



ANNUAL REPORT 2014

Alliance Québécoise des thérapeutes Naturels
www.AQTN.ca

MESSAGE FROM THE AQTN TEAM	3
2014 - OVERVIEW	4
BUSINESS SEGMENTS	4
AQTN - AN INNOVATIVE LEADER	4
PROUD SPONSOR	5
RESOURCES AND FINANCIAL MANAGEMENT	5
STATISTICS / OPERATIONS	7
MOVING FORWARD	8

Message from the AQTN team

2014 was a year of growth, positioning and impact for the **AQTN**. Despite our modest budget, despite the competitiveness of the Quebec market for alternative medicine associations (whether massage therapy or other), we continued to grow our membership (while maintaining the loyalty and quality of our collective) and we positioned ourselves as forward thinking leaders with our initiatives. Our impact now extends far beyond our own membership base of 175 members.

With respect to our membership, we consider ourselves fortunate to represent a reliable and professional group of therapists, many of whom refer their colleagues to us. Notably, for the quality of our membership, we have determined that the best indicator of professionalism is not training, practical exams or work history, but a reference from someone known for integrity.

And, although innovation in itself doesn't translate into leadership, innovation which inspires or is imitated does. To that end, we raised the bar and set fire to the industry with our initiatives (which can be seen at www.aqtn.ca/initiatives/). Various, if not most of these were jumping-off points for our competitors thereby solidifying **AQTN's** position as an industry leader.

2014 AQTN accomplishments include:

- a growing membership base,
- personalized receipts,
- a new liability insurance broker with better prices,
- multiple literary review compilations,
- repeatedly perfected application form,
- various key partnerships,
- monthly blog updates and publications,
- weekly marketing tips for all active members,
- AQTN Conception project and
- putting massage school on a map.

Landmarks for AQTN in 2014 include:

- local and international mentions in prestigious massage magazines,
- sponsoring our first event and
- conducting one of the largest published inter-association surveys on massage therapy in the last decade.

AQTN's outreach into the communities continues to be our members who share our mission and values. We are in the business of empowering therapists so that their skills can help improve the health and lifestyle of the general public who retain their services – always within the proper scope of practice. We thank each of you for your support and the privilege of allowing us to represent you.

The AQTN Team



AQTN

Alliance Québécoise des Thérapeutes Naturels

☒ AQTN • CP 28351 • CSF Verdun, QC H4G 3L7

☎ Telephone: (514) 400 - 7225

🌐 www.AQTN.ca

☎ Fax: (514) 317- 4602

2014 - Overview

AQTN's vision is, together with our members, to stand out as the regulatory body (association) of choice for all of our represented therapeutic approaches in the eyes of the public, in the various circles of schools, with therapists and with insurers. We wish to continue contributing to the advancement of alternative medicine and the health benefits that therapists provide.

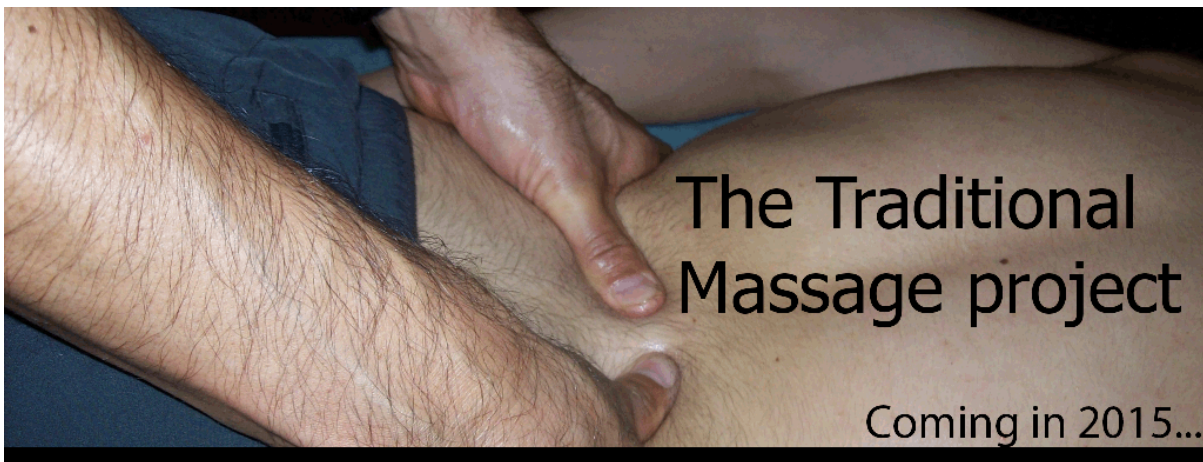
Business Segments

The massage therapy business segment remains healthy despite the expected slow growth attributed to a long awaited decision by Blue Cross Medavie. The upside has been our tenacity and relentless effort to investigate and publish market studies on virtually all aspects of the business in order to identify and correct the deficient criterion. We remained optimistic in this respect.

