

Massage Therapy

Needs Assessment

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Executive Summary

- ❖ The field of massage therapy is becoming more professional. There is a growing acceptance of massage therapy as a form of alternative health care.
- ❖ National data suggests that the field will experience tremendous growth. The Association of Bodywork and Massage Professionals projects that there may be an increase in the number of massage therapists of ten percent per year for the next ten years. It has been suggested that the demand for massage therapists in Michigan will reflect national trends.
- ❖ Two community colleges in Michigan offer degrees or certificates in massage therapy. Lansing Community College offers a certificate program which requires 27 credit hours and 100 contact hours. Kirtland Community College offers both an associate (62 credit hours) and a certificate (38 credit hours and 640 contact hours) degree for massage therapy.
- ❖ Although there are numerous massage therapy schools in the state of Michigan, the Health Enrichment Center in Lapeer, Michigan is regarded as the most respected of these proprietary institutions.
- ❖ Employers who were surveyed projected an increased demand for massage therapists in southeast Michigan in the next three to five years
- ❖ When asked to judge which skills were needed to become a qualified massage therapist, employers suggested that understanding anatomy/physiology, deep tissue massage, and understanding the needs of the patient were the three most important competencies to master.
- ❖ Employers had different opinions of what minimal qualifications a massage therapist should acquire. Among the wide distribution, a certificate was the choice with the greatest support from employers. The associate degree had the smallest proportion of employers who believed that it should be the minimum degree required. In regards to compensation, the average wages per session (about \$40) and per hour (about \$10) were similar to the national averages.
- ❖ A majority of students surveyed (56%) stated that they would be interested in learning more about massage therapy and developing the skills. In general, students felt it would be an important addition to their current programs and that it would benefit their careers.
- ❖ When students were asked which coursework topics they would be interested in learning about in a massage therapy program, they selected pain reduction, stress management, and relaxation techniques.
- ❖ Students' responses to the type of program they would enroll in was evenly distributed among courses only with no degree, obtaining a certificate, and obtaining an associate degree. Only seven percent of the students were interested in transferring to a four-year institution.

Oakland Community College

Massage Therapy

Needs Assessment

Introduction

The purpose of this report is to review current industrial needs and educational requirements related to the field of massage therapy. Areas of employment include relaxation and stress management, pain reduction, physical therapy/rehabilitation and fitness. This report was initiated at the request of the exercise science and technology faculty at the Highland Lakes campus of Oakland Community College. The components of the report include a comprehensive literature review, data from national massage therapy associations, information from the Dun and Bradstreet employer database, an analysis of current higher education massage therapy programs in the state, and other relevant external information cited in the reference section of this report. Additional data were acquired from phone interviews with businesses in southeast Michigan (Oakland, Wayne, and Washentaw counties) and with OCC students currently or recently enrolled in some health-related programs.

Part of the objective of this study was to assess those skills, competencies, and educational credentials companies consider essential for future employment opportunities. At the end of this report we attempt to answer the question: Is there an external and/or student desire for a two-year massage therapy program at Oakland Community College?

The Occupation

Massage Therapy is a field that is becoming increasingly more professional, through the creation and existence of national associations, accreditation boards, certification boards, and licensing criteria. Its history dates back to early civilization, with reported uses of massage therapy in ancient China, Greece, and Rome as a form of healing. Massage therapy today is a health-related method that uses touch to manipulate muscles and other soft tissues in order to relieve muscular tension. It improves blood circulation, helps eliminate metabolic waste, dissolves soft adhesions, reduces swelling, relaxes the peripheral and central nervous system, and improves joint mobility. Some physical, mental, and emotional benefits of massage therapy include reduced stress, decreased recovery time for injured muscles, pain relief, increased lymph circulation, and increased well-being. Modern theory incorporates scientific knowledge of both Eastern and Western traditions to accomplish these goals, and certain methods are tailored for specific results. Perhaps the most common method is Swedish massage, an approach that combines hands-on techniques with active movements, which was created by 19th century Swedish educator, Peter Henrik Ling. Massage therapy has a range of purposes, from sports-related goals to neo-natal therapy.

There is a growing acceptance by the health care industry of alternative medicine which includes massage therapy. This is supported by interests in research on the benefits of massage therapy. Both the Touch Research Institute at the University of Miami School

of Medicine and the University of Maryland Pain Center, for example, regularly conduct studies on this topic. Furthermore, the National Institutes of Health created the Office of Alternative Medicine in 1992, which awarded four grants in 1995 in the field of massage therapy.

National health care plans in some European countries and Canada pay for massage therapy, plus insurance providers in the United States are beginning to cover therapeutic care through massage. In addition, 54% of physicians surveyed by the State University of New York Health Science Center stated they would refer their patients to massage therapy as a complementary treatment. However, there is some indication of reluctance on the part of physicians: "If I feel that a massage is not going to produce any harm for an injured athlete...then I don't object to it. But it's not something I'm likely to prescribe. In fact, I never have," says medical director of the Fort Collins Orthopedic Clinic and team physician for the US wrestling and Nordic ski teams (Samples, 1987, p. 178). On the other hand, the US Olympic Committees of the 1984 Games in Los Angeles as well as the 1996 Games in Atlanta provided massage services for participating athletes. In 1995, the University of Wisconsin's Health Services department began offering massage therapy to its students for stress reduction and relaxation purposes (Samples, 1987).

Medical research on massage therapy has confirmed some benefits associated with the procedure. The American Massage Therapy Association (AMTA) reports studies that found massage therapy to improve weight gain of premature infants and enhance blood pressure and pulse in geriatric patients. Massage therapy on infants and children with various medical conditions (HIV-exposed infants, autistic children, cancer patients, physically abused children, and children with other conditions) have been found to consistently reduce anxiety and stress hormone levels and improve the children's overall medical care (Field, 1995). Although some studies report positive physical and psychological results, the effects generally last for only a few days (Davies & Riches, 1995; Weinrich & Weinrich, 1990). Other studies have found no effects, positive or negative, of massage therapy (Bauer & Dracup, 1987; Reed & Held, 1988). The range of results among studies may be linked to the number of therapy sessions studied and the length of time of each session that was provided.

Methodology

In order to obtain background information on massage therapy, we conducted an extensive literature review and gathered other relevant information about the occupation. A complete listing of the references utilized is provided in the Reference section of this document.

We conducted two different surveys, one on students and the other on employers. A copy of the Employer Survey is located in Appendix A and a copy of the Student Survey is located in Appendix D for reference. Student names were randomly selected from five

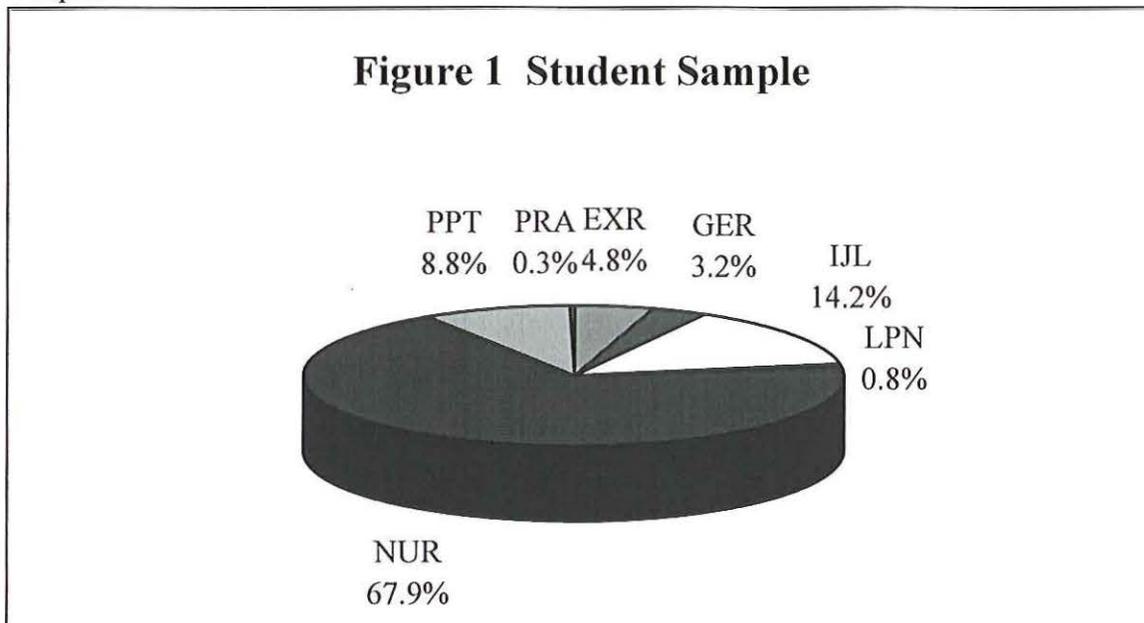
programs of study. A random sample of 374 student names were selected for this part of the survey who were enrolled in the Fall of 1996 and Winter of 1997. Table 1 indicates the curriculum codes, majors, and number of participants for our student sample. Of the 374 students selected, 155 students completed the survey for a response rate of 41 percent.

Table 1 Majors of Students Surveyed

| Code | Major | Number of Students |
|--------|-------------------------------------|--------------------|
| EXR | Exercise Science & Technology | 18 |
| GER | Gerontology | 12 |
| IJL | Nursing | 53 |
| LPN | Nursing Advanced Standing Applicant | 3 |
| NUR | Nursing Applicant | 254 |
| PPT | Pre Physical Therapist Assistant | 33 |
| PRA | Practical Nurse Education | 1 |
| Total: | | 374 |

source: One-tenth day enrollment records, 1997

Figure 1 below shows the percent distribution of students' major programs for our sample.



source: One-tenth day enrollment records, 1997

For the employer survey we obtained 182 names through the use of the Dun and Bradstreet MarketPlace software. The Standard Industrial Classification (SIC) codes are provided in Table 2.

Table 2 Standard Industrial Classification Codes

| Number | Division |
|---------|---------------------------------|
| 7299-00 | Miscellaneous Personal Services |
| 7299-02 | Massage Parlors |

source: Dun & Bradstreet, 1997

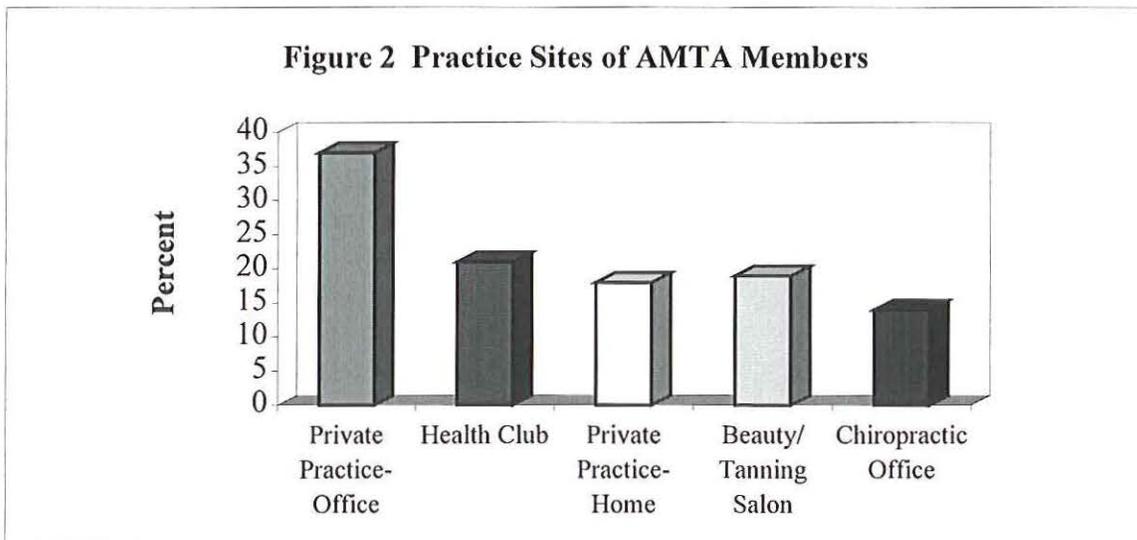
We also acquired 207 names of massage therapy providers in the metropolitan Detroit area via the world wide web, through the use of the National Directories Yellow Pages. A total of 389 employers were surveyed for this assessment. Ninety companies and individuals responded to our survey for a response rate of 23 percent.

Nationwide Trends

Employment Outlook and Opportunities

While the U.S. Government does not keep statistical information on employment in massage therapy, there has been documented growth in the field. Massage therapy was reported as one of the three most popular types of alternative therapy according to a study of American adults conducted in 1990 (Eisenberg, Kessler, Foster, Norlock, Calkins, and Delbanco). The American Massage Therapy Association (AMTA), a national organization of professional massage therapists, witnessed a doubling of its membership from 1990 to 1995 and there was a tenfold increase over a ten year span beginning in the early 1980s. The Association of Bodywork and Massage Professionals (ABMP) estimated that there are 175,000 massage therapists currently in the U.S. and that an increased growth of an additional 10% per year could occur for the next ten years (Industry trends, 1995). In addition, massage therapy has benefited from an increased acceptance by the general public as a form of complementary care.

