



February 2012 News Letter



CHAIRMAN'S REPORT

MAC THACKER

Though it's a little late may I wish you all and happy and prosperous New Year.

I have had practitioners bemoaning the fact that their practices are slowing down and that patients are putting off going for treatment. If this is the case with you, it might be time for you to take a good look at your individual practice and try to see it as your patients see it. Are you offering what the patients is looking for. Obviously pain relief would be uppermost, so are you doing your best to provide this. Are your techniques up to and adequate to treat the patients that you are having presenting to your clinic. Remember word of mouth is by far the best form of recommendation. That said it can also be the slowest form of getting new patients and of cause the person who recommends someone has got to have felt that the practitioner is worthy of recommending.

Have a look at your presentation does your treatment room look like a treatment room. Does it look like a spare room in your house or a disused bedroom? Are you're plynth covers and towels clean and folded in an orderly neat way or, could they do with some new ones. Are your personal habits acceptable, clean nails clean tunic, hair kempt and smart if male have you shaved (unless you have a beard),showered or bathed, is your breath fresh and have you sprayed both yourself with deodoriser and have a nice smell in your room. Are your notes kept in a clear and tidy form?

If you advertise and if not why not, people are not born the knowledge of your practice, they have to be informed. But having said that your adverts have to comply with the Advertising Standards Authority. Do not say that you can cure certain ailments. Always have some sort of disclaimer that states that you cannot cure things but that you may be able to help and never lead anyone into thinking that you will

sort their problems yourself with out them having to contribute anything. Make sure that your advertisement gives your Name, Qualifications Professional Body or Bodies that you belong to with respective designated initials. Your "Clinic" address. Contact phone number. Type of treatment that you provide. Try to make them eye catching but not garish, and certainly not offensive. Do not compare other practitioner in your area.

Have a look at your fees, are they competitive with practitioners in your area. This can be a bone of contention with some potential patients. They have to think that they are getting value for money but also these is a saying "Let the worker be worthy of his salt" in other words don't sell your services too cheap, therefore giving out the wrong signals that you aren't as good as some local who charges more.

So basically it's a case of do your CPD's. Have a good spring clean (both the clinic and you). Let people know who you are what you do and where you are and know what you charge and why.

I hope this helps.



SECRETARY'S REPORT

DIANNE RICHARDSON

Since the A.G.M in Bury last September things have been fairly quiet for us here.

We have had a few enquiries regarding the insurance and a few phone calls from students regarding becoming member's also one enquiry from someone who had received a massage treatment and ended up with bruising enquiring if the practitioner was a NAMMT member. We told her that unless she could supply more details and information we couldn't take it any further. We as a professional organisation do take things very seriously and work hard as a team, to ensure the very best for the members and have appropriate members of the committee with roles to ensure that happens.

When asked if I had anything to add to the newsletter this time I had thought it might be appropriate to give a few words of encouragement to members in January and just after Christmas and the New Year when things can often be rather slow. Firstly remember that 80 % of problems can be stress related causing tension and pain and also that many of our patients will think of us and need treatment on the spur of the moment, so it can be important to be available and have a few slots free. Secondly just being able to listen and give advice regarding physical ailments and conditions can help with stress and enhance your practice and reputation as a practitioner.



MEMBERSHIP SECRETARY

JOE LLOYD

Hi All,

I hope you had a merry Christmas and a happy new year! It's coming up to that time of year again, **membership renewal time!**

This NAMMT year has seen our membership continue to grow despite the economic climate. I am very proud of the achievements of NAMMT since it was started in 2005 By Eddie Caldwell! I am retiring from the committee this year and I hope there are people out there willing to come forward and take my place. I have enjoyed working on the committee especially the last few months when there seems to have been a quieter time for us committee members (well me anyway) as the GCMT and the CNHC seem to have got their act together (though some other committee members may not agree from their perspective) and NAMMT has blossomed into a well run association. I am so happy that I volunteered to take on a role on the committee, it has made me some lifelong friends and a nosey into the workings of an association like ours. We have until the AGM to find a replacement, but I would like anyone who is interested in the membership secretary position, to contact the committee and put their name down.

Back to the present! I will shortly be sending out membership renewal forms and as always **Please read all of the form and answer accordingly, write clearly and in the case of e-mails, print them**, as some of you have worse writing than me! There will not be a CPD form sent out to you this year, there is one available (amidst other CPD forms) on the Website (though for the people who do not have internet access I can send you one) it is important to keep a record of your CPD as we will be randomly selecting a percentage of the membership, to check that our CPD requirements have been met.



