



Registered Massage Therapists'
Association of Ontario

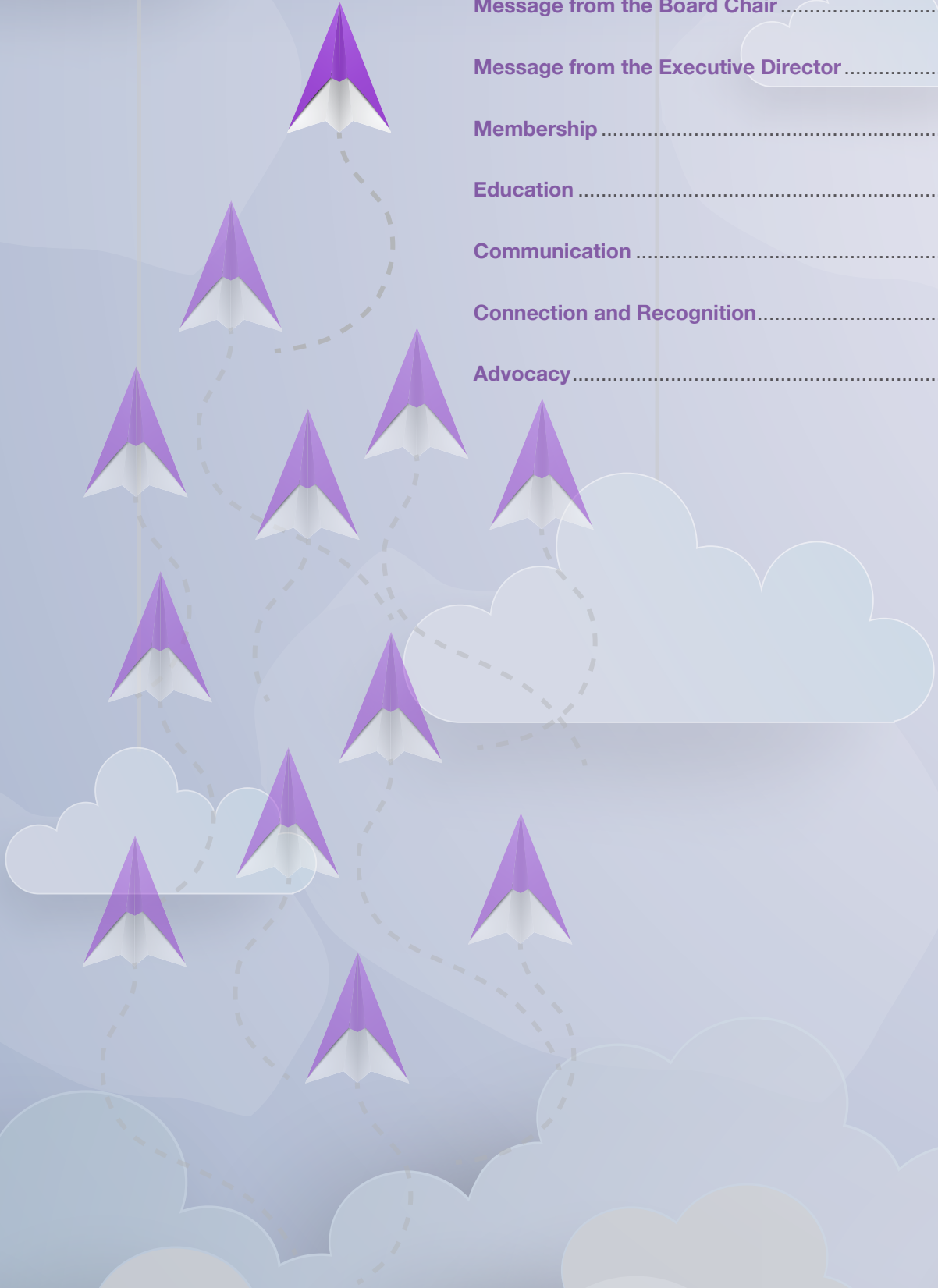


R M T A O A N N U A L R E P O R T 2 0 2 2

2022

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RMTAO Staff and Board of Directors