The ABMP reported that approximately 95% of practitioners provided services for stress reduction, relaxation, and preventive wellness purposes. In addition, 15% to 20% of massage therapists combined both personal care service and health care service in their practice (Industry trends, 1995). Furthermore, in 1994, the AMTA found that its members practiced in a variety of settings, and some worked in more than one setting. The following chart (Figure 2) shows the distribution of sites for AMTA members. The most popular location was in a private practice setting. Their results indicate that 37% of all members worked in an office and 18% worked in their homes.



source: AMTA, 1996.

Employee Salary and Benefits

Massage therapists may be full-time or part-time employees. While the majority of practitioners have worked part-time, the current trend indicates that the number of full-time therapists has been increasing. Furthermore, therapists may be independent practitioners, work for a massage therapy clinic, or work as employees of an organization. Salary and benefits covered a very broad range of possibilities. Massage Therapists may be paid minimum wage for services or may receive a large fee for each therapy session. The average rate in the U.S. has been cited as \$40 for a one-hour session, with a range of \$10 to \$60. The rate seems to be related to geographic location of a practice as well, with therapists in New York and California charging from \$40 to \$60 per hour session and those in the Midwest and northeast charging \$25 to \$45 per hour session (Massage Therapists, 1993). Other conditions that affect salary are the therapist's level of training and the methods used. The AMTA found that the average fee range charged by its members in 1994 for a one hour session was \$40-\$49 at the therapist's site or \$50-\$59 at the client's site. Massage therapists are typically paid only for provision of services, which must also cover the costs incurred with the operation of the practice. Furthermore, benefits may be provided to employees who work in larger organizations; self-employed individuals, the most common of massage therapists, must provide their own benefits.

Advancement Opportunities

Advancement for self-employed therapists could be determined by reputation, the ability to draw clients, and the fee paid for services. Employment within an organization such as a health club could result in supervisory positions for successful massage therapists. Advancement may also be realized by an increase in training and an expansion of skills

and methods used by the massage therapist. Client satisfaction and teaching of workshops and courses have been other indicators of a successful therapist.

Training and Requirements

There is no national criteria for qualified training. However, professional organizations have suggested that practitioners should be trained at accredited massage therapy schools. Two accrediting agencies of massage therapy are the AMTA's Commission on Massage Training Accreditation/Approval (COMTAA) and the ABMP's International Massage and Somatic Therapies Accreditation Council (IMSTAC). COMTAA accredited programs offer at least 500 hours of classroom instruction, including 300 hours of massage theory and technique, 100 hours of Anatomy and Physiology, and 100 hours of program-specific courses, including First Aid and CPR. Programs must be in operation for a minimum of two years before they may apply for accreditation. A wide range of philosophies and curriculum exists among massage therapy schools. Most training occurs in trade schools, although a few community colleges also offer massage therapy programs. Furthermore, continuing education is common, and many workshops and short courses are offered for those interested in massage therapy.

As of 1996, 21 states have adopted licensing requirements for practitioners of massage therapy (Crews & Rosen, 1996). Michigan, however, is not one of the states which has mandatory requirements. Licensing typically involves a required amount of training and a written examination. Nationally, a certification exam was introduced in 1992, providing the first nationwide credential for massage professionals. The exam incorporates ethics, eligibility, practice, and competency testing of anatomy, physiology, clinical pathology, and massage theory and assessment and technique. Certification requires 500 hours of training and evidence of continual learning. The National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) states that approximately one third of massage therapists and bodyworkers are nationally certified (Massage To You, 1996).

In addition to scientific and educational knowledge, there is also a strong emphasis on personal qualifications. The ability to understand a client's needs and to communicate with the client, the ability to focus and concentrate, a friendly positive attitude, a caring personality, personal initiative, and a familiarity and comfort with touch and contact are all essential interpersonal skills needed by a practitioner.

Statewide Trends

We attempted to utilize the Michigan Occupational Informational System (MOIS) to obtain information on massage therapy in the state of Michigan. However, the database did not specifically mention this career. Thus, we were unable to locate any documented state data on massage therapy. However, we contacted the Michigan chapter of the

American Massage Therapy Association, the Referral Chair and Chapter President were able to provide some insights into trends they have witnessed in the past few years. While the chapter does not keep any official records, they suggested that out of the 670 member therapists in the state, most were women, almost all were self-employed, and many worked in two or more settings.

As massage therapy has become more professional, the number of full-time massage therapists has increased, although currently, most members are part-time and have additional sources of income. The fee charged for a one-hour session of therapy ranged from \$25 to \$65. Similar to national trends, influences on the cost of massage therapy were the location of service (therapy provided in a client's home will cost more), whether the therapist worked out of the home or out of a rented office space, and whether or not the therapist was self-employed. It also appeared that Michigan was witnessing the same increase in the demand of massage therapy services as seen throughout the United States.

Massage Therapy Programs in Michigan

Currently there are two Michigan community colleges offering courses in massage therapy. Kirtland Community College in Roscommon, Michigan offers an associate in Applied Science in Massage Therapy and also a Certificate of Completion in Massage Therapy. A total of 62 credit hours are required for an Associate in Applied Science degree in Massage Therapy and 38 credit hours and 640 contact hours are required for a certificate in massage therapy.

Classes for those who want an associate degree include: Introduction To Massage Therapy, Swedish Massage, Introduction To Clinic Operations, Structural Based Bodywork Systems, Energy Based Bodywork Systems, Massage Therapy Clinic I, Topics In Massage Therapy, Massage Therapy Clinic II, Internship, And Directed Study. The same classes are required for those who want a certificate, in addition, they must take a class in Medical Terminology. Students who complete either the degree or certificate program will be prepared to practice massage therapy and to register for the National Certification Examination for Professional Massage and Bodywork. This certification is administered by the Psychological Corporation, and is not the same certification offered by the NCBTMB, as discussed earlier in *Nationwide Trends: Training and Requirements*.

Lansing Community College also offers a Certificate of Completion in Massage Therapy. A total of 27 credit hours and 100 contact hours are required for the certificate. Massage therapy classes students take for the certificate include Massage Therapy-Beginning, Massage Therapy-Intermediate, Independent Study Massage Practicum, Human Structural Dynamics, Touch For Health, Polarity Therapy, Business Applications For Massage Therapists, Therapeutic Massage Techniques, Sports Massage Techniques. Successful completion of the program prepares an individual for national certification testing through the National Certification Board for Therapeutic Massage and Bodywork.

Another school which provides massage therapy classes is the Health Enrichment Center in Lapeer, Michigan. The Center has been a state licensed school since 1985 and its programs are registered with the Associated Bodywork and Massage Professionals (ABMP). The curriculum also has approval from the American Massage Therapy Association (AMTA).

The school offers four programs of study, eight special studies, a concentrated study course and two programs in graduate studies. The four program areas include a 1000 hour Therapeutic Massage Program, a 1000 hour Clinical Approaches Program, a 600 hour Shiatsu & Oriental Approaches Program, and a 600 hour Subtle Energy Program. The 1000 hour diploma programs require 500 hours in the classroom and 500 of directed study hours. Primary locations for the 1000 hour programs are in Lapeer, Grand Rapids, Adrian, Livonia, Traverse City and Warren. Classes can either be taken in a ten month cycle or in an intensive six month offering. The cost of tuition (not including books and fees) is \$3400 per program.

Results of the Employer Survey

Classification and Primary Service

Our first goal in assessing the opinion of employers was to ascertain which organizational category they considered would best describe their business. None of the categories represented a majority of employer types (See Table 3). The largest percentage (37%) was composed of those businesses which identified themselves as massage therapy clinics. Those individuals who considered themselves as "Other" or different than the survey's given categories made up the second largest percentage (29%). The largest number of responses identified as "Other" were holistic and alternative health centers (n=8). Five respondents mentioned that their organization was a day spa. A complete list of the "Other" responses are located in Appendix B, Question 2.

Table 3 Business Category

| Category | Percentage |
|--|------------|
| Massage Therapy Clinic | 37 |
| Other | 29 |
| Beauty Salon/Tanning | 13 |
| Private Practice | 12 |
| Health Club | 3 |
| Hospital/Nursing Home | 3 |
| Rehabilitation/Physical Therapy Center | 3 |

source: Employer survey, 1997 n=87

In addition to understanding the classification of the businesses in which they worked, we also were interested in determining what employers considered their primary purpose for services rendered (See Table 4). A majority (56%) of those responding stated that their primary purpose was relaxation and stress management. None of the other categories seemed to capture a significant percentage of the respondent's answers.

Table 4 Primary Purpose of Massage Therapy Services

| Primary Purpose | Percentage |
|---------------------------------|------------|
| Relaxation/Stress Reduction | 56 |
| Other | 17 |
| Pain Reduction | 13 |
| Physical Therapy/Rehabilitation | 9 |
| Overall fitness routine | 5 |

source: Employer survey, 1997 n=79

Training

We asked our employers to address certain skill sets which they believed would be important for a massage therapist to learn for their future careers. Those competencies listed below in Table 5 have the percentage of respondents who believed the skills were very important. A complete listing of training skills and their percentages are listed in Appendix B, Question 15.

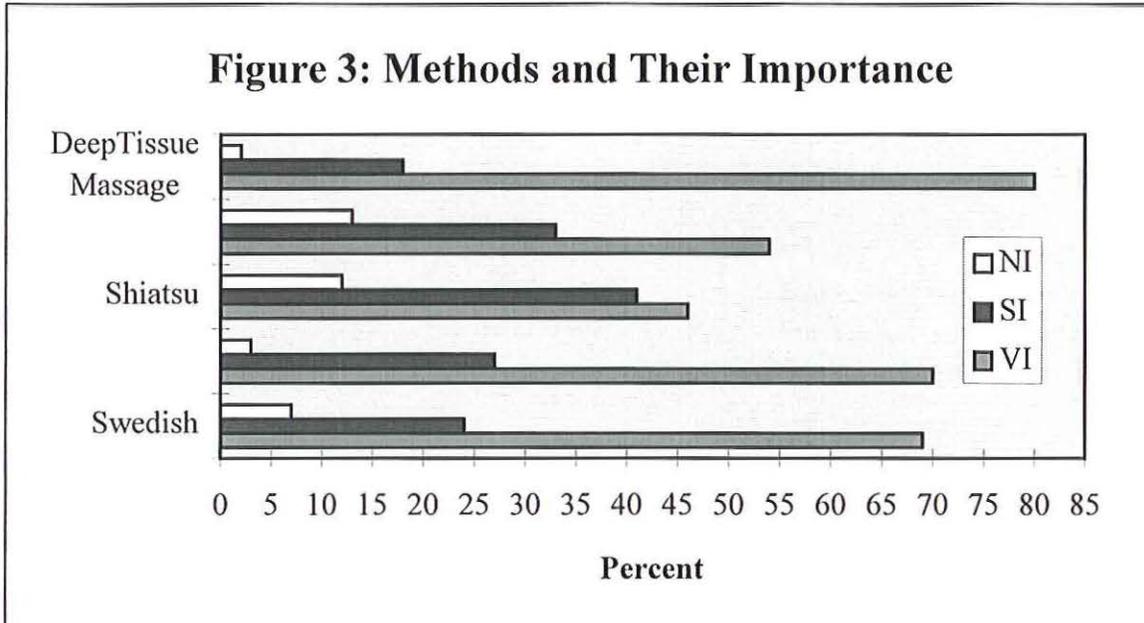
Table 5 Skills Judged "Very Important"

| Skills | Percentage |
|--|------------|
| Anatomy/Physiology (n=90) | 90 |
| Deep Tissue Massage (n=84) | 80 |
| Developmental Needs of Patients (n=88) | 75 |
| Nervous System (n=90) | 73 |
| Sports Massage (n=86) | 70 |
| Swedish Massage (n=86) | 69 |
| Kinesiology/Muscle Biomechanics (n=89) | 67 |

source: Employer survey, 1997

Pathology, physics, business management and nutrition each had the largest percentage in the "Somewhat Important" category. Although no skill generated a majority percentage in the "Not Important" classification, the one category with the largest "Not Important"

response rate (34%) was the use of other alternative techniques. Employers also rated the importance of five massage techniques or methods. Figure 3 details their responses. The technique considered very important by the most employers is Deep Tissue Massage (80%), which is followed by Sports Massage (70%).



source: Employer survey, 1997

Personal Skills

We asked our respondents to assess whether certain personal skills were very important, somewhat important or not important for individuals who wanted to be massage therapists. Employers surveyed seemed to more readily agree with these set of criteria offered by the survey than those in the preceding section. The largest percentages of those skills employers thought were very important were found in the categories of Maintaining High Ethical Standards, Listening Skills, and Communication Skills. A complete listing of those areas judged very important are listed in Table 6.

