

SPRINGFIELD TECHNICAL COMMUNITY COLLEGE

ACADEMIC AFFAIRS

Course Number: INHC 360 Department: Integrative Health Care
 Course Title: Ethics, Professionalism and Business Practices in Massage Therapy Semester: Fall Year: 2009

Objectives/Competencies

Course Objective	Competencies
<p>The student will have a knowledge of:</p> <ol style="list-style-type: none"> 1. the characteristics of the profession of massage, and the education, licensure and certification regulations of the field. 	<p>The student will be able to :</p> <ol style="list-style-type: none"> 1. Define the characteristics of a professional and how the field of massage therapy fulfills each of these characteristics. 2. Define the Scope of Practice of massage therapy. 3. Discuss the educational standards of the field of massage therapy. 4. Outline the regulations for the practice of massage therapy in Massachusetts. 5. Define certification in the field of massage therapy. 6. Discuss the variety of regulations in other states in the U.S. 7. Discuss the importance and purpose of professional organizations. 8. Name and describe the benefits of membership in the two major professional organizations in the field. 9. Identify the importance of continuing education in the field, and how to access information on CEU courses.

Course Objective	Competencies
<p>2. the history and development of the field of massage therapy, the importance of its public profile and the unique need for public awareness of its efficacy.</p>	<ol style="list-style-type: none">1. Develop a time line of the major historical influences and events in the field.2. Describe the status of the profession in relation to public opinion and the political and professional opinions of more traditional medical and allied health professional groups.3. Discuss the value of empirical research study to enhancing the perceived efficacy to the profession.4. Identify major organizations promoting research in the field.5. Describe the value of peer reviewed research to the field.6. Demonstrate the ability to locate research uses per reviewed databases.7. Critically read and evaluate a published research article in the field of massage therapy and bodywork.

Course Objective	Competencies
<p>3. the parameters of the different types of business environments in which massage therapy is practiced and legal requirements that govern those environments.</p>	<ol style="list-style-type: none"> 1. Identify common business practices and structures as applied to proprietorships, partnerships, and corporations in massage therapy and bodywork practice. 2. Understand basic aspects of legal agreements, contracts, and employment agreements and professional insurance. 3. Identify basic principles of accounting and bookkeeping suitable for various business structures. 4. Create and maintain client, financial and tax records and identify legal requirements for retaining these records. 5. Discuss the ADA requirements for small businesses and the implication they have on the practice of massage therapy and bodywork. 6. Demonstrate knowledge of HIPPA compliance and the responsibilities and liability for maintaining client confidentiality. 7. Identify the basic regulations for massage therapy establishments in the State of Massachusetts. 8. Identify sources of liability insurance for massage therapists.

Course Objective	Competencies
<p>4. the skills that to gain employment in the field.</p> <p>5. an understanding of the components of a professional business plan that outlines the necessary elements to initiate a private practice/sole proprietorship in massage therapy.</p>	<ol style="list-style-type: none"> 1. Identify the various environments in which massage practice is performed i.e.; spa, rehabilitation clinic, hospital, complimentary, wellness management, and private practice. 2. Discern personal working styles and personal and professional goals. 3. Develop a personal plan for working in the field. 4. Identify and interview prospective employers in the area. 5. Write a professional resume. 6. Create a professional business card and brochure. 7. Write business letters of introduction to potential employers. <ol style="list-style-type: none"> 1. Create a professional quality business plan that contains the following elements: <ol style="list-style-type: none"> a. mission statement b. business goals c. detailed business description d. start up inventory list and costs e. basic target market analysis f. business marketing materials g. business promotion plan h. floor plan of essential space i. monthly income and expense projections

Course Objective	Competencies
6. effective management of the work environment and professional relationships with peers.	<ol style="list-style-type: none">1. Identify and design effective methods for time management, client scheduling, and maintenance of the work environment.2. Discuss the importance of establishing and maintaining professional boundaries and relationships with peers in the work place.3. Discuss the importance of establishing and maintaining professional boundaries and relationships with allied professionals.3. Define the scope of practice of allied health professionals and medical providers whom a massage therapist will receive referrals from and refer clients to for adjunct treatment.4. Identify a process for developing and maintaining a referral Network.5. Discuss the importance of being active in the community of small business owners in your target area.6. Demonstrate the necessary skills for resolving and documenting conflict with professionals.

Course Objective	Competencies
<p>7. of ethical principles in the practice and in the business of massage therapy and bodywork.</p>	<ol style="list-style-type: none"> 1. Define and describe the importance and purpose of the accepted Code of Ethics for the field of Massage Therapy. 2. List the major components of the Standards of Practice of the field of Massage Therapy. 3. Identify the qualities and characteristics of boundaries and discuss the need for professional boundaries and settings. 4. Identify cultural differences related to boundary issues. 5. Define and discuss transference and counter transference. 6. Define and discuss the differences between a personal and a professional relationship. 7. Identify common ethical situations in massage therapy/bodywork and processes by which to effectively resolve ethical issues. 8. Identify confidentiality principles related to massage therapy/bodywork practice and liability for maintaining client confidentiality and privileged communication. 9. Discuss the importance of a well-developed code of self ethics for massage professionals.