RMTAO Staff

Michael Feraday, MBA
Executive Director and CEO

Jill Haig, BSc (Hons), CAE
Director of Operations

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Manager of Communications

Hariti Malhotra, BA (Hons)
Education and Events Planner

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Member Services Coordinator

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Administrative Coordinator

RMTAO Board of Directors

Ian Kamm, BSc, RMT
Chair

Chris Semenuk, RMT
Vice-Chair

Alex Kidd, BKin, RMT
Secretary

Susan Bessonette, BA, RMT
Director

Deborah Coburn, BA, RMT
Director

Dylan Crake, BSc, MSc, RKin, RMT
Director

Dr. Erika Kuehnel, DC, RMT, CMAG
Director

Erin Pierson, BHSc, RMT
Director

Registered Massage Therapists'
Association of Ontario

Message
From the
Board Chair

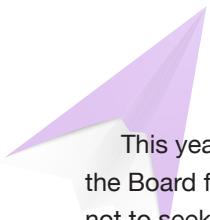


Ian Kamm, BSc, RMT
Board Chair

If you're a regular reader of reports like this one, you'll be used to reading earnest but plain summaries of the role of a Board of Directors. Such information is relevant and important of course, but not necessarily exciting reading. So yes, in 2022 your Board did all of the usual things boards do, such as reviewing policies, and setting objectives and direction for the Association's paid staff to follow, while attempting to predict the future of the massage profession.

So, what does that actually look like in reality? The Board met online in January, March and June. It was a huge relief to be able to resume in-person Board meetings in September. As RMTs we have not had the remote work experience in our clinical practice during the pandemic in the way that many of our clients tell us about. But for our Board work we endured all of those same issues when working alone from home. What was saved in commuting was lost in relationship development. A return to face-to-face meetings in September felt like we achieved more in one meeting than we had in the previous three meetings online.

Relationships on a board matter because between quarterly meetings of the whole board there's committee work to be done by board members in smaller groups on committees. We had the very good fortune in January this year to welcome three new board members Deborah Coburn, Dylan Crake and Erin Pierson to further spread the burden of the Board's committee work. Last year's newbies Chris Semenuk and Erika Kuehnel did a lot of the heavy lifting of chairing multiple committees in their second year, along with Secretary Alex Kidd. The slow rebuilding of the Board up to nine members in 2023 will mean a more balanced workload for everyone.



This year marks the end of a three-year term on the Board for Susan Bessonette and she has decided not to seek a second term. I would like to extend my sincere thanks to Susan for stepping into the role of Vice Chair during the second year of her term, as well as providing valuable work chairing the Audit & Finance and Board Development committees. Susan has also been a much-appreciated colleague for me at key times in the last three years. The Board will miss her expertise, and I will miss her guidance and insight.

Executive Director and CEO Michael Feraday and I continued our work representing Ontario at the Canadian Massage Therapy Association (think of it as an association of massage therapy associations across Canada). The biggest file the CMTA is working on is HST exemption but there are other smaller though no less interesting files in development too, including insurance coverage and research.

Similarly, Michael and I continued to engage the CMTO on matters impacting the practice of our members. One of the topics I raised with the Registrar and the President of the Council was the results from our survey that showed confusion amongst RMTs on how to interpret the wording of the CMTO's revised Standard of Practice on the Prevention of Sexual Abuse when it comes to the treatment of spouses. The CMTO has committed to give RMTs further information as to how to correctly understand their boundaries on this important topic.

On behalf of the Board I would like to thank our members for belonging to the association and engaging with us in so many different ways. Strength in membership numbers means strength in our ability to represent the profession, which in turn means better outcomes for RMTs when the RMTAO advocates on behalf of us all.



Connecting



Check-In



Arrivals



Information



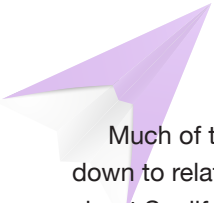
Message
From the
Executive Director



Michael Feraday, MBA
Executive Director and CEO

This has been a dynamic year for the massage therapy profession, and many of the changes have been, in part, because we are still recovering from the impacts of the COVID-19 pandemic in many ways. During the peak of the pandemic there were few new grads entering the profession, which was exacerbated by delays with the entry-to-practice exams throughout 2022. Many RMTs, because of the pandemic, decided to take a step back and scale down their practice or go inactive—others struggled to get back up to their pre-pandemic volume. Part of the fallout from the pandemic was the CMTO dramatically raising their fees to offset years of no revenue growth, which makes professional life for RMTs more difficult. However, throughout these lingering challenges, the association has been here to help lead the profession above and beyond any previous expectations and into the future of the healthcare landscape.