Table 6 Personal Skills Judged “Very Important”

| Personal Skills | Percentage |
|------------------------------|------------|
| High Ethical Standards(n=89) | 97 |
| Listening Skills (n=90) | 97 |
| Communication Skills (n=90) | 93 |
| Individual Initiative (n=89) | 87 |
| Minimal Supervision (n=89) | 85 |
| Patience (n=90) | 75 |
| Work as a Team Member (n=90) | 73 |
| Organizational Skills (n=90) | 58 |

source: Employer survey, 1997

Preparation

When the employers were asked to determine whether applicants from massage therapy schools were prepared for employment, 60% stated that they believed individuals were fully to adequately prepared to commence employment. Twenty-five percent were neutral about student preparation, and fifteen percent did not think that individuals were ready to begin a career in massage therapy.

Qualifications

We asked employers what minimum educational qualifications and work experiences massage therapists needed to prepare them for the occupation. No category captured a majority of the respondents' answers; employers had very different ideas on what the minimal educational level should be for massage therapists (See Table 7). Three response options (Completion of at least 500 hours of training, Completion of at least 1000 hours of training, and Obtaining a certificate) captured the majority of responses of the employers.

Table 7 Minimal Educational Requirements

| Category | Percentage |
|---|------------|
| Associate Degree | 1 |
| Completion of some massage therapy training | 2 |
| No specific requirements | 5 |
| Other | 16 |
| Completion of at least 500 hours of training | 25 |
| Completion of at least 1000 hours of training | 23 |
| Certificate | 28 |

source: Employer survey, 1997 n=89

We also assessed the minimum amount of experience required for entry-level employment. No categories offered as an option were selected more often than the others by those who were surveyed. Fifty-two percent of our respondents stated that the “Other” category mostly supported their beliefs of what should comprise a minimal experience. A complete listing of educational qualifications are cited in Appendix B, Question 9. The largest numeric response to this question was attending a school that was certified by the state (n=6).

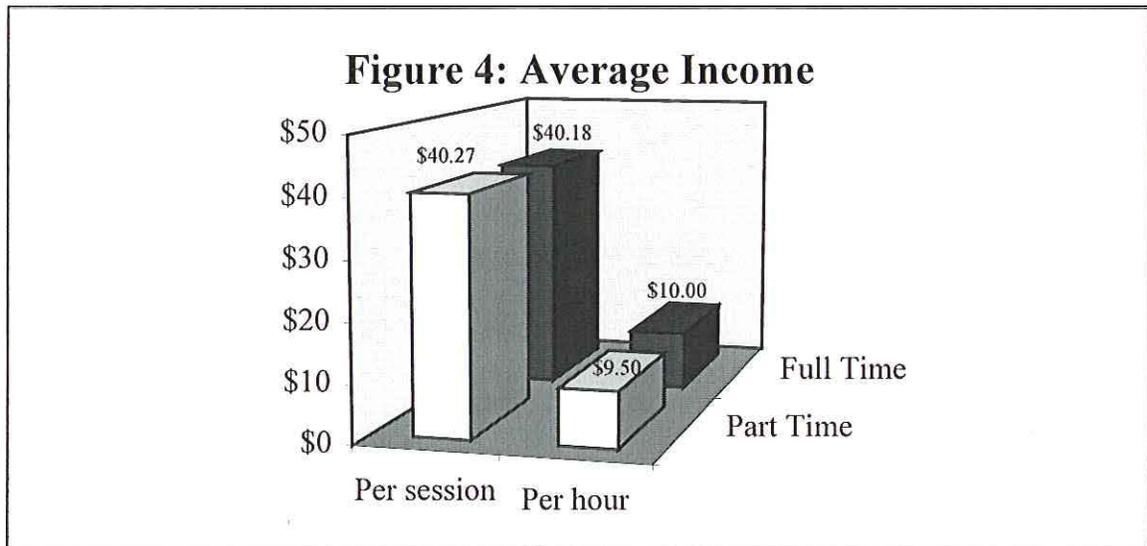
In order to be employed at their place of business, we asked whether or not massage therapists should have completed training at an AMTA (American Massage Therapy Association) accredited school or program. A majority (56 percent) of those responding to our survey did suggest that individuals should receive their training from an AMTA accredited school. Many believed it would provide therapists the correct training and pedagogy, thus ensuring that clients were receiving appropriate and qualified services.

We also polled the employers to discern whether membership in a professional association was or was not required in order to be employed. Sixty-one percent stated that affiliation with the AMTA, AMBP, IMF or other associations was required of their massage therapists. In addition, we asked whether massage therapists needed to be certified by the NCBTMB (National Certification Board for Therapeutic Massage and Bodywork). A slight majority (51%) stated that being certified by the NCBTMB was not a requirement for employment.

Compensation

Our analysis of wages in Metro Detroit indicated that the mean averages for both part-time and full-time wages per session were nearly identical (See Figure 4). When salary was compared on a per-hour basis, full-time therapists made 50 cents more per hour than those who worked per-hour part-time. It should be noted that the results are based on two

different analyses. One compared the wages of those message therapists who charged per session, whereas, the other inquiry compared those individuals who charged per hour.



source: Employer survey, 1997

In addition to wages, we also assessed whether there was opportunity for advancement. The majority (57%) of the employers stated that there were advancement possibilities for massage therapists in their organizations. In Appendix B, Question 6 lists advancement opportunities suggested by employers.

Employment Opportunities

Of the employers surveyed, an overwhelming majority predicted that their need for massage therapists would increase within the next three to five years (See Table 8).

Table 8 Future Needs for Massage Therapists in Next 3-5 Years

| Demands | Percentage |
|------------------------|------------|
| Decrease substantially | 1 |
| Decrease slightly | 1 |
| Remain the Same | 8 |
| Increase slightly | 37 |
| Increase substantially | 51 |

source: Employer survey, 1997

We also asked how organizations would meet the demand if the requests for massage therapist increased. Sixty-seven percent stated they would hire more massage therapists to satisfy the pending growth.

Preferences

We asked employers if they would send employees to OCC to acquire additional training or augment their massage therapy skills. There were no clear majority of the employer responses (See Table 9).

Table 9 Training at OCC for Massage Therapists

| Response | Percentage |
|----------------|------------|
| No | 20 |
| Yes | 40 |
| Does not apply | 17 |
| Uncertain | 23 |

source: Employer survey, 1997

Of those employers who stated that they would send their employees to OCC for training, 69% (n=35) preferred that their employees receive an associate degree; 17% wanted them to obtain a certificate; the other 14% were uncertain or other.

Internships

We also ascertained whether employers would be willing to provide internship experience for OCC students if the institution developed a massage therapy program. A majority (56%) stated that they would provide internship opportunities for students. Eighteen percent suggested that they would not and the other 16 percent were not sure about providing internship experience. Appendix C lists the employers who are interested in providing internships.

Results of the Student Survey

Student Representation

The average age of the 155 respondents was 29 years old; the modal age was 20. The average number of credits completed was 31.5, ranging from 0 to 135 credits hours completed. Eighty-one percent of the respondents were Caucasian, 12% were African American, and the Native American, Asian, and Hispanic representation made up the other seven percent of the survey population. These racial/ethnic percentages almost reflect OCC's overall ethnic/racial composition in both Fall 1996 and Winter 1997 sessions.

An overwhelming 144 students were women, and only 8 were men. Of the majors in our sample, each was represented; however, two-thirds of those surveyed were in the Nursing Applicant program.

Interest in Massage Therapy

Of the students who completed the survey, 56% said they were interested in learning about massage therapy or in developing massage therapy skills, and 14% were uncertain. The following two tables show the relationship between students' interest in massage therapy and their answers to two other questions: massage therapy coursework as a benefit to their program at OCC and as a benefit to their present and/or future career, respectively. From both tables, those who were interested in learning about massage therapy were more likely to feel that coursework of this kind would be an important addition to their program and beneficial to their career than those who were not interested or were uncertain. One interesting finding was that 33% of those not interested in massage therapy coursework viewed it as being beneficial to their career (See Table 10). Also of note is that of those who were "Uncertain" about their interest in massage therapy, 62% did think that coursework would be an important addition to their program, and 81% of those who were uncertain believed that the coursework would be beneficial for their career.

Table 10 Is Massage Therapy Coursework An Important Addition to My Program?

| | <u>Add to my program</u> | | |
|--------------------------------------|--------------------------|-----------|------------------|
| | <u>Yes</u> | <u>No</u> | <u>Uncertain</u> |
| <u>Interested in Massage Therapy</u> | | | |
| Yes | 87% | 2% | 11% |
| No | 31% | 46% | 23% |
| Uncertain | 62% | 19% | 19% |

source: Student Survey, 1997 n=155

Table 11 Will Massage Therapy Coursework Benefit My Career?

| | <u>Benefit My Career</u> | | |
|--------------------------------------|--------------------------|-----------|------------------|
| | <u>Yes</u> | <u>No</u> | <u>Uncertain</u> |
| <u>Interested in Massage Therapy</u> | | | |
| Yes | 82% | 6% | 12% |
| No | 33% | 42% | 25% |
| Uncertain | 81% | 10% | 9% |

source: Student Survey, 1997 n=155

We asked students to explain their reasons for their responses to these questions. A detailed listing of the various responses can be found in Appendix E, Questions 10 and 11. Typically, students' opinions about the relationship of massage therapy training to their programs and careers were based on their perceptions of massage therapy as health care. For example, if they considered it to be related to the health industry, then they were more likely to say yes. Other influences on their responses were a change in major, and prior experience with massage.

Those students between the ages of 35-44 were least likely to not be interested in learning about massage therapy and related skills, while students age 45 and older were most likely to be interested. One-quarter (25%) of the eight men surveyed were interested in learning about massage therapy, compared with 58% of the women who were interested. Furthermore, a greater proportion of minority respondents (74%) than non-minority respondents (53%) were interested in learning about massage therapy. The majority of students in the Pre-Physical Therapist Assistant, Nursing Applicant, and all Nursing programs were interested in massage therapy education. Students in Exercise Science & Technology and Gerontology were divided about their interests. (Caveat: Only six Exercise Science & Technology and four Gerontology students participated in the survey; thus it is difficult to make generalizations about students in these programs).

The majority of students from all programs of study, regardless of interest in taking massage therapy courses, believed that massage therapy coursework would be beneficial to their programs, except for Gerontology students (only 1 out of the 4 thought it would be beneficial). Nineteen percent of Nursing Applicant students did not think that massage therapy would be an important addition to their program, although 63% did believe that it would be beneficial. Similar patterns were found regarding perceptions of career benefits. Even though all students surveyed were enrolled in health-related programs, students currently employed in health-related fields (83%) were more likely than students currently employed in non-health-related fields (66%) to indicate that massage therapy would be an important addition to their current program of study. (Note: If students were currently employed, they were asked to identify their job title. Individual responses are recorded in Appendix E, Question 5. From these responses, we later determined if the position should be categorized as health-related or non-health-related.)