SUPPORT MEMBER

CHRISTINE HUNTER

Dear Members,

Just a few words to introduce myself - I run The Natural Therapy Rooms at the Blackburn Rovers Enterprise Centre in Blackburn, Lancashire and have been in business for over 4 years. I have a varied clientele including amateur sportspeople, companies, individuals and carers.

The work I do with Blackburn with Darwen Carers Service has been very rewarding over the years and has allowed me to expand my business and encourage further small business's to my premises, in order to help with my workload. I have also been mentoring students taking a Complementary Medicine degree, 2 of whom now work alongside me. I am looking to expand my business further now and am on the look out for therapists in this area who want to start up their own business's.

Studying at the Northern and starting my own business have been two of the best decisions I have ever taken, we never know where one decision, one jump into the unknown may take us!!

Wishing all fellow Therapists a successful and happy 2012.

Christine Hunter

Please could all members check their details in the N.A.M.M.T. member's directory and email me with any changes that are needed. This needs to be done as soon as you are able.

Email - christine.hunter3@ntlworld.com



TREASURER

MICHAEL BERRY

Once again the Committee at NAMMT wish to thank all students and staff at the Northern Institute Of Massage for their recent kind and generous donation toward the NAMMT research fund. We are truly grateful to our friends at 'The Northern' for their continued support.

Accounting Records :-

I thought it may be helpful, particularly to those who are just starting out in business for the first time, to outline some key points in keeping one's own accounts. Hopefully for the new practitioner your school will have been able to provide publications or advice as to how to start in this. If not here are some points to note:-

Acquire the services of an Accountant – if you are going self employed for the first time they will advise you on this and at the end of the year will collate your records for your accounts / tax and HMRC. As in our business, word of mouth is usually the best way of finding someone reliable and reasonably priced.

Have a dedicated Bank Account for your business

Record All Expenses and Income

Keep a Cash Book – purchase a cash analysis book and record incomings and outgoings, one page for receipts the other for payments – match these to your Bank Statement and cross reference them. (This can be done on a spreadsheet, but hard copies do not get corrupted by overwriting incorrectly or forgetting to save them)!

Keep Sales Records – a daily and weekly record sheet can transferred into your cash book.

File your expenses invoices and receipts. If you pay for something in cash, record it as such.

Record any wages or 'drawings' you take out of the business in your Cash Book.

These are just a few points to begin your bookkeeping – remember the more accurate and up to date your records are, the less time your Accountant will need to spend on them at the end of the year!

Finally it will soon be time for your subscriptions. Please help Joe the Membership Secretary and return your forms together with payment as accurately and quickly as possible.



CPD & RESEARCH

PAULINE MATTHEWS

Happy New Year to everyone. I hope you have made some good resolutions for the coming year. I have resolved to expand my massage skills and learn something new this year. Although I trained as a remedial massage therapist in 1988 I have not always practised as much as I would have liked. As with many therapists in the massage profession I have been part time for most of my massage career, having other jobs and interests. This year will be focused on building my business and putting new skills into practice. I attended the Northern Institute of Massage at the beginning of January and learned about traction and its place in massage therapy. It was very enjoyable learning something new and working with other therapists in a small group. I did find that a full day of learning can be quite hard on the grey matter and being a student is a real eye opener sometimes. My thanks to Eddie for his excellent input, good humour and patience.

I would like members to consider creating or enhancing their professional portfolio this year. If you haven't done so already, find a good folder and start placing things in it which relate to your work as a therapist. Start with your CV and then add a section relating to your qualifications, personal development, evidence of study days, and possibly your insurance certificate. As this starts to build you may wish to add other sections about the reading you have done and possibly a section about your reflections i.e. reflective practice. You will find a selection of CPD forms to download from the NAMMT website to help you collate your learning. On a practical level a portfolio helps you to keep all your documents together as well as creating a good set of evidence for what has happened over the years. It is my hope that we can focus on portfolio building at the AGM and I will be approaching a few members to become more involved so we can have something concrete to look at and discuss in September.