I have seen the profession begin to be more recognized through my many advocacy efforts throughout the year. We are in the midst of an extended campaign to engage the Ministry of Health, all Members of Provincial Parliament (MPPs), media, and other leaders in healthcare to better integrate massage therapy into the emerging vision of healthcare in Ontario. I have met with over a dozen MPPs recently and we have only just started. All of the MPPs I have met with have been supportive of integrating massage therapy further into healthcare and have mentioned that they believe that the demand for massage therapy will only continue to increase. There is a greater understanding than ever before of the benefits of massage therapy, especially as many have been forced to stay at home and experienced social isolation or discomfort due to working from home and working from the couch as I did. I hear this reinforced by the many MPPs I have talked with in the past few months.



Much of the advocacy work of the RMTAO comes down to relationships. Many members were concerned about Sunlife's Lumino listing as it offered preferential treatment to RMTs who paid more to be listed, but now this service is offered to all RMTs free of charge, which is down to the relationships we built with Sunlife. We also met regularly with the Coalition of Ontario Regulated Health Professional Associations, the Coalition of Health Professional Associations in Auto Insurance and the Workplace Safety and Insurance Board (WSIB) Healthcare Forum, to tackle issues that were of concern to many healthcare professions in Ontario. These types of issues include proposed changes to healthcare legislation, safeguarding the access to timely and robust accident benefits, and government bills that may impact healthcare professionals. These types of issues are best tackled when multiple healthcare associations work together, which is one of the reasons we belong to so many healthcare groups.

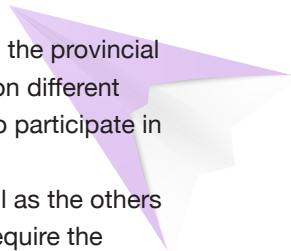
Sometimes, important issues that impact the massage therapy profession are federal in nature, which is the case for tax exemption for RMTs. A recent RMTAO survey showing that 98% of Ontario RMTs are in support of tax exemption confirms this continued priority of our members. With tax exemption, RMTs will be seen as more equal to other health professionals, and massage therapy will be more accessible to patients. Representatives of the Canadian Massage Therapy Association (CMTA) committee for GST Exemption met with policy advisors for the Ministry of Finance to review the process of HST/GST Exemption and commit to working together moving forward. After this meeting, the CMTA received a letter on behalf of the Department of Finance Canada reaffirming that massage therapy would be eligible to apply for tax exemption and requested the CMTA provide references to the relevant provincial legislation in at

least five provinces that establishes a regulatory regime for massage therapy, and to provide letters from the associations in each province and territory confirming their members' position regarding tax exemption. This will help the federal Minister of Health consider proposing amending the Excise Tax Act. The RMTAO is working closely with our partners at the CMTA to send this necessary information to the Ministry of Finance.

A lot of the advocacy initiatives that the RMTAO is involved in are multi-year ongoing processes, and some current initiatives that will continue into the coming year include:

- ▷ Connecting with other healthcare professions to position massage therapy as a strong complement to other healthcare professions and become more integrated into the circle of care of patients.
- ▷ Engaging with insurance companies to educate them on the importance of massage therapy for the health and wellness of Canadians and upholding the interests of RMTs.
- ▷ In our continued engagement with the provincial government, maintaining a focus on different opportunities available for RMTs to participate in team-based healthcare initiatives.

These advocacy initiatives, as well as the others outlined later in the Annual Report, require the cooperation and support of the entire massage therapy profession. We can only advocate effectively for the profession with the support of members like you. Change takes time, but with active and engaged members behind us, we can make a real difference. We also wouldn't be able to engage in all the advocacy initiatives listed as well as ensure RMTAO members have what they need to succeed, without the support of our Board of Directors and the staff Jill, Laura, Hariti, Angela and Eman so I would also like to take this opportunity to thank them for all that they do.