Interest in Coursework Topics

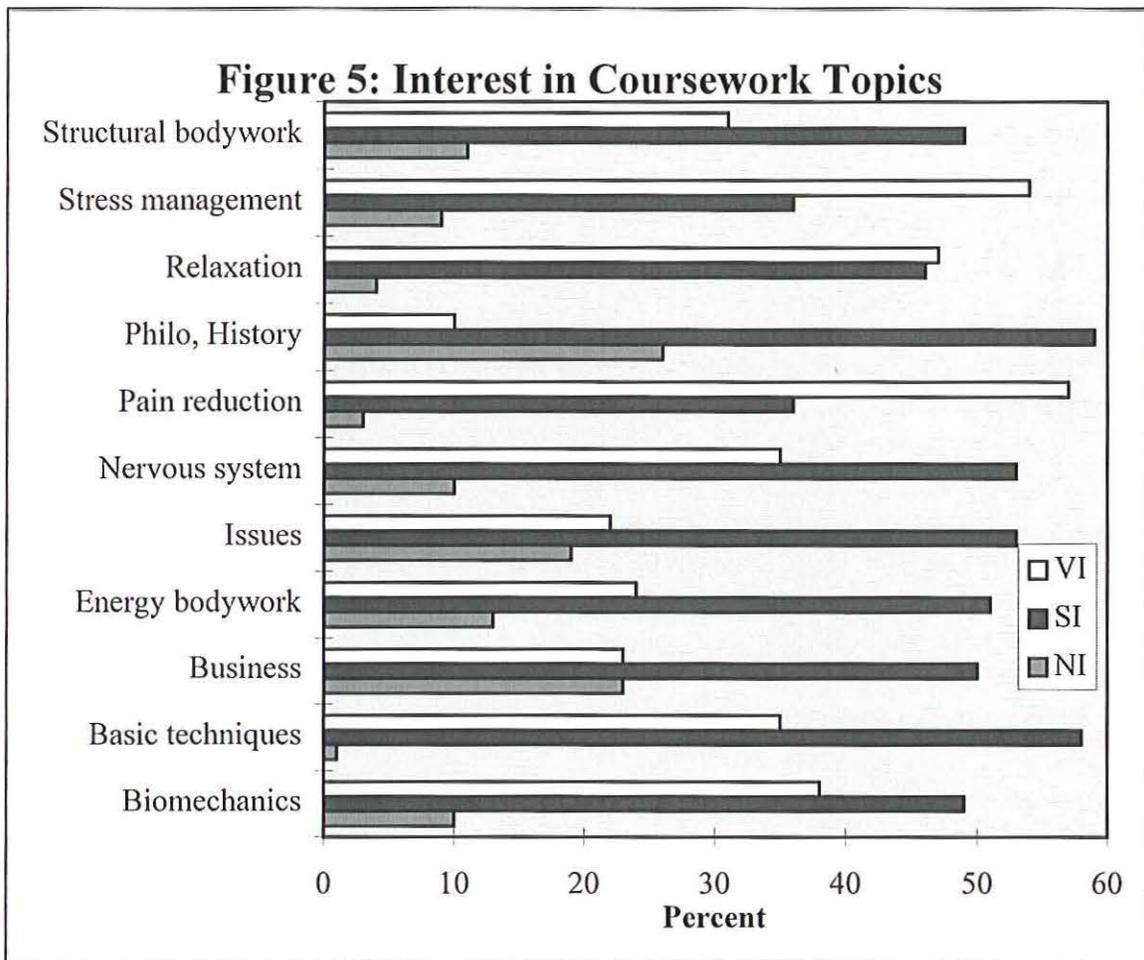
Students were asked to rate their interest in various areas of massage therapy education. These areas were derived from the literature review we conducted and the list of intended student learning objectives identified in the Massage Therapy New Program Initial Assessment presented to the College Curriculum Committee. Only students who indicated they were interested or uncertain of their interest in learning about massage therapy reported their interest level in the knowledge areas listed in Table 12.

Table 12 “Very Interested” Ratings of Coursework

| Topic | Percentage |
|------------------------------------|------------|
| Basic massage techniques | 35 |
| Structural bodywork | 31 |
| Relaxation techniques | 47 |
| Energy based bodywork | 24 |
| Pain reduction techniques | 57 |
| Philosophy, history, & trends | 10 |
| Muscle Functions/Biomechanics | 38 |
| Nervous System | 35 |
| Issues/Problems of the profession | 22 |
| Stress management | 54 |
| Business and operation of a clinic | 23 |

source: Student Survey, 1997 n=110

The topics with the most number of students responding “Very Interested” were Relaxation techniques (47%), Pain reduction techniques (57%), and Stress management (54%). These seemed to be areas that incorporated the needs of clients or patients in other health related fields with massage therapy practices. Figure 5 below and Question 8 in Appendix E detail the percentages of students who rated very interested, interested, and not interested for each category.



source: Student survey, 1997

Structure of the Proposed Program

We asked students who said they would be interested in learning about massage therapy or in developing massage therapy skills about some logistical aspects of a program being planned at OCC. Responses were evenly distributed (between 20 and 25%) across a range of options--Courses Only/No Degree, Certificate, Associate, and Uncertain--although only seven percent were interested in a program to transfer to a four-year institution.

The preferences among different groups also showed some interesting trends. Younger students, students with fewer credits, and employed students who were not working in a health related field were more likely to prefer the "Courses Only/ No Degree" option. If given the opportunity, students age 35 and older were more likely to prefer obtaining an Associate Degree. Students who had completed over 60 credits were more likely to select a Certificate program, and those students employed in a health related field were more likely to choose an Associate Degree program.

Most students who had a preference believed that courses should be offered full-time and during the week. Preferences for the time of the day that courses should be offered were more dispersed: 35% preferred the evening, 25% preferred some combination throughout the day, 24% preferred the morning, and only 16% preferred the afternoon.

Discussion

The results of the literature reviews and the employer survey suggest that the field of massage therapy is not only increasing nationwide but is also growing in the metropolitan Detroit area. The AMTA reported a 50 percent national increase in its membership from 1990 to 1995. In addition, the ABMP estimates that there will be a ten percent increase for massage therapists over the next ten years. Our employer survey suggests that there will be a significant increase in demands for massage therapist within the next three to five years. Employers also stated that with the increased requests for this type of worker, they would need to hire more individuals with massage therapy skills. This should negate any concerns that there may be an oversupply of massage therapists in the area.

The top five training based competencies which employers look for in massage therapists are anatomy and physiology, deep tissue massage, developmental needs of the patients, knowledge of the nervous system, and sports massage. In addition, employers want therapists to have high ethical standards, to be able to listen to and communicate with clients, and to need minimal supervision. These areas seem to indicate where a new curriculum and/or internship experience should focus pedagogy and training. The listing is certainly not exhaustive but it does indicate what employers are searching for when they hire new employees.

In addition to skills needed in the vocation, employers also suggested that formal training was needed. However, they did not seem to believe that a degree or certificate was required for training. The majority of the employers indicated that the completion of formal contact hours was more important than obtaining a degree or certificate. The majority of the students also were divided between courses and contact hours only, obtaining a certificate, or obtaining an associate degree. Students believed that having a massage therapy program would be beneficial to their program and that it would be beneficial to their career. This input from students and employers suggests that conferring an associate degree in massage therapy may not be warranted. The findings seem to indicate that the acquisition of a certificate in the discipline is the only credentialing needed for employment.

National and local data suggests that the vocation of massage therapy is still mainly a part-time profession and that individuals provide services based out of their homes. The employer data also suggested that the average fee per session was \$40 which was within the range of the national data (\$40 -\$49). However, it was not within the range of \$50-\$59 if the service was conducted at the client's site. Most of the employers we surveyed

provided massage therapy through a clinic or a salon, where the income per session would not reflect off-site therapy. It should be noted to prospective students that the massage therapy industry is still predominantly a part-time occupation. Many individuals who are employed in massage therapy are employed full-time in another occupation.

Overall, there is a consensus among employers and students who were surveyed of an interest in Oakland Community College beginning a massage therapy program. However, there does not seem to be a general agreement among employers (locally or nationally) or students of the credentials needed for massage therapists. The only generalization is that while classroom instruction is important, the number of contact hours and the time spent practicing the skills and methods is more critical to a therapist's success than the degree or certificate.

Employers in the area also stated they would be willing to assist OCC students by giving them opportunities to gain knowledge and skills in massage therapy by providing internships.

Limitations

We have identified particular parts of the results section where caution should be used in interpreting the information provided from our surveys. In addition, there are some other limitations in our design and methodology that should be considered. The types of places where massage therapists can work are quite varied. We attempted to locate as many sites as possible, including chiropractic offices, hospital settings and corporate on-site centers that provided massage therapy to their employees. Unfortunately, if massage services were not advertised, these places were not included in our Dun and Bradstreet and Yellow Pages searches for massage therapists. Employers in these locations may have differing views on some topics discussed, and the employee benefits may or may not be different as well.

Furthermore, the employer survey utilized a telephone interview which typically took 10 to 20 minutes to complete. While those employers who completed the survey were willing to talk about training requirements for massage therapy professionals, there were also individuals who refused to complete the survey because of the instrument's length. Thus, since some employers self-selected themselves out of the study, we were only able to discern and analyze the responses of those individuals who completed the survey.

In addition, the students in our sample were already enrolled in a degree or certificate program at OCC. From this sample, it is difficult to predict the general non-enrolled prospective student's interest in a massage therapy program. Overall interest in learning about massage therapy is encouraging, but these findings may not be generalizable to non-enrolled or other targeted student populations for recruiting purposes.

Why OCC?

There seems to be a few distinct advantages of the proposed program that may encourage students who are interested in massage therapy to attend OCC as opposed to other nearby programs. The first one is cost. At OCC, an in-district student would pay \$47 per credit hour. Thus, for a proposed 32 credit program, the tuition would cost \$1504 (not including fees, books, supplies, etc.). This is less than Lansing Community College's out-of-district costs (\$67 per credit) and the Health Enrichment Center's \$3400 session which also does not include books, fees and supplies.

Another advantage over proprietary schools is the transferability of credits. Students enrolled in OCC's program would be receiving quality training in massage therapy while at the same time earning college credit. This is advantageous since students have the opportunity to use the credits they earned toward another degree, if they decide to transfer to another college or change majors.

Finally, there is a legitimacy factor that appears when comparing academic institutions and trade schools. Although the Health Enrichment Center is very well respected in the field of massage therapy in southeastern Michigan, a therapist with a college degree may appear more professional to a prospective client. Therefore, the prospect of having massage therapy training from OCC may increase the perception of professionalism and qualifications of the therapist. Many employers were supportive of OCC's program for this very reason.

Conclusion

Massage therapy careers are increasing both nationally and locally. There is some disagreement about the appropriateness or the ability of a community college, which is focused more on academic learning than hands-on training, to provide the training needed for this occupation. However, academic learning can enhance a therapist's understanding of the service provided, which improves the possibility of providing a higher quality of massage therapy service. Therefore, if a program is developed at OCC, it needs to pay close attention to the structure of its clinic courses, internship experiences, and contact hours to ensure that students are well-prepared in skills and techniques for entry into the field. Many practicing therapists have expressed an interest to assist in the implementation of the program; this is a great opportunity for OCC to take advantage of their knowledge and expertise in the field.

We began this needs assessment by attempting to answer the following question: Is there a need or desire on the behalf of students and employers for the creation of a massage therapy program at Oakland Community College? The results of the surveys and literature review seem to strongly suggest that there is a need and demand for such training on behalf of both students and employers. However, it should also be noted that

this profession is presently a part-time occupation. Thus, students should be cognizant of the fact that they may still need to have other sources of income or may need to hold an additional job if they are interested in becoming massage therapists.

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Appendix A

Employer Survey

Oakland Community College
Massage Therapy Needs Assessment

Employer Survey

| |
|-----------------------------------|
| Name: _____ |
| Title: _____ |
| Name of Business: _____ |
| City and Zip Code: _____ |
| Telephone: () _____ -- _____ |

Hi, I'm calling from Oakland Community College. OCC is currently contacting organizations in southeast Michigan that may employ massage therapists because we are thinking about starting a degree program in Massage Therapy. May I speak with someone who supervises massage therapists in your company to answer a few questions for us?

(If yes, continue survey; if no, thank them for their time and discontinue survey)

1. Currently, do you provide massage therapy as a service to your clients/patients?
 - 1 ___ Yes
 - 0 ___ No (*Discontinue survey*)
 - 7 ___ Uncertain (*ask if someone else would know and talk to them; if not, discontinue survey*)

2. As what type of organization would you categorize your business? (*let employer suggest; check only 1 response that fits the best*)
 - 1 ___ Athletic Team/ Athletic Center
 - 2 ___ Beauty Salon/ Tanning Salon
 - 3 ___ Massage Therapy Clinic
 - 4 ___ Health Club/Spa (Bally's, YMCA, etc.)
 - 5 ___ Hospital/ Nursing Home/ Medical Care Facility/ Chiropractor's Office
 - 6 ___ Hotel/ Resort (Casino, Hyatt, Marriott,...)
 - 7 ___ Private Practice--Home/Office
 - 8 ___ Rehabilitation/Physical Therapy Center
 - 9 ___ Corporate Work-Site
 - 10 ___ Other (please name; try to be specific) _____

3. What is the primary purpose of the massage therapy services offered by your company?
 - 1 ___ Physical Therapy/ Rehabilitation
 - 2 ___ Relaxation/ Stress reduction
 - 3 ___ Pain Reduction
 - 4 ___ Part of an overall fitness routine/ wellness plan
 - 5 ___ Healing
 - 6 ___ Other (Please specify): _____
 - 9 ___ No Response

4. a. How many of your massage therapists are full-time employees (work 30 hours a week or more)?

- b. How many of your massage therapists are part-time employees (work less than 30 hours a week)?

