nearly 12 months. The main reason for this was to ensure that all venues, sports and massage therapists have been accounted for, according to the availability you indicated on your initial application forms.

However, these rosters have never gathered moss or remained stagnant. Every day I make changes due to therapists withdrawing or reducing their availability for various reasons. Due to these constant changes, many therapists have been given a greater variety of venues to work from. I believe this will benefit most volunteers as it will give everyone an opportunity to meet athletes from a wide variety of sports and to network with other therapists.

As a general rule I have shared training venues with competition venues. For a therapist to be given work at a competition or Olympic Village venue, they must also provide a service at a training venue. I believe this makes it fair across the board: everyone shares the elite events/venues with the not so glamorous training venues.

In the not too distant future, SOCOG will contact all massage therapists who have been selected and will arrange an orientation training day. This orientation will be conducted in every state in Australia. The purpose of the day is to provide all therapists with information about the venues at which they will be working.

On a final note, please let SOCOG know if you have changed your address or contact telephone number so we can amend our data.

Dates to Remember

OLYMPICS

Accreditation and issue of uniforms - 17 July to 23 Sept

Arrival of athletes and officials - 02 to 14 Sept

Games time competition period - 18 to 29 Sept

Olympic Village closes - 02 to 04 October

PARALYMPICS

Accreditation and issue of uniforms - 04 to 25 October

Arrival of athletes and officials - 11 to 17 October

Games time competition period - 18 to 29 October

Olympic Village closes - 30 October to 01 November

AMT is proud to announce that Myofascial Release Centre has taken out Corporate Membership through Paul Doney:

“Our school seeks to provide government and industry-accredited training in Myofascial Release and Cranio Sacral Therapy. These therapies are at the cutting edge of bodywork. They are being taken up by massage therapists, chiropractors, physiotherapists, naturopaths and occupational therapists around the world. Our courses focus on technical excellence, effective and practical clinical skills, and body-mind connections. We also provide a practitioner support structure for ongoing skills development and problem solving. Courses are available throughout Australia. For a full schedule, contact the Myofascial Release Centre in Adelaide on (08) 82314933.”

The AMT would also like to thank Peridor Health Schools for their support:

“Peridor Health Schools has been designed to provide quality content and presentation in the education of Massage Therapy, specialising in Anatomy and Physiology for both the massage beginner and the practising therapist. This school has a commitment to producing a high standard in education and training. All our teachers and supervisors are experienced clinical practitioners

We provide Diploma Courses in Clinical Massage, Sports Massage and Advanced Remedial/Therapeutic Massage. We also provide certificate courses in Anatomy and Physiology and Advanced Functional components of A&P.

We assure students of a limited class size to provide an optimal environment for learning. Students who graduate from our college enter the massage profession with complete confidence and skills derived from quality training, sound knowledge and tactile expertise.”

AMT CALENDAR OF EVENTS

JUNE TO NOVEMBER 2000

- The letter V indicates that the number of CEUs is Variable - depending on the number of hours attended.
- Courses accredited by AMT attract 5 CEUs per hour.
- Courses not accredited by AMT attract 4 CEUs per 3 hours.
- Please check dates and venues with the contact person before you attend.

DATE	EVENT	CEU
JUNE 2 - 5 th	Myofascial Release 1 – Fundamentals (32 hours). Presented by Paul Doney. Peridor Health Schools, Bondi Junction. Ph/Fax: 93880699	160
17 – 18 th	Chronic Pain and Structural Alignment Workshop. Presented by Alan Ford. Chevalier Centre, 1 Roma Avenue, Kensington. Ph: (02) 62326883 (See advertisement on p.17)	60
25 th	Elbow, Wrist and Hand Workshop presented by Mark Philip Deal and Paul Doney. Chevalier Centre, 1 Roma Avenue, Kensington. Phone AMT Head Office (02) 93692998	40
JULY 23 rd	Hip Construction Workshop. Presented by Mark Deal. Peridor Health Schools, Bondi Junction Ph: 93872319	40
28 - 31 st	Myofascial Release 3 – Advanced (60 hours). Presented by Patricia Farnsworth, Peridor Health Schools, Bondi Junction. Ph/Fax: 93880699	300
AUGUST 13 th	Shoulder Construction Workshop. Presented by Mark Deal. Peridor Health Schools, Bondi Junction Ph: 93872319	40
27 th	Dynamic Massage - Massage with Movement presented by Peter Muir Chevalier Centre, 1 Roma Avenue, Kensington. Phone AMT Head Office (02) 93692998	40
OCTOBER 15 - 21 st	Toohey's New 'Hell on Wheels' Cycle Tour, Tenterfield to Lismore. For details contact Sharon Keogh on W (02) 66624155, H (02) 66635273.	V
20 – 23 rd	Myofascial Release 1 – Fundamentals (32 hours). Presented by Paul Doney. Peridor Health Schools, Bondi Junction. Ph/Fax: 93880699	160
NOVEMBER 11-12 th	AMT ANNUAL CONFERENCE See insert for details.	100
13 – 19 th	Myofascial Release 4 – Osseous. (60 hours) Presented by Patricia Farnsworth, Peridor Health Schools, Bondi Junction. Ph/Fax: 93880699	300

GOODBYE AND THANKYOU !

The AMT would like to bid a fond farewell to Sue Ewing. Sue has resigned as Office Manager after four years of dedication and hard work. If you called Head Office sometime in the last four years, the chances are you spoke to Sue. Or you may have seen her at the Annual Conference looking after the AMT stall in the trade display. She was the public face of the AMT and her quiet efficiency will be sorely missed. Best wishes Sue and thanks for all you have done.