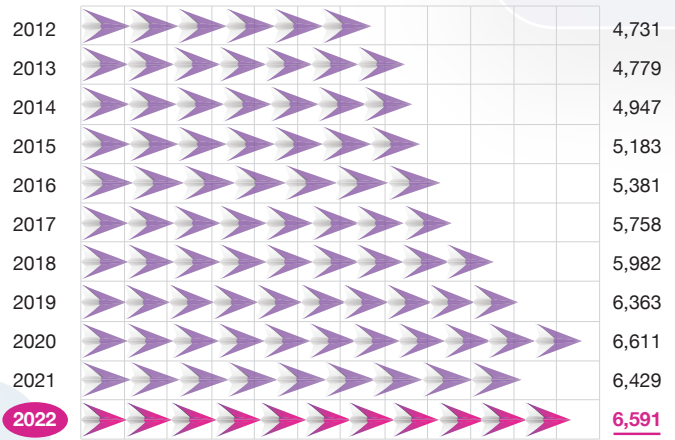


RMTAO Membership

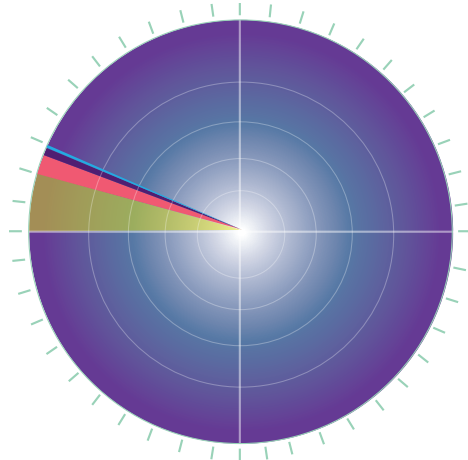
With new members continuing to join the profession at a rate similar to before the COVID-19 pandemic, and experienced members continuing to see the value in membership and continuing to renew at high rates, we have seen an increase in members this year. Members were able to see and appreciate our renewed focus on providing members the tools they need to be successful and our engagement in advocacy on behalf of the profession, which also led many members to rejoin the association after several years away.

We continue to have high levels of membership retention, and after several years of limited numbers of new members, in large part due to the pandemic, we once again were able to recruit many new members as well. By continuing to focus on what members want and need, and focusing on the growth of the entire massage therapy profession, we will be able to continue to grow our membership in years to come.

RMTAO Membership by the Numbers



RMTAO Membership by Type



Active **6,298** Students **635** Life **200** Associate **92** Retired **1**

Membership Programs

RMTAO members have access to a variety of benefits as part of their membership including a free RMTFind listing, a subscription to our magazine *Massage Therapy Today*, continuing education opportunities and access to various resources and discounted programs. Members can still choose to pay for the programs and services that work best for them with our flex membership model.

We would like to thank all of our program partners who work closely with us to continue to provide our members with discounted valuable benefits.



Member Survey Results

We conducted our annual survey of our members to gather their views and interests in the different activities of the RMTAO and to determine their areas of priority. The survey was open from March 15, 2022 to April 1, 2022 to all Active and Life Members. Members were provided with the results at the conclusion of the survey.

Most respondents were satisfied or extremely satisfied with their RMTAO membership, and the webinars and resources offered. One of the most highly rated aspects of membership was the opportunity to support advocacy on behalf of the massage therapy profession and the support provided by RMTAO by phone or email. Some areas of concern identified were the need for more business-related resources, more opportunities to connect with peers and interest in further integration into health teams, which has remained a focus for the RMTAO throughout 2022 and beyond.

Fee Survey Results

In April 2022, the RMTAO shared a fee survey to determine how much RMTs across Ontario are charging as well as other information about where and how they practice, including how appointment cancellations are handled and the number and type of appointments booked.

This survey was completed by 1,089 members, representing a 16.66% response rate. The results outline the average fees charged in various parts of Ontario. The results were shared with members and used to inform changes to the 2022 Fee Guideline.



Conference

The RMTAO held its second virtual education conference on October 23, 2022 focusing on all elements of achieving Excellence in Practice with streams on business skills, interprofessional collaboration and evidence-based practice. 146 people signed up to attend the conference and the event was well-received overall.

The conference included a keynote by Dr. Brian Goldman about the power of kindness and a panel discussion on the importance of creating an inclusive healthcare practice for RMTs. These sessions were greatly appreciated by the audience and very informative.

Similar to last year, the virtual conference format provided participants with the flexibility to attend the event without having to travel while also providing the opportunity to re-watch the recordings of the sessions up to a month after the conference end date.

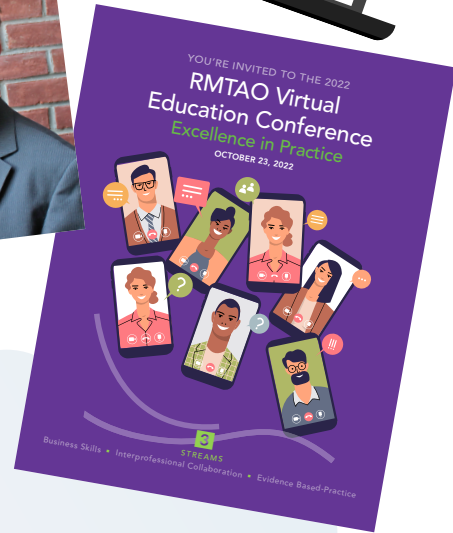
We look forward to seeing everyone back in person at our Education Conference on June 10, 2023!