5. Approximately how much do entry-level massage therapists earn in your organization? (*Let employer suggest method of reporting, try to get an hourly figure*)
- Part-time**
_____ to _____ per hourly session (fee per client), or
_____ to _____ per hour (salary/wage)
- Full-time**
_____ to _____ per hourly session (fee per client), or
_____ to _____ per hour (salary/wage)
6. Are there any opportunities for advancement in your company for massage therapists?
1 _____ Yes
0 _____ No
7 _____ Uncertain
Please explain: _____
7. In your opinion, which of the following most accurately predicts your organization's need for professional massage therapists within the next three to five years?
5 _____ Increase substantially
4 _____ Increase slightly
3 _____ Remain the same
2 _____ Decrease slightly
1 _____ Decrease substantially
7 _____ Uncertain
9 _____ No response
8. If the demand for massage therapy increases, would you be most likely to (*list options*):
1 _____ hire more massage therapists
2 _____ train other employees to provide massage therapy, or
3 _____ increase hours of or demands on currently employed Massage Therapists?
4 _____ Other (please specify): _____
7 _____ Uncertain
9 _____ No response
9. What are the minimum educational qualifications necessary for employment in your company as a massage therapist?
0 _____ No specific requirements
1 _____ Completion of some massage therapy training
2 _____ Completion of at least 500 hours of training
3 _____ Completion of at least 1000 hours of training
4 _____ Certificate
5 _____ Associate Degree
6 _____ Bachelor's Degree
7 _____ Other (please specify): _____

- j. Other alternative techniques (hydrotherapy, acupuncture, etc.).....2 109
 - k. Medical Terminology.....2 109
 - l. Philosophy, History and Trends of Massage therapy.....2 109
 - m. Swedish massage.....2 109
 - n. Sports massage2 109
 - o. Shiatsu2 109
 - p. Reflexology.....2 109
 - q. Deep Tissue Massage.....2 109
 - r. Other (please describe):
-

16. Rate the importance of the following personal skills or characteristics for massage therapists:

| | Very Important | Somewhat Important | Not Important | No Respon |
|---|-------------------|-----------------------|------------------|--------------|
| a. Communication skills..... | 2 | 1 | 0 | 9 |
| b. Ability to work as a team member | 2 | 1 | 0 | 9 |
| c. Organizational skills..... | 2 | 1 | 0 | 9 |
| d. Listening skills | 2 | 1 | 0 | 9 |
| e. Working with minimal supervision..... | 2 | 1 | 0 | 9 |
| f. Patience | 2 | 1 | 0 | 9 |
| g. Individual Initiative | 2 | 1 | 0 | 9 |
| h. High ethical standards | 2 | 1 | 0 | 9 |
| i. Other (please describe): | | | | |

17. Do you believe it would be beneficial to your organization for OCC to have a program in massage therapy?

- 1 ____ Yes
- 0 ____ No
- 7 ____ Uncertain
- 9 ____ No Opinion

Why or why not? _____

18. a. Would a certificate (30 credits) in massage therapy from OCC be an advantage or a disadvantage for a prospective employee looking for employment in your company?

- 2 ____ Advantage
- 1 ____ No Difference
- 0 ____ Disadvantage
- 9 ____ No response

b. Would an associate degree (62 credits) in massage therapy from OCC be an advantage or a disadvantage for a prospective employee looking for employment in your company?

- 2 ___ Advantage
- 1 ___ No Difference
- 0 ___ Disadvantage
- 9 ___ No response

c. Please explain your responses about the advantage or disadvantage of a certificate and an associate degree _____

19. a. Would you send current employees not trained in massage therapy to a massage therapy program at OCC to acquire the necessary training?

- 2 ___ Does not apply (*Skip to Question 20*)
- 1 ___ Yes
- 0 ___ No (*Skip to Question 20*)
- 7 ___ Uncertain (*Skip to Question 20*)

Why or why not? _____

b. Would you prefer a certificate program (30 credits) or an associate degree program (62 credits) in order to train your employees?

- 1 ___ a certificate program
- 0 ___ an associate degree program
- 4 ___ Other (Please specify): _____
- 7 ___ Uncertain
- 9 ___ No response

20. a. Would your company be interested in providing massage therapy internship opportunities for OCC students?

- 1 ___ Yes
- 0 ___ No
- 7 ___ Uncertain

b. Would you be interested in helping OCC develop a Massage Therapy program?

- 1 ___ Yes
- 0 ___ No
- 7 ___ Uncertain

21. Are there any additional comments you wish to make about a proposed massage therapy program at OCC?

Thank you for your time and assistance. We appreciate your help and believe that your responses will help influence what happens at OCC in the future. If you have any further questions, please contact the Office of Planning & Analysis at 810-471-7746.

Interviewer Signature: _____ ***Date:*** _____

Appendix B

Employer Narratives

Appendix B

Responses to Employer Survey

2. How would you categorize your business? (Responses captured as “Other”)

Holistic and Alternative Health Center
 Day Spa
 Beauty Salon
 Tanning Salon
 Therapeutic Massage
 Professional Services
 Wellness
 Fitness Studio
 Massage School

6. Are there opportunities for advancement in your company for massage therapists?

They can move up in management
 Basically due to specialist stature
 Their potential is unlimited
 Sponsor and teach workshops
 Educational and internships
 They have their own department
 Management
 If abilities are enhanced
 The more experience you have the better your opportunity to advance
 A person will advance if they build up their clientele
 Will receive more hours
 If they specialize or get advanced education
 Could set up their own practice
 More education and different areas of training
 Depends on the number of clientele
 Can advance to management positions
 Doesn't apply—self employed
 In a large clinic there is room for advancement
 Can help with teaching students and patients
 No, we are a small business
 Self employed—not applicable
 Depends whether or not they are full-time and the availability of clients
 Can teach
 With continued education

9. What are the minimum educational requirements necessary for employment?
(Responses captured as “Other”)

School not accredited, but licensed by the state
 Internship
 350 Hours of training
 Certificate
 Experience
 State Board Certified
 H.S. Diploma
 Enrolled in Massage therapy school
 300 Hours of training
 One year of study of massage therapy
 National certification
 100 Hours of training
 Depends
 10th grade education

15. Rate the importance of knowledge and/or training in the following areas:

| Skill | Very Important | Somewhat Important | Not Important |
|--|----------------|--------------------|---------------|
| Anatomy/Physiology | 90% | 9% | 1% |
| The Nervous System | 73 | 24 | 2 |
| Kinesiology/Muscle Biomechanics | 67 | 28 | 5 |
| Pathology | 40 | 47 | 13 |
| First Aid/ CPR | 52 | 40 | 8 |
| Physics—Energy and Matter | 21 | 48 | 34 |
| Physical, emotional, developmental needs of patients | 75 | 24 | 1 |
| Business Management | 41 | 46 | 13 |
| Nutrition | 47 | 49 | 4 |
| Other Alternative techniques | 28 | 38 | 34 |
| Medical terminology | 55 | 39 | 6 |
| Philosophy, History, and Trends | 54 | 36 | 10 |
| Swedish massage | 69 | 24 | 7 |
| Sports massage | 70 | 27 | 3 |
| Shiatsu | 46 | 41 | 12 |
| Reflexology | 54 | 33 | 13 |
| Deep Tissue Massage | 80 | 18 | 2 |
| Other: (Responses) | | | |

Body mechanics—how to do vigorous workout without fatigue or injury.

Physical, emotional, psychological, nutritional needs of the body
 Business acumen
 People skills; rapport; client-therapist relationship
 Muscle origin insertion; Cranial work
 Energy, Reika, Polarity therapy
 Rolfing
 Myofacial
 Introduction to all different modes of massage
 Acupressure, Aromatherapy
 Trigger point, isometric and isotonic stretching
 St. John method—neuromuscular
 Common sense
 Neuromuscular
 Light, soft, soothing massages
 Body treatments—niacin/herbal wraps

17. Would it be beneficial to your organization for OCC to have a massage therapy program?

Depends—prefer a certificate but associate's degree might be fine. But it drives the price up; people expect to be paid more for more education.
 Value—if hands on, offering internships and apprentice field work-study
 I think the professionalism, management, and state regulated course administered by OCC will establish a criteria for need.
 If done with teachers who can teach by commitment and their heart.
 To know that an educational institution will qualify a service profession to be recognized as an adjunct to health care.
 Right now, the 2 best schools are in Lapeer and Livonia.
 Depends who is teaching it.
 There are more people looking for it. Not enough accredited schools around to handle the amount of people interested.
 Other schools have a lack of handouts, should be taught by a good school like OCC.
 With a good knowledge of massage and business. Clinical work is important.
 The need for good training.
 They should stay where they are at in the massage schools.
 It should be more than 62 hours. Because when they finish they will have the necessary skills to be the best possible and doing the job the right way.
 With a university background, a massage therapist is more credible.
 This state would be putting out better educated massage therapists with a good education in anatomy and physiology.
 Have a hard time finding people who are qualified. Depending on changes in insurance, there is going to be a lot of demand for massage therapy in the future.

Supply students with alternative education other than regular massage therapy schools. A student can advance to higher degrees.

Any program to enhance education is beneficial. Need to create a standard for massage therapy.

If it was a program that really trained and turned out capable therapists. The program has to be designed to teach the essentials.

To ensure myomassologists are properly trained.

Good field to be in, with proper training.

It doesn't apply to me personally. In general, it is a good idea.

Teaching would be good. And also public knowledge—educate for alternative health.

Improve standard of therapists

No, there are already good schools: Ann Arbor Institute of Massage Therapy and Chicago School of Therapy.

There seems to be a demand all of a sudden for massage therapists.

Because then she could go back to school for her study and be more educated.

I'd hire them.

It is the way to go now.

Because of the location. P.T. is very beneficial.

Any credible organization is going to need trained people.

It would depend on the quality of the program.

It would give more recognition to the programs already in existence. Plus it would be good to have something in Oakland County to get people up to speed.

If you can train them, we'll hire them. We're always looking for good massage therapists. It seems like all the good massage therapy schools are out on the west coast.

I would like the state of massage therapy to be elevated in Michigan—OCC could do it.

The closest is Lapeer. A school nearby would be good.

If it was structured correctly. All components are necessary—clinical, classroom, and business classes.

The demand for massage therapists is strong. Ann Arbor's school has 2 programs starting per year \$5500 per session—30 to 40 students in each class.

Other schools have the necessary classes. Not at this time.

The outlet would be more noticeable. I feel we have a lot of good schools in the area.

There aren't too many good schools available.

Massage therapists are needed. People will always need massage therapy care.

To open up knowledge and training of massage therapy.

Lapeer is the closest one to us. It would be nice to have a program closer to Southfield.

The more massage therapy is taught will cause a greater increase in knowledge for massage therapists.

Accreditation is very important.

Massage therapy is important for recovery.
 School is managed well; asset to industry if done seriously, good staff maintained.
 The school I attended is in Lapeer, which is closer than other schools. If I was to hire anyone they would probably come from the school in Lapeer.
 To get more trained and licensed massage therapists.
 Awesome, great field to get into. The more people entering the field the better.
 It will be a different approach—too much classroom. Massage therapists don't need a degree now, but would be good in the future.

18. Would a (a) Certificate/ (b) Associate degree be an advantage or a disadvantage for a prospective employee? Please explain.

A year would be a proper amount of training in massage therapy. If a person gets an associate's degree, they take the liberal arts classes, too, and would be more of a well-rounded person, which is fine. But we want to keep the price down.
 A well rounded involved training.
 Professionalism. I feel the seriousness of intent, & determination of a professional status.
 Formal knowledge in this arena is imperative as this arena in health grows.
 The more knowledge the better.
 Anything behind your credit would be an advantage, from a reputable source.
 A two year program would be a good basis for a successful program –providing adequate hands on work as well as classroom hours.
 One year program should be enough time to teach classroom and hands on techniques.
 An option for a certificate for entry level, an associate degree for higher learning.
 Policing of this profession is needed to keep the standards at a high level.
 With enough hands on work. Need a good working knowledge of sciences as well as massage training and business courses.
 The need for a lot of clinical hands on training is of utmost importance, a class in anatomy would be good. Took one at Chicago Chiropractic School and it was extremely helpful. Maybe in conjunction with a med. school here in Michigan.
 When charging that much money you should have more hours.
 Advantage—to learn about body structure, flexology, etc.
 A person would know how to massage better with training of at least 30 credit hours.
 College training should be the minimum requirement.
 Both would have benefits but it would depend on what is included in the program.
 Massage therapy is a manual type of skill where experience is more important than classroom education. 30 more credit hour of school won't necessarily make you a better massage therapist. Once you have the basics, more classroom time won't make that much difference.
 Won't get enough hands-on hours with the certificate program.