If anyone would like some help and wants to put some effort into portfolio development this year, do get in touch. As membership renewal will be due at the end of March, now is a good time to download a summary sheet for your CPD and think about what you did last year. Reflect on that summary and set yourself some simple goals for your development this year. Not all development has to be costly or formal. There is much to be gained by working with others and sharing thoughts and ideas. Good luck in your business and learning for the year ahead.



REGULATIONS & DISCIPLINE

STEVE TINNING

Massage in the First World War

The Almeric Paget Massage Corps was started in August 1914 by Mr and Mrs Almeric Paget. The Pagets funded 50 fully trained masseuses to be sited in the principal Military Hospitals in the UK, beginning in early September 1914. The service was such a success that the staff numbers were quickly increased to over 100. The Honourable Essex French was appointed Honourable secretary to the corps.

The work was hard, starting at 9am with a 30 minute lunch break and a 10 minute tea break at 2.15. Each masseuse would see 30-40 patients per day and provide treatments that included massage, hydrotherapy, electrotherapy and "... stimulating muscles with the 'Bristow coil' or subjecting a limb to interrupted galvanism, ironization or a Schee bath, diathermy or radiant heat".

In November 1914 the A.P.M.C. set up a Massage and Electrical Out-Patient Clinic at 55 Portland Place, London for the treatment of wounded officers and men, again wholly financed by the Pagets. The property at Portland Place was loaned by Lady Alexander Paget. Throughout the war an average of 200 patients per day benefited from the services of the clinic.

Sir Alfred Keogh, Director-General Army Medical Service, inspected the clinic in March 1915 and the service subsequently became the model for all the massage and electrical departments in convalescent hospitals and command depots throughout the UK. A grant to fund the expansion was also provided and the first convalescent camp opened at Eastbourne with over 3000 patients, 500 of whom were massage cases.

The War Office officially recognised the corps in early 1915 by making it the official body to which all masseurs and masseuses engaged for service in military hospitals should belong.

The word "military" was added to the corps' title in December 1916 and in January 1919 A.P.M.C. became known as the Military Massage Service by Army Council Instruction.

Until early 1917 members of the corps were only required to serve in the UK, but from that date onwards service overseas was an option. A total of 56 masseuses served in France and Italy between January 1917 and May 1919. In total 3,388 women and men served in the A.P.M.C., with a peak membership of 2000 in 1919.

Printed below is an article written by an Army officer being treated in Wandsworth Hospital

The Massage Department

(by an Officer Patient.)

From the November 1916 Edition of the Gazette



Throughout Wandsworth Hospital, during the morning, - the busiest portion of the day, there is no place busier or more animated than the massage rooms. Here good-natured banter, laughter, cheerfulness, and strenuous activity intermingle to form an atmosphere exclusively its own; and from here one emerges with both a mental and physical tonic - feeling that a most pleasant break has been made in the more or less monotony of routine hospital life, as viewed from the aspect of a patient.

Your first impression is rather apt to be a staggering one, and you certainly feel inclined to retire precipitately when your eye meets all the boxes of tricks around the apparent instruments of torture and weird contrivances. But escape is impossible when a most businesslike person in an undraped surplice, whom you afterwards learn to be called a masseuse comes up and says

"Yes, over on this bed please !"



MASSEUSE: (LOOKING FOR
NEXT PATIENT) "HAS ANYONE
SEEN MY FEET?"

Safely ensconced, one begins to individualise and to realise what is being done. Here an arm is being massaged there a leg being moved like a pump handle (a delightful treatment this, dignified by the name of "passive movement"), while other patients are indulging in a radiant heat bath (really appreciated by the writer, this weather especially), or submitting unkindly to the tender mercies of the electric buzzer ('nuff said).



In one corner the latest theatre is an absorbing topic; in another "How we should win the war" - while some-one emphatically remarks that he wishes the Cabinet could have what he is getting. Then a female voice is heard demanding emancipation and votes for women at which the conversation becomes general, ending in absurd suggestions and laughter. Through it all the work never ceases; patients come and go continually, and then the masseuse disappears to various wards to give treatment to those physically unable to visit the massage room.

Even a layman can see that there is nothing haphazard, nothing indefinite, for each patient has his own special course of treatment calculated to produce the best effect for his particular ailment or disability. And of the many hundreds who have passed through, rarely, if ever, has one been heard to say he has not benefited.



The department is recognised as most indispensable to the hospital – so much so that it is understood that the authorities shortly intend to provide increased space, and install even larger and more complete apparatus.

W. R. H.