Webinars

The RMTAO offered a variety of webinars in 2022 that were very popular with members. Topics included specific conditions and populations, tax and accounting, long COVID, legal matters, understanding the Standards of Practice by the CMTO, oncology, WSIB and more.

2022
Webinars
14

2022
Webinar
Participants
880



We have received great feedback from our members that have attended the webinars. While some members have expressed their preference to attend in-person courses, most have found e-learning to be a great approach to continuing education due to the flexibility it provides with their schedules.

In-Person Courses

The RMTAO re-launched the in-person courses in the Fall of 2022. Topics in 2022 included Rib Mobilizations, Sacroiliac Joint Mobilizations, and Lumbar Mobilizations. The courses have taken place across Ontario.

We will continue to offer in-person courses in the coming year for the members that prefer to learn in-person and for topics that are better suited to be taught in an in-person setting.

Resources

The RMTAO continues to add to our Resource Library in 2022 based on areas we found were of interest to members or helped guide members through identified challenges. The Resource Library is divided into a variety of helpful categories based on the topics, type, and category of resources.



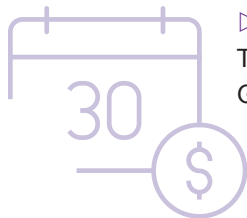
We added a number of new helpful resources in 2022 including:

▷ **Referral Resource**

Provides members advice on when they should refer, how to build a referral network, and how they should make a referral to ensure their patients get the best possible care.

▷ **Updated Contract Guide**

This resource was updated to ensure it was easier to understand and more accessible. This contract guide includes definitions of common terms that RMTs may encounter in a contract, things to consider depending on how the compensation model/occupancy fees are structured, and a review of the factors considered by the CRA when determining if someone is an employee or independent contractor.



▷ **Updated Fee Guideline**

The RMTAO updated our Fee Guideline based on the results of the Fee Survey, which included allowing for regional differences in customary fees and ensuring

advice for the other considerations around setting fees are up to date. We also updated the fee-related resource for the public, with less focus on specific fees

(as specific fees are up to the discretion of the RMT and can vary), and more focus about what the public can expect from massage therapy treatment.

▷ **Tips for Attracting and Retaining Patients**

It's important to build and maintain a strong patient base in order to have a successful massage therapy practice. This guide provides tips for attracting new potential patients as well as tips for retaining the patients you currently have.

▷ **Guideline to Business Planning**

The RMTAO has created a guideline to help RMTs know what to include in a business plan, important factors to consider, and how RMTs might like to update their business plan.

As you start to enjoy your spring activities, RMTs can help:

- Make gardening more comfortable
- Relieve the symptoms of tennis elbow
- Treat overuse injuries in cyclists
- Relieve common hiking injuries
- Keep your spring cleaning pain-free
- Relieve the symptoms of golfer's elbow
- Recommend exercises to prepare for activity

Find an RMT at [RMTFind.com](#)

MASSAGE THERAPY FOR PHYSICAL JOBS

- 01 Repetitive Motion**
Upper limb pain due to repetitive motion is a common work-related injury. Massage therapy can help provide relief.
- 02 Risk Factors**
Work-related musculoskeletal pain is more common with repetitive motion, heavy lifting, awkward postures, and vibration.
- 03 Physically demanding jobs**
Construction, manufacturing, and factory workers. Massage therapy can provide back pain relief.
- 04 Stress and Pain**
Occupational stress can lead to physical pain. Massage therapy can help reduce stress and improve physical symptoms of stress.
- 05 Missing Work**
Musculoskeletal pain is a common reason for missing work. Massage therapy can help reduce work-related pain.
- 06 Remedial Exercise**
RMTs can recommend remedial exercises which, manually performed, can help reduce work-related pain.

WHAT TO EXPECT FROM YOUR MASSAGE THERAPY APPOINTMENT

- Your RMT will ask you questions to get an idea of your needs and condition.
- Your RMT will conduct an assessment and propose a detailed treatment plan.
- You will be given time to ask questions, to provide informed consent.
- Your RMT will complete the suggested hands-on treatment which can be stopped or altered at any time.
- Your RMT might recommend home exercises to help with your treatment.
- Your RMT will follow up asking if you have further questions or concerns.