I would hire someone with an associate's over someone with just a certificate.
 The more education the better. Plus, they'd get paid more.
 At least an associate degree would lend respect—enough knowledge to massage therapy. Concern is about contact hours. Students need as much as possible.
 A certificate is not enough training for a professional. Would be fine for a hobbyist. If the associate degree were a well planned program it would be advantageous.
 Perhaps. If the program was structured so students would really learn techniques.
 Again—depends on personal ability and talent.
 To prepare myomassologists for their career.
 If the program addressed all the needs of massage therapy. The psychological aspect is very important.
 The need for a respectable program that properly trains massage therapists through an associate but not a certificate.
 Getting amount of experience. can't do it all in 30 credits and pass certification exams. In order to be insured, you need the hours.
 If all the ingredients are in that degree as listed above.
 The more a person knows the wider the job market—needs to be certified just like a hairdresser.
 The more hours the better.
 The more training one has the better.
 We're not just a massage company; we are physical therapy as well.
 Like I say, I just rent out space.
 I know that OCC has high standards.
 Need more than 62 credit hours.
 OCC would teach more about anatomy, physiology, and physics. Other massage therapy schools in Michigan just gloss over it. The anatomy is very superficial.
 If it's exclusively massage, then it's an advantage. The better prepared you are, the better it is.
 30 hours is not enough class time to become a good massage therapist. An associate's degree would give the student enough classroom and clinical hours to actually do massages.
 Certificate may not be enough. Associate degree would be in depth program depending on how it was structured. Students must get enough clinical classroom and business knowledge.
 Two years is too long. Certificate won't give enough knowledge. They'd get minimum knowledge and experience.
 A comprehensive program for massage therapists would be good. As long as the program has all necessary components including hands-on work. Clinical aspect of actual massage training is very important.
 Employee—part-time—certificate.
 The therapist can continue to study in preventive medicine.
 The further your education the better.
 Many people would like to start work after 1 year of training.

The individual will obtain the knowledge needed in the areas mentioned in question 15.
 Education is knowledge.
 Extended knowledge; also, hands-on experience is very important which I feel isn't always taught enough in the extended programs.
 It's important to complete courses at a good school that teaches the various techniques and methods.
 They've taken the time and put in the effort to obtain the education. Shows that they are serious.
 The more you know, the more you can expand and become more marketable.
 Need for degree program in future is okay. Community College won't be able to teach body work—they would have mostly classroom work and the therapists would not learn enough hands-on.

19. Send current employees not trained in massage therapy to OCC? Why or why not?

Doesn't apply—only ones that aren't trained are the receptionists.
 OCC has a reputation I respect.
 I'll have to find out a little more information on the program first, before I would even consider it.
 Currently, therapists are independent contractors.
 Because knowledge will enhance this health service as a viable profession of care.
 No, there are ample trained people.
 Would need prior education from a massage school.
 To get more experience.
 If I know more about it.
 We wouldn't hire anyone not trained in massage therapy in the first place but if someone needed more education we'd send them to OCC. Why not?
 Cost-wise it would be more effective than a public school. Also would get a broader range of instructors.
 As long as the training was transferable to a state required amount of hours and 100 clinical hours.
 Qualifications—important
 It depends on how good the curriculum is.
 I would have to know more about the program. A little more knowledge.
 If I looked over the program and saw what was offered.
 We can't employ anyone without the training.
 I send them to a reputable school that I'm familiar with.
 Have to find out more about the program.
 If we had a facialist or someone else that wanted to become a massage therapist we would train them ourselves.
 If the program meets the criteria of programs from licensed states such as Florida.
 I understand that OCC is first class—it's triple A (I'm a proud OCC student.)
 There may be courses available that will be beneficial.
 It depends on the qualifications of the instructors.

I would need to know more about the program.
 I have no problem sending students to OCC to take classes they need.
 It's local.
 I would have to know what the program offers first, before I decide.
 It's better to have educated people.

21. Additional comments about a proposed massage therapy program at OCC?

I hope it all comes together.
 Health Enrichment recently joined with Sienna Heights to become a degree program for massage therapists. I would like to become involved at OCC, with my experience and knowledge, teaching or combined with my school.
 The more elective courses you take, the more opportunities you'll have to do different types of massage.
 It's important who is teaching the course. That's why I started my school.
 Mr. Bidol is excellent in anatomy and physiology and the school should consider him.
 I have people you might want to call: Terrie Hirth, president of AMTA, 313-663-9964. Also, I have a Master degree if you need instructors, I'd be willing to help.
 Very interested!
 I am very anxious for the development of the massage therapy program opening at OCC. I would like to be considered as a possible candidate to teach classes.
 I would be very interested in teaching a class at OCC as a massage therapist. I am licensed.
 Advertising to include all outline areas; word gets around if the program is available.
 Homeopathy should also be included.
 I think it's important for the medical profession. Massage therapy many times is more beneficial than physical therapy.
 Business knowledge is very important. Need guidance in starting out—business cards, brochures, how to market themselves.
 Knowledge of business is imperative. Most massage therapists are self-employed contractors and need to know business aspects. Also, I'm very interested in teaching.
 Business end is important. Students come out of school thinking they can make a future—they need to understand how it really works. A business marketing program and a minimum of 100 to 150 logged hours of massage as part of program.
 The quality of education will give massage therapy credibility.
 OCC's niche should be more medically massage oriented. Physical therapy doesn't address things like back pain. This is where a massage therapist well trained in manipulation would come in. I am an OCC alum, and very interested in helping with the program.

Massage therapy is a very hard profession to get into. It's a very physical profession—you have to get good trainers to teach students correctly. Also, should get some input from massage therapy schools in California and on the west coast.

Make sure that the therapists in the program have a similar touch as an expert massage therapist. A person can know all the techniques in the world but if it doesn't feel good to the client what's the point?

I think it's a good focus.

Associate degree should be the minimum degree given out.

Call me for anything or any question OCC might have. I wish you luck on the massage therapy program.

If you need any help, I'll be there to help. Call me anytime.

Make sure they are certified just like hairdressers. Go to the Board.

There is no state law required in Michigan. A 2 year program would be efficient.

Call the school in Ann Arbor; 313-677-0030. They could give you help in setting up the program.

This program is long overdue.

More focus on massage rather than polarization or energy.

I'm happy it's being done—for credibility and professionalism

Pro clinical aspect. Very important to have a respectable program. A program that gives respect to the level of training. There are so many "schools" that are not really thorough. There are a lot of massage therapists who are not really qualified. The importance of having clinical as well as classroom experience is essential.

I have a Master's degree in psychology as well as being a massage therapist. I would be very interested in teaching.

A call to Irene's School of Massage Therapy may be helpful in determining OCC's needs for a program.

It is a good idea if the program was well structured and had all the components to turn out capable massage therapists.

The need for clinical work is very important. Community college usually provide classroom instruction, but not enough hands on. If OCC were to partner with a trade school that provides hands on experience, it may be a better program. The stress is on hands-on experience, although classroom instruction is very important.

Students are exposed to basic massage techniques, and not learning ethics, business skills. "Fundamentals of Massage" text by Mosely is most comprehensive. There is a need to raise the educational standards. Need lots of contact hours. Too many massage therapists know only basic techniques and are not taught ethics, communication skills, and other things needed to be a good massage therapist.

I hope OCC contacts me. I would be honored to help out in any way possible.

I think it's excellent.

In the next 20 years, "Energy Healing" is going to be in the forefront of holistic healing. Also, I would really like to help get the program started.

I would be interested in teaching at OCC.

Focus on hands-on type of massage. Massage therapy is a physical skill.

OCC should have a variety of instructors that have been to different schools. This would provide different massage techniques. Also, include business and tax classes. I would like to know about requirements to be hired as an instructor.

I can't think of anything other than the schooling should be more rigid. I received training in Frankfurt, Germany and have 30 years experience. I am very interested in teaching massage therapy for OCC.

I would like to receive an associate degree through a community college.

Set-up, requirements, likes and dislikes, money aspect, curriculum.

What would that entail—a certificate not requiring state board.

I think it would be a very good idea to do that. It's very important to people these days to complete a massage therapy program in college, rather than other programs.

I feel that it's a great way for people to get the knowledge and hands on experience and you can call if you need any help with getting this program off to a great start. And I would like to see students taking an internship with my company. I am very very interested.

As long as the girls are beautiful and have a perky attitude, we will train them.

The students who do wish to take an internship will more than likely have a problem because you have to be insured. If not, they're liable for whatever might happen. And employers ask that you do work long hours.

A course in anatomy with a cadaver. Lansing community college has a 2 year massage therapy program now.

There is a need for licensing in Michigan. So the respect will be there for serious massage therapists and will stand apart from the "sleazy" business that advertise massage.

I am a student at OCC Highland Lakes and Auburn Hills; I think OCC would be a good school for massage therapy. The need for solid classroom work, complete with hands on time actually learning techniques.

It is a good idea.

It's very important that a massage therapist conduct the classes that are clinical, combined with the regular teaching staff for classroom work would be a good balance. The need for a massage therapist to lead the program is the only way the student's will get a really beneficial learning experience.

Add moral as well as ethical standards.

I look forward to actively becoming involved in a forum that the needs to regulate establish and identify is finally recognized.

Herbs, homeopathic, to open the arena of therapy.

Being a business offering service, well needed field; however, regulation is imperative. Myomassologists will discourage unlawful and unprofessional candidates with other agendas.

I would like to see diversity; program targeting knowledge and ability to and for treatment.

If OCC is thinking about starting a new degree program in massage therapy, it better offer more than a massage therapy school would. If not, why would I even consider the program?

Please send me information on classes when you do decide to start them.

I would like to help. I think hospitals are a great place to make a new start in massage therapy for the physical therapy department.

The variety of places that you call could skew the results. Typically, hotels and beauty salons use independent contractors.

Appendix C

Employer List

Appendix C

Employer List

| Company Name | Address | Person Contacted | Telephone Number | Provide Internship | Assist OCC |
|--|-----------------------------|----------------------------------|------------------|--------------------|------------|
| 1. American Therapeutic Massage | Farmington 48334 | Peter Gabel Owner | 810-851-3700 | Y | Y |
| 2. Massage Therapy of Rochester | Rochester 48307 | Kathy Mossoian MT/Owner | 810-651-5536 | Y | Y |
| 3. Rosemond Chiropractic Health Center | Detroit 48227 | Barbara Rosemond Owner | 313-837-9355 | Y | Y |
| 4. Sierra Kazer Key | Ann Arbor 48103 | Sierra Kazer Key, Owner | 313-995-3355 | Y | Y |
| 5. Magic Touch Beauty and Health Spa | | Mel & Nicole Tozer Manager | 810-293-3400 | N | N |
| 6. Fran Coy's Salon | Ann Arbor 48103 | John Owner | 313-665-7207 | Y | Y |
| 7. Human Awareness Development Service | Ann Arbor 48105 | Peter J. Baker Myomassologist | 313-665-8863 | Y | Y |
| 8. Twin Lakes Associates, Inc. | White Lake 48386 | Bruce Wolford Owner | 810-698-4876 | Y | Y |
| 9. Being In Touch | | Sharada MT/Owner | 810-716-0777 | Y | Y |
| 10. Body Awareness Center | Lathrup Village 48076 | Judy Griffus MT/Owner | 810-559-8503 | Y | Y |
| 11. A Therapeutic Touch | Royal Oak 48067 | Marilyn Rafko Myomassologist | 810-542-3390 | Uncertain | Y |
| 12. Nails & Necessities | Sterling Hts | Katherine MT | 810-978-2002 | Y | Y |
| 13. Holistic Health Center | Warren 48089 | Charlotte Irwin | 810-268-5444 | Y | Y |
| 14. Health Choice Whole Body | Fenton 48430 | Marie Mosley Independent | 810-750-1007 | Uncertain | Y |
| 15. Clarkston Massage Therapy | Clarkston | Ruth Ratcliff Owner | 810-620-9206 | Y | Y |
| 16. CMI Tennis Club | Southfield | David Nahabetian MT | 810-350-0508 | N/A | Y |
| 17. Muscular Therapy Clinic | Ann Arbor | Katherine Merit Owner | 313-282-4873 | Y | Y |
| 18. Inner Balance Body Therapies | Detroit 48228 | Cindy Green MT | 313-212-7521 | Uncertain | Y |
| 19. Oasis Health Spa | Center Line 48015 | Mike Wesley Manager | 810-756-7000 | Y | Y |
| 20. Janine Adams Skin Care | Southfield 48076 | Fay Lybeck Owner | 810-552-9450 | Y | Y |
| 21. Bently & Perrault Massage | Ann Arbor 48103 | Carole Perrault MT | 313-930-0352 | Uncertain | Y |