Find an RMT at [RMTFind.com](#)

Massage Therapy for Palliative Care

Massage therapy can help provide palliative care through pain relief and improve their mental and overall quality of life at the end of their lives.

- Pain Management**
Massage therapy has been shown to reduce pain and discomfort for people in palliative care, especially when combined with exercise.
- Anxiety Reduction**
Massage therapy can reduce the symptoms of anxiety including muscle tension. Massage therapy can also decrease overall stress for people in palliative care.
- Reducing Fatigue**
Massage therapy can help relieve and improve sleep for people with advanced cancer or other life-threatening illnesses.
- Quality of Life**
Massage therapy can increase overall quality of life at the end of life for people receiving palliative care, as well as improve mood and reduce general discomfort.

Massage Therapy for Active Families

- Carrying kids**
Lifting associated with caregiving tasks, like carrying kids, can lead to low back pain. Massage therapy can help improve your function so you can continue with your regular activities.
- Cleaning messes**
The repetitive bending and twisting motions associated with cleaning up kid-related messes can also lead to back and shoulder pain. Massage therapy can relieve your back pain.
- Staying active**
Kids often want you to play sports, but jumping into a sport with an active child can lead to injury such as ankle sprains. Massage therapy can help relieve ankle pain.
- Crouching down**
You want to get down to a kid's level when playing with them, but squatting and kneeling can lead to hip and knee pain. Massage therapy can help relieve joint pain.

Find an RMT at [RMTFind.com](#)

RMTAO Blog

- Massage Therapy for Hip Pain**
About 10% of the general population experience hip pain, but that number can increase with age, hip joint degeneration (arthritis) and can combine with some factors to increase the chance of having it. ...read
- Guideline to STRIVE Requirements**
In November 2022, all RMTs must complete and submit the following as part of the STRIVE (Self-Reporting and Verification of Requirements) process. ...read
- Tips for Treating Fall Injuries**
It may not seem like it, but the weather is starting to get cooler and soon the leaves will be falling. Change takes on the road of people (and will fall too). Here's a list of tips to help. ...read
- Massage Therapy for Temporomandibular Disorders**
Temporomandibular Disorders (TMD) are not just a dental concern, affecting up to 10% of adults and 7% of adolescents. Symptoms can include jaw pain, jaw locking and clicking and more. ...read
- Massage therapy for Carpal Tunnel Syndrome**
Carpal tunnel syndrome is caused by compression of the median nerve within the carpal tunnel in the hand (wrist) and can cause pain, numbness, tingling, and weakness. ...read
- How to Raise Your Rates Without Losing Patients**
When is the best time you should your rates for massage therapy? Are you unsure when to raise it or how you should? Are you afraid that raising rates might drive your patients away? This article will help. ...read
- HST is Not Your Income - Don't Eat the Tax!**
Based on recent member surveys, we have found that many of our members have some misconceptions about HST. The RMTAO would like to inform RMTs to act as tax collectors for the government. Don't eat it. ...read

Infographics

The RMTAO created more new infographics in 2022. These infographics provide an overview of various benefits of massage therapy and are a great resource members can use to promote their practice and the profession. These infographics, along with applicable references, are posted in the RMTAO Resource Library and shared on the RMTAO Facebook page.

Topics for 2022 infographics have included but are not limited to massage therapy for physically demanding jobs, post-surgical recovery, massage therapy myths vs. facts, chronic pain, and massage therapy for people with multiple sclerosis. New infographics are currently being created and shared once per month.

Blog Posts

We continued to add blog posts throughout 2022 on various benefits of massage therapy as well as topics that are important to RMTs. Many of these posts are meant to be easily sharable by our members on their social media channels to further spread the word to their audiences. Topics in 2022 have included massage therapy for carpal tunnel syndrome, massage therapy for temporomandibular disorders, massage therapy for first responders, what to expect from your first massage therapy appointment, and more!

Massage Therapy Today

The RMTAO released four issues of *Massage Therapy Today* in 2022. The themes of these issues were Practicing in a Digital Environment, Nerve Entrapments, The Lower Body and Diversity, Equity and Inclusion. The Winter, Spring and Fall issues were sent to all RMTAO members. The Summer issue was sent to all RMTs across Ontario, with content encouraging members to join the RMTAO.