| | | | | | |
|---|---------------------------|--------------------------------------|--------------|-----------|-----------|
| 22. Sun Oasis Tanning | Rochester 48307 | Christy Sugg Owner | 810-371-0088 | Y | Y |
| 23. Therapeutic Massage | Carleton 48117 | Marge MT | 313-654-9161 | Uncertain | Y |
| 24. Paul Anthony Massage | Clinton Twp 48038 | Paul Anthony MT | 810-939-1321 | Y | Uncertain |
| 25. Wiete Liebner | Ann Arbor 48103 | Wiete Liebner MT | 313-662-4765 | Y | Y |
| 26. Dol-Vando Skin Care and Day Spa | Bloomfield Hills 48302 | Jason Morris MT | 810-334-0510 | Uncertain | Uncertain |
| 27. Hands On Center for Physical Therapy | Plymouth 48170 | Bob Schoemaker Physical Therapist | 313-455-8370 | Y | Uncertain |
| 28. Massageworks, Inc. | Ann Arbor 48103 | Susan Chastain MT/ Owner | 313-426-3766 | Y | Y |
| 29. Advanced Energy Healing Institute/ Healthstyles | Royal Oak 48067 | Dr. Kathryn Grace, N.D. Owner | 810-545-7626 | Y | Y |
| 30. Fordyce Certified Massage | Northville | Beth Fordyce Office Manager | 810-347-8830 | Y | Y |
| 31. Pro Therapeutic | Ann Arbor | Audrey Simon Owner | 313-741-9706 | N | Y |
| 32. Charisma Salon | Livonia 48152 | Lia Asztalos Owner | 313-464-8686 | Uncertain | Uncertain |
| 33. Touch of Life | Troy 48083 | Viva Still Owner | 810-740-7677 | Uncertain | N |
| 34. Safe Therapeutic Touch | Sterling Hts | Steve Serra MT | 810-247-3929 | Y | Y |
| 35. Bodywise Therapeutic Massage | Ann Arbor 48103 | Terry Hirth Owner | 313-663-9964 | Y | Y |
| 36. Parker Clinic of Massage | Rochester | Jerry Slutz Owner | 810-608-8888 | Y | Y |
| 37. Fergerson's Therapeutic Massage | Oak Park 48237 | Mrs. Fergerson Owner | 810-968-4111 | N | N |
| 38. Hands On | Brighton 48116 | Karen Kazyak Owner | 810-227-7644 | Uncertain | Y |
| 39. A Healing Art | Pinckney 48169 | Mary Bonner Owner | 313-878-1022 | N | Y |
| 40. Ultimate Health Systems | Taylor 48180 | Eileen Delassandro MT/Owner | 313-292-4300 | Y | Y |
| 41. Advanced Health | Rochester 48307 | Larry Binkowski Owner | 810-651-4993 | Uncertain | Y |
| 42. Rochester Massage Therapy | Rochester 48307 | Maren Corby Owner | 810-650-3555 | Y | Y |
| 43. Mirage | Ann Arbor | Donna Pemmitt Neuro-MT | 313-655-2882 | Uncertain | Uncertain |
| 44. Therapeutic Massage by Don | Riverview 48192 | Don Decieco MT | 313-284-6159 | Uncertain | N |
| 45. Stacey Aksman | Ann Arbor | Nancy MT | 313-971-2923 | N | Uncertain |
| 46. Nina Howard Healing | | Nina Howard MT | | Uncertain | N |

| | | | | | |
|---|------------------------------|-------------------------------------|------------------------|-----------|-----------|
| 47. CSRS Massage Therapy, Inc. | 48390 | Conney Rowe Owner | 810-669-6345 | Y | Y |
| 48. Personal Touch Hair Spa | Waterford 48329 | Emily Reynolds | 810-674-2930 | Y | Y |
| 49. Massage Therapist | Waterford 48328 | Kenneth Lawson Owner | 810-674-1747 | Y | Y |
| 50. Far East Sauna, Inc. | Inkster 48141 | Pam Massage Tech. | 313-565-1172 | N | N |
| 51. Victoria's Studio and Day Spa | Port Huron | Vicki Burdo Owner | 810-982-0222 | Y | N |
| 52. Body Works Fitness Studio | Ann Arbor 48104 | Laitha Owner | 313-662-1572 | Uncertain | N |
| 53. Cooper and Associates | Farmington Hills | Jackie Office Manager | 810-851-7050 | N | Y |
| 54. Troy Center for Massage Therapy | Troy 48098 | Susan McIntosh Owner | 810-524-0975 | Y | Y |
| 55. Advanced Neuro Therapy of Michigan | Dearborn Hts 48185 | Margaret Selcock Owner | 313-525-0051 | Y | Uncertain |
| 56. Able Body Able Mind | Bloomfield Hills 48304 | Trisha Stock Owner | 810-332-1133 | Uncertain | Uncertain |
| 57. Tamara Institute of Beauty | Farmington Hills 48334 | Gabriel Heller Manager | 810-855-0474 | N | Uncertain |
| 58. Franklin Racquet Club | Southfield 48034 | Jeff Watson MT | 810-352-8000 ext.61 | Uncertain | Y |
| 59. Amero-Euro Therapy | St. Clair Shores 48081 | Walter Lebieski Owner | 810-778-3409 | N | Y |
| 60. Slender You Tone & Tan | Washington 48095 | Ruth Bohm MT/ Owner | 810-752-5440 | Y | N |
| 61. Birmingham NeoMuscular Clinic | Birmingham 48009 | Nancy Svetcos- Townsend Owner | 810-642-6789 | Uncertain | Y |
| 62. Aero Massage | Ypsilanti 48197 | Michael Boyle | 313-434-3242 | N | Y |
| 63. Professional Massage Therapy Group | Lambertville 48144 | Michael Gerber Owner | 313-854-2441 | Uncertain | Y |
| 64. Janet Crump-Professional Massage Therapy | Roseville 48066 | Janet Crump, Myomassologist | 810-774-5518 | Y | Y |
| 65. Janet Smith Massage | Allen Park 48101 | Carol Vsolesak Receptionist | 313-388-2577 | Uncertain | Uncertain |
| 66. Massage Therapy for Health | South Lyon 48178 | Renee Owner | 810-437-7155 | N | Y |
| 67. Michigan Institute of Myomassology | Southfield 48075 | Dennis Scheffler Administrator | 810-443-1669 | Y | Y |
| 68. Mind and Body Tranquillity | Ortonville 48462 | Nancy Bell Owner | 810-627-5744 | Y | N |
| 69. Tremont's Salon and Spa, Inc. | Troy 48084 | Phyllis Fumontine President | 810-362-2830 | Uncertain | Y |
| 70. My Signature Salon | Rochester Hills 48307 | Pat Fry MT/Hair stylist | 810-852-5215 | Y | Y |

| | | | | | |
|--|------------------------------|--------------------------------|--------------|-----------|-----------|
| 71. Therapeutic Massage by Hands | Clio 48420 | Annette Miller Owner | 810-686-6500 | Y | Y |
| 72. Charisma Hair/Skin | Ann Arbor 48104 | Johanna Owner | 313-995-0804 | N | N |
| 73. Massage Therapy Clinic | Davidson 48423 | Judith Barber Owner | 810-793-2343 | N | N |
| 74. Malibu Tan | Troy 48098 | Sherri Johnston MT/ Owner | 810-689-4747 | Y | Y |
| 75. Holistic Health Care Center | Detroit 48208 | Leno Ja'Xon Dr. Of MT | 313-872-0332 | Y | Y |
| 76. Therapeutic Alternative | Kimbell 48074 | Bonnie | 810-982-2285 | Y | Y |
| 77. Something Different | | Debbie Owner | 810-627-3207 | Y | Y |
| 78. Therapeutic Massage, Inc. | St. Clair Shores 48081 | Margaret Graham Pres./Owner | 810-777-5060 | Y | Y |
| 79. Body Work of Macomb | Macomb 48044 | Nancy Marell Owner | 810-228-6465 | Y | Y |
| 80. Wellness Images | Rochester 48307 | Elizabeth Eckert Owner | 810-852-2272 | Y | Y |
| 81. Linda Bloom/Massage Therapy | Dearborn 48124 | Linda Bloom Owner | 810-561-2199 | Uncertain | Uncertain |
| 82. Ms. Duane Karr & Assoc. Massage Therapy | Milford 48381 | Duane Karr Owner | | Y | Y |
| 83. Ann Arbor Institute of Massage Therapy | Ann Arbor 48108 | Jacelyn Granger Owner | 313-677-4430 | N | N |
| 84. Franklin Health Club | Southfield 48034 | Jerry Marchand | 810-352-8000 | N | N |
| 85. Rebecca's Massage Therapy | Waterford 48237 | Rebecca Aninos Owner | 810-363-7433 | Uncertain | Uncertain |
| 86. Mira Linder Spa in the City | Southfield 48034 | Jennifer Zawaski MT | 810-356-5810 | Uncertain | Uncertain |
| 87. Stressage, Inc. | | Meida Ollivierra | 313-864-8355 | Y | Y |
| 88. Birmingham Massage Therapy | Birmingham 48009 | Virginia Drovin Owner | 810-642-2080 | Y | Y |
| 89. Total Phases by Daniel | Rochester 48306 | Darlene Asam Owner | 810-656-8608 | N | N |

Appendix D

Student Survey

Oakland Community College
Massage Therapy Needs Assessment

STUDENT SURVEY

February, 1997

Social Security Number: _____
 Name: _____
 Phone: _____

Hi, I'm calling from Oakland Community College. OCC is considering introducing a certificate and/or associate degree program for massage therapy. We are currently contacting students who are or have been in programs at OCC in related fields to determine the level of interest in this kind of training. Would you be willing to answer a few questions for us?

(If yes, continue survey; if no, thank them for their time and discontinue survey)

1. What is/was your major program of study at OCC?
 - 1 ___ Exercise Science and Technology
 - 2 ___ Nursing (any level)
 - 3 ___ Nursing Applicant
 - 4 ___ Gerontology
 - 5 ___ Pre-physical Therapy Assistant
 - 9 ___ Other _____

2. Are you taking classes at OCC this semester?
 - 1 ___ Yes (*Go to Question 3a*)
 - 2 ___ No (*Go to Question 3b*)

- 3a. What are your plans after completion of coursework at OCC?
 - 1 ___ Transfer to a four-year institution
 - 2 ___ Find new employment
 - 3 ___ Return to past or present job
 - 4 ___ Go into business for myself
 - 5 ___ Other _____

(Skip to Question 4)

- 3b. Now that you have completed your coursework, what are your plans?
 - 1 ___ Transfer to a four-year institution
 - 2 ___ Find new employment
 - 3 ___ Return to past or present job
 - 4 ___ Go into business for myself
 - 5 ___ Other _____

4. Are you currently employed?
 - 1 ___ Yes, Full-time
 - 2 ___ Yes, Part-time
 - 3 ___ No, Seeking employment (*Skip to Question 6*)
 - 4 ___ No, Not seeking employment (*Skip to Question 6*)

5. What is the most accurate title or description of your current position?

6. OCC is considering creating a massage therapy program for individuals interested in a career in massage as therapeutic care. Massage is becoming an important skill for those in related health care. If given the opportunity, would you or would you not be interested in learning about massage therapy or in developing massage therapy skills?

- 1 Yes
 2 No (*Skip to Question 10*)
 7 Uncertain
 9 No response

7. Which course of study would you be most likely to register if given the opportunity at OCC?

- 1 Courses in Massage Therapy only/no degree
 2 A Certificate in Massage Therapy
 3 An Associate Degree in Massage Therapy
 4 A program geared toward transferring to a four-year institution in Allied Health, Health Management, etc.
 5 Other (please specify): _____
 7 Uncertain

8. Would you be very interested, interested, or not interested in taking courses related to massage therapy in any of the following areas if the credits would count or would have counted as part of your most recent coursework at OCC?

| | Very Interested | Interested | Not Interested | Uncertain |
|--|--------------------|------------|-------------------|-----------|
| a. Basic massage techniques..... | 2 | 1 | 0 | 7 |
| b. Structural Bodywork (e.g. sports massage)..... | 2 | 1 | 0 | 7 |
| c. Relaxation..... | 2 | 1 | 0 | 7 |
| d. Energy based bodywork (e.g.. Shiatsu) | 2 | 1 | 0 | 7 |
| e. Pain reduction techniques..... | 2 | 1 | 0 | 7 |
| f. Philosophy, history, & trends..... | 2 | 1 | 0 | 7 |
| g. Knowledge of Muscle Functions / Biomechanics .. | 2 | 1 | 0 | 7 |
| h. Knowledge of Nervous System..... | 2 | 1 | 0 | 7 |
| I. Issues/ Problems of the profession..... | 2 | 1 | 0 | 7 |
| j. Stress management..... | 2 | 1 | 0 | 7 |
| k. Business and Operation of a clinic..... | 2 | 1 | 0 | 7 |

9. a. How should massage therapy courses be structured at OCC? (*Read responses*)

- 1 Short term intensive courses 0 Full term courses 9 No Opinion
 2 Other _____

b. When would be the most appropriate time of the week to schedule massage therapy classes at OCC?