The Friday File

The Friday File e-newsletter continues to be sent weekly to our members and partners for updates on Association activities, highlights of practical resources and news that affects the massage therapy profession, and remains a trusted source of information for RMTAO members.

One popular new section in The Friday File is an Advocacy Update from our Executive Director and CEO Michael Feraday so that members can keep up-to-date with the advocacy efforts of the Association.

Advocacy Updates

This year, we added a new advocacy section on our website to help keep our members up-to-date with our regular advocacy efforts. It includes our goals, recent actions, position statements, and includes all advocacy updates from the Executive Director that are shared in The Friday File.

We would like to thank all of our members who shared this content with their networks to help spread the word about the ways that massage therapy can help people get back to doing what they love.



Community-Based Networks

Community-Based Network (CBN) Coordinators volunteer their time to help create and nurture a robust community of local RMTs. The CBN groups allow RMTs and RMT students to connect with other RMTs in their area. The CBNs continued to meet in 2022 and increased the number of meetings held by 46% over 2021. Many CBNs have started to meet again in person or are using a hybrid model of in-person and virtual attendees. In 2022, there were 63 CBN meetings held across Ontario and 19 meetings were held in person.

In 2022, the RMTAO continued to offer and develop new ways to support the CBN groups. Our support includes sending a monthly newsletter highlighting the available RMTAO resources, providing relevant articles, meeting topic suggestions and a summary of RMTAO advocacy efforts. We also began sending targeted emails to members in specific locations to promote a CBN meeting with a guest speaker or a specific topic they wanted to promote. Using feedback from the 2022 CBN Survey, we continue to provide meeting template agendas on relevant topics such as Interprofessional Collaboration, Tips for Attracting and Retaining Patients and Massage Therapy Awareness Week. We also held the first ever CBN Coordinator-only meeting that encourages Coordinators to meet and discuss helpful tips about how to run a successful group and to help build a community among the CBN Coordinators. These meetings were successful and will be held bi-annually. We held our first CBN Guest Speaker meeting that was hosted by Dylan Crake. All CBN groups were invited to attend. The meeting topic was RMTs and social media. We received positive feedback from attendees with requests to repeat the discussion from members who could not attend. We saw an increase in the number of CBN Coordinators and Co-Coordinators and added three new CBN locations, Ottawa, Windsor and Kawartha Lakes.

School Ambassadors

We regularly contact all Massage Therapy schools in Ontario to schedule visits from our School Ambassadors. School Ambassadors are RMTAO members who volunteer their time to visit Massage Therapy schools and inform students about the RMTAO and encourage them to sign up for free RMTAO student membership. In 2022 we added 8 new Ambassadors from all over Ontario. As of September 2022, most school visits have moved back to in person, which has increased the number of scheduled visits. In 2022 there were 22 visits to schools across Ontario.

Student Case Report Contest Winners

The RMTAO invited massage therapy students, either individually or in teams of two, to participate in the RMTAO Student Case Report Contest. The top case reports have their abstracts featured in *Massage Therapy Today*, added to the RMTAO Resource Library on our website, and the authors received an award and cash prize at the Member Recognition Dinner.

▷ 1st Place:

Brianna Lipari and Kimberley McIlhone

Georgian College

'The Impact of Massage Therapy on Thoracic Outlet Syndrome'

▷ 2nd Place:

Tristena Huff and Tania Smith

Humber College

'The Effects of Massage Therapy for a Person with Tourette Syndrome and Tic-Related Pain'



Member Recognition Dinner

We were able to go back in-person for our annual awards ceremony this year with a Member Recognition Dinner! Our Member Recognition Dinner was held on Saturday, November 5 in Toronto, and we took attendees back in time to a secret speakeasy at the RMTAO Prohibition Ball. Attendees were able to cut a rug to some jazz era music as we honoured our award winners. We also took this opportunity to recognize the dedicated RMTAO volunteers. Attendees thought this event was the bee's knees!

Congratulations to Our Award Winners

▷ Emilie McKay

RMT of the Year in Remembrance of Ken Rezsnyak

▷ Juliana Fernandes

Professional Service Award

▷ Gabriel Flaminnio

Educator of the Year

▷ Christin Sadler

Research Award





RMTAO Advocacy

The RMTAO participated in many advocacy initiatives in 2022 to work to move the profession of massage therapy forward into integrated healthcare. We worked with many groups and had many achievements over the past year, which are outlined below.