- 1 During the week 0 On the weekend 9 No Opinion
 2 Other _____

c. What time of the day should OCC offer massage therapy courses?

- 1 Morning 2 Afternoon 3 Evening 9 No Opinion
 4 Other _____

10. In your opinion, do you think massage therapy coursework and/or training would have been or could be an important addition to your program at OCC?

- 1 Yes
- 0 No
- 7 Uncertain
- 9 No Response

Why or why not?

11. Do you think massage therapy coursework and training would benefit you in your present and/or future career?
(If answers are different between present and future benefits, please note their responses)

- 1 Yes
- 0 No
- 7 Uncertain
- 9 No Response

Why or why not?

12. Do you have any comments or questions about the proposed Massage Therapy program at OCC?

"Thank you very much for your time and assistance. We sincerely appreciate your help."

Interviewer Signature: _____ Date: _____

Appendix E

Student Narratives

Appendix E

Responses to Student Survey

1. Major Program of Study?

Pre-nursing
 Liberal Arts
 Mental Health/Sociology
 Pre-pharmacy
 Psychology
 Physical Education
 Business
 German
 Children's psychology

3a. Plans after completion of coursework?

Continue education
 I have transferred to Wayne State
 Go into hospital program for x-ray technology
 Continue in nursing, keep working and decide on specialty
 Go to Macomb C.C. for PTA then on to P.T.
 Either start work or go to a four-year program
 Grad studies
 Go to nursing school
 Job placement in nursing
 Undecided
 Start CPN program
 Computer aided design
 Continue into surgical care
 Attending school in England

3b. Completed coursework, what are your plans?

Continue education
 Continue nursing education
 Have my baby, then return to work
 Didn't complete coursework, coming back to OCC perhaps for Spring term
 Come back to OCC for the nursing program
 Get Associate degree in some type of medical field
 Coming back to OCC to continue classes
 Finish prerequisites

Waiting for nursing program to start
 I'm in nursing school at U of D
 Get a masters degree
 I've been off work for a few years, not sure
 Taking break this semester, return in Fall
 Return in Spring
 Taking classes at Wayne County Community College—then I plan to transfer and
 take classes to become an RN

5. Title or description of your current position?

Senior physical therapy aide
 Patient care advocate
 Medical receptionist
 Cashier
 Nursing assistant
 Sales person
 Customer service
 Direct care worker
 Medical assistant
 Direct care worker
 Real Estate agent
 Child care giver
 Dental assistant
 Waitress
 Technician
 Staff nurse
 Paramedic
 Direct care assistant
 Secretary
 Nurse technician
 Kitchen helper
 Student nurse technician
 Management assistant
 Office manager
 Coordinator of Physical therapy department
 Child care worker
 Maintenance
 Medical receptionist
 Staff RN
 Catering
 Stock boy
 Optician
 Clean house
 Direct care provider

Foreign exchange accounting associate
 Cosmetologist
 Parts laborer
 Regional manager
 Nurse technician
 Fitness instructor
 Bar maid
 Clerk
 Emergency Room technician
 Radiology registration clerk
 Case manager
 Waitress
 Self employed
 Chiropractor assistant
 Service consultant
 LPN
 Data Entry
 Bookkeeping
 Bartender
 Peer counselor
 Administrative assistant
 Residential instructor

7. Course of study would register for?

Physical therapy
 Pursue nursing along with a certificate in massage therapy

8. Interested in taking courses related to massage therapy in these areas?

| Areas of Interest (n) | Not Interested | Interested | Very Interested |
|-----------------------------------|----------------|------------|-----------------|
| Biomechanics (110) | 10% | 49% | 38% |
| Business operation (110) | 23 | 50 | 23 |
| Energy based bodywork (109) | 13 | 51 | 24 |
| Issues/Problems (110) | 19 | 53 | 22 |
| Nervous System (110) | 10 | 53 | 35 |
| Pain Reduction (110) | 3 | 36 | 57 |
| Philosophy, history, trends (110) | 26 | 59 | 10 |
| Relaxation (110) | 4 | 46 | 47 |
| Stress Management (110) | 9 | 36 | 54 |
| Structural bodywork (110) | 11 | 49 | 31 |
| Basic Massage Techniques (110) | 1 | 58 | 35 |

- 9a. Structure of massage therapy courses?
 Combination of short-term and long-term classes
 Part-time classes
- 9b. Appropriate time for courses?
 During the week, in the evening
 All times
 Both
 Week and weekend
- 9c. Time of day for classes?
 Morning and evening
 Afternoon and evening
 Couple of times a day
 Morning and afternoon
 All times
 Anytime
 It should vary
10. Important addition to your program?
 To learn more
 Will enhance the course of study
 Yes, so that my knowledge will increase
 I will not have any use of massage therapy.
 I'm not sure for a nurse how valuable massage therapy would be.
 I know it is used extensively in hospitals
 I've heard that massage therapists make good money
 To help learn about stress management and relieving pain
 It would be helpful in teaching information that may be helpful in dealing with patients.
 I haven't really thought about it
 It would help me as a nurse treat patients.
 Sounds interesting
 I'm interested in various treatments that are available in medicine
 I think it is a good program and is beneficial in helping patients overcome their pain.
 I don't see any benefit in massage therapy.
 Because it's in the medical field which is expanding
 I will not be using massage therapy as a nurse
 To relax all muscles and to relieve tension
 I feel that I'll be able to help patients relax
 It addresses the whole person. It is also important to know proper ways of touching patients so that no harm is done.

I'm not sure
Because I have an interest in it
I just want to stay with pre-nursing
My patients need it
Because it's popular in the medical field
It would help me in my career.
It could be part of the nursing program.
I think it is an important part of the health care program that is neglected at OCC.
Stress management and relaxation techniques would be helpful in nursing.
I work in massage in my country.
I heard that it has become very popular.
Would enhance my ability to help patients, according to their specific needs.
In nursing, relaxation and stress management.
It has lots to do with the medical field. Many patients will benefit
I will learn new methods in patient care.
I feel that massage therapy should be made available to increase the varieties
available in other programs.
It could benefit me by increasing my knowledge.
I know massages are becoming a big trend in the health field.
I feel massage therapy is an important part of the health field.
I would like to enter the physical therapy program and I feel that learning massage
therapy will better my chances.
I don't know enough about massage therapy course work to decide if it would be
an important addition to my program.
I was at OCC to take a few classes, and then I transferred.
I think a lot of healing is done through touching.
Massage therapy will help me treat patients, and I am interested in the program.
In the pre-physical therapy assistant program there is a lot of hands on care used
in the treatment of patients.
I feel that massage therapy are extra classes that I don't need to get my degree.
It pertains to my nursing degree.
As a nurse, massage therapy will help me to relieve the patient's pain.
No, paralegal is my new major.
I'll be in an alternative field if I'm not accepted into the program that I'm going to
apply to.
Massage is used a lot in nursing.
I do not think it is necessary.
Because it would help with the healing after patient goes home. Patients would
know that they have an alternative to using drugs for pain reduction.
I think that anything related to the health field is helpful.
Because it will help with physical therapy.
I think physical therapy would be better than massage therapy.
It would help with patient care. Kind of like the difference between a doctor and a
chiropractor—they think that cracking certain bones is better than medication.
I take enough courses now.

We give people too many pills for aches and pain.
 I find it interesting and it goes hand in hand with my job.
 I like it.
 I'm into business classes now.
 I think that any therapeutic knowledge is helpful in nursing and healing.
 Nurses are put under a lot of stress; the massage therapy will help a lot.
 Being in the field, it does work in conjunction with other techniques to relieve stress and pain.
 It all has to do with the medical field and body.
 I was thinking about going into the physical therapy aspect of psychology.
 I have been around it and I don't believe in it.
 It might be important because of the techniques.
 It is something people really don't take seriously.
 I need more knowledge about this—don't know where it would fit into the medical area. When you're an RN you don't have a lot of time to give massages.
 There's a long wait to get into the nursing program, so I could do this in the meantime.
 I work with patients that are bed-ridden.
 We learned some about it.
 I don't think it's necessary—we were taught basic massage techniques.
 No, it would be too hard on my hands.
 It helps mental, emotional problems.
 It expands knowledge.
 It's just an opportunity for additional training.
 They kind of stress it anyway in the nursing classes. A class in touch therapy would be good. It's important when giving a patient a bath.
 It's not a science and nurses don't have time.
 I feel massage therapy would be a good tie in with gerontology.
 There isn't time for more classes.
 I get body massages and know the benefits. As a physical therapist, I could adapt these techniques.
 We only got a minimal amount of this in the nursing classes—they encouraged it but only gave a few examples.

11. Benefit you in your career?

Because I am making changes in my future career.
 I can't imagine it would hurt any.
 More than likely.
 If I decide to work with older patients, maybe.
 It could enhance my knowledge in working with people.
 I don't know enough about it.
 Same as my answer in question 10.
 Nurses aren't involved in providing massage therapy.

I feel it's important to provide patients with emotional and physical treatments.
 I can help patients relax and it will reduce their pain.
 I'm fitness oriented, so massage therapy is important to me.
 Maybe in 8 years, but not in the near future.
 The benefit will depend on the area of nursing I'll enter.
 I'm not planning on having a career that involves massage therapy.
 Not at this time, because I would like to enter criminal justice.
 More experience.
 By having more knowledge, I'll be able to do my job better.
 There are no benefits.
 It is important in the health field.
 I work with a lot of patients that have stress and pain.
 It would help me make patients feel better.
 I feel that medicine is spiritual and that mind, soul, and body are 3 important parts of medicine. First, pharmacology is vital because of the medication provided. Also, helping patients learn relaxing techniques will help reduce their stress and pain. Finally, massage therapy is important by manipulations used on the body to reduce pain.
 I don't think I'll have any use for it; I'm interested in pediatrics; maybe it would apply in other nursing fields
 I'm not interested.
 To know of more techniques in treating patients.
 People need it.
 I think that job opportunities for massage therapists are limited. And that self employment is required.
 It could reduce the use of pain stimulants.
 I would have a base if I decide to go into physical therapy.
 I don't know—it would be more of a personal interest.
 I work out a lot and I get very sore.
 Health care should and does incorporate massage therapy.
 Not sure because of my lack of experience in the field.
 Not me—maybe someone else.
 We learned what we needed to know.
 I'm in the psychiatric unit and I want to get into ER, so I wouldn't use it.
 We need more people to specialize in that area.
 It should be a requirement.
 For extra money/supplement my work.
 I would have a combination of skills.
 For stress for myself or someone else.
 It's important to have hands on experience with patients.
 Cannot look beyond where I am now.
 More hospitals are turning towards these holistic techniques.
 I think this is going to be very big.
 Hospitals will have a department for relaxing.
 You can go into different areas, like sports medicine or physical therapy assisting.

I'm biased against massage therapy.—it's not medicinal to me. I used to be a Blue Cross/ Blue Shield rep. and we didn't consider it medicinal.
 It would be good for home nursing.
 I work with the disabled and many of them have muscle tightness/tension.
 I think it might be a future career.

12. Comments or Questions?

Would the program lead to state certification?
 I think it would be good as part of the health care program.
 Would the program lead to a career or be a supplement for nursing?
 How long to complete?
 I'm interested.
 I would like information when it is available.
 Massage therapy is recognized in many health fields.
 When will it start? What type of jobs would be available?
 Massage therapy has a long way to go. Should bypass it and focus on physical therapy.
 Which campus will have the program? I prefer Highland Lakes or Auburn Hills.
 It's more intensive. And you could make good money--\$60 an hour
 Are these courses now required at Macomb CC as part of the PTA program?
 I'm not interested.
 There isn't time incorporating nursing care & massage therapy. Nurses are too busy with other things, there should be specific message therapists. It's not a course of study that is taken seriously—more like a manicurist or hair-dresser, and has no place in a serious educational institution. Massage therapists can get their training in places other than a college setting. It trivializes the educational atmosphere of OCC.
 I wish they would have this already so I could take it.
 I suppose some would benefit from a massage therapy program, if they could find employment afterwards.
 I think it should be a free program; many people can't afford it.
 I'd prefer a short term program. Is there a market out there for this?
 I have 2 friends taking massage therapy classes on the east side somewhere, and they're very happy with it.
 A basic intro. class could be added to any health field program, for those not entering the massage therapy field.
 It's good to hear that new programs are being considered.
 It would be nice to have the opportunity.
 The program should be offered at several different times and campuses.
 Offer it at Southfield campus, because the campus seems to be dying; or offer it at 2 campuses.
 I didn't realize massage therapy. was expanding into so many health fields.
 Send out brochures to those in medical programs, explaining price and details.