Overview

- ▶ Wrote letters of congratulations to MPPs after the 2022 provincial election, which led to many meetings with those MPPs to discuss how they can work together with the RMTAO to ensure that massage therapy is more integrated into government healthcare teams and initiatives.



- ▶ Met with insurance company representatives to be better able to assist members with inappropriate delisting.

- ▶ Continued participation in the Coalition of Ontario Regulated Health Professional Associations (CORHPA) to meet with key healthcare leaders and to participate in committees on issues of concern to all health professions such as barriers in the insurance industry, proposed changes in healthcare regulation and government bills that might impact health professionals.



- ▶ Met regularly with Prometric to help clear up confusion and delays that were experienced by massage therapy students and teachers with the entry-to-practice exams.

- ▶ Responded immediately to the efforts to the eventually abandoned attempt to deregulate acupuncture in Ontario by meeting with the regulator and other associations as well as soliciting feedback from the Ministry of Health to discuss the implications of this initiative and the potential for similar initiatives to affect other health professions in Ontario.

- ▶ Meet regularly with the CMTO Registrar and Council president to discuss issues of mutual concern such as peer assessment, treatment of spouses, regulatory reform, and concerns about fees and other CMTO updates.

- ▷ As part of our active participation in HEAL (Organizations for Health Action), participate in a task force to obtain better health workforce data in Canada as a way to address shortages of healthcare workers.
- ▷ As part of our work with the Coalition of Health Professions in Auto Insurance, contributed to a letter sent to the Ontario Minister of Finance to discuss concerns relating to auto insurance including safeguarding access to timely and robust medical rehabilitation accident benefits, expanding coverage for both catastrophically and non-catastrophically injured patients, and optimizing stakeholder engagement in principle-based regulation of the auto insurance sector.

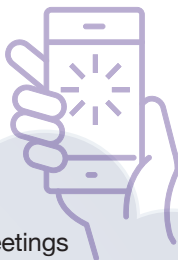
- ▷ Actively participated in the Workplace Safety and Insurance Board (WSIB) Health Professionals Forum, providing feedback and recommendations to the WSIB relating to programs, engagement with health care professionals and transparency and equity relating to fees.



- ▷ Provided continuous feedback to Sunlife about their Lumino program,

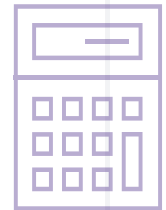
which eventually led to demonetizing that Lumino program so it was provided without charge.

- ▷ Responded quickly and decisively when massage therapy was represented with incorrect information in the media to ensure there was a correction.
- ▷ Along with other Associations, investigated preferred provider networks, such as the one being developed through Shoppers Drug Mart (owned by Loblaws), which pushes people to see RMTs recommended through their app for the possibility of earning Optimum points. This investigation will lead to meetings with Loblaws senior leadership about this issue.

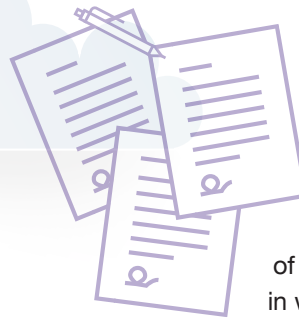


Tax Exemption

- ▷ The Honourable Chrystia Freeland, Deputy Prime Minister and Minister of Finance, confirmed that she is open to a formal request to exempt HST/GST for Massage Therapy, as the profession meets all the criteria required by the Federal Government.

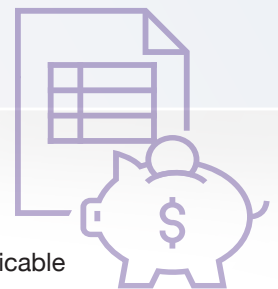


- ▷ Letters on behalf of the Canadian Massage Therapist Association (CMTA) went out to an extensive list of Ministers and bureaucrats to make this a formal request to the Minister of Finance and the relevant Deputy Ministers and Associate Ministries.



- ▷ Assisted RMTs that live in the riding of the Minister of Finance Chrystia Freeland in writing letters of support for tax exemption.

- ▷ To assist the Minister of Finance in considering an amendment to the Excise Tax Act so that massage therapy may become tax exempt, we prepared a briefing for the Minister which includes confirmation that the exemption criteria are met and also confirmed there is widespread support among the profession for a GST/HST exemption.



This included references to applicable legislation regulating massage therapy, and letters from the associations in each province and territory confirming their members' position regarding tax exemption.



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