The naturotherapy business segment grew at a faster pace given there is a certain uniform level of recognition, while the naturopathy business segment grew least, which is expected given our requirements. More work and perhaps collaboration with schools needs to be done on this front.

AQTN – An innovative leader

Innovation in itself does not translate into leadership, but innovation replicated or that inspires other associations does. In an unregulated market, associations are generally accountable to no one. We believe both members and prospective members deserve to know what kind of work is being done with their money, we call this accountability. One big project for 2015 will be the publication of the traditional massage project.



AQTN

Alliance Québécoise des Thérapeutes Naturels

☒ AQTN • CP 28351 • CP Verdun, QC H4G 3L7

☎ Telephone: (514) 400 - 7225

🌐 www.AQTN.ca

☎ Fax: (514) 317- 4602

Proud sponsor

AQTN was one of the proud sponsors of the Rendez-Vous 2014, which involved three days of sharing and presentations aimed at helping therapists and building their practice.

The Rendez-Vous is an annual event at which therapists come together to meet one another, share and learn about health and well-being. All participants at the event have one common denominator: a shared love for people, which is so important in this industry.

“Savoir, Savoir faire et Savoir être”

During the event, participants rediscover their strength as therapists and share knowledge and skills among each other. Love, sharing and learning are the cornerstone values of the yearly event.

“In most Quebec schools, we typically learn about how to do things, but not how to be with regards to all that surrounds us in a professional setting as therapists, such as personal or spiritual development, marketing, business development and growth.



Photo credit: Vanessa Garcia Acosta

The Rendez-Vous helps us better prepare on multiple levels, especially those that are not taught in schools. It is also the moment to network and share ideas.”

“Julie Eyelom”, Massage teacher, Diploma in TRP

Resources and Financial Management

AQTN is an administrative unit. The more members we have, the more we can accomplish. Joining **AQTN** means investing in a healthier and more competitive future. **AQTN**'s board voted not to include a balance sheet, expenses or income given that the gross income is under 30,000 \$.

Starting in January 2015, we will begin charging 99\$ per year of membership in order to provide ourselves (and so our members) with the means to realize our unique vision. Because of the competitive nature of this industry, our full vision has not been published or laid-out, but suffice it to say we will continue to strive to be leaders with big plans.



AQTN

Alliance Québécoise des Thérapeutes Naturels

☒ AQTN • CP 38591 • CSP Verdun • QC H4G 3L7

☎ Telephone: (514) 400 - 7225

🌐 www.AQTN.ca

☎ Fax: (514) 317- 4602

Partnerships

AQTN spoke and established partnerships of varying degrees with a number of partners. La Clinique Lafontaine, Bureau en Gros, Sequoia Records, ARRSanté, Encon, Booxi, Date de Choix, a certified accountant, The Great Courses and Soins Personnels Québec, to name but a few.



A number of partnerships were declined in line with our operation mantra that we should allocate our limited resources on the most important tasks and partnerships, defined as those that empower or add value to members. **AQTN** is always looking to find ways to facilitate savings for its members. This is shown in the two images below, both depicting the same amount of effort. The image on the right shows how we operate - our energy is focused on key projects leading to more significant progress than the left, which has limited results on many different activities. Furthermore, in many cases we make one-time decisions that resolve hundreds of future decisions. As essentialists, we try to be systematic and disciplined³.



³ Images inspired by Greg McKeown, author of essentialism.

AQTN

Alliance Québécoise des Thérapeutes Naturels

☒ AQTN • CP 38581 • CSP Verdun QJC H4G 3L7

☎ Téléphone: (514) 400 - 7225

🌐 www.AQTN.ca

☎ Fax: (514) 317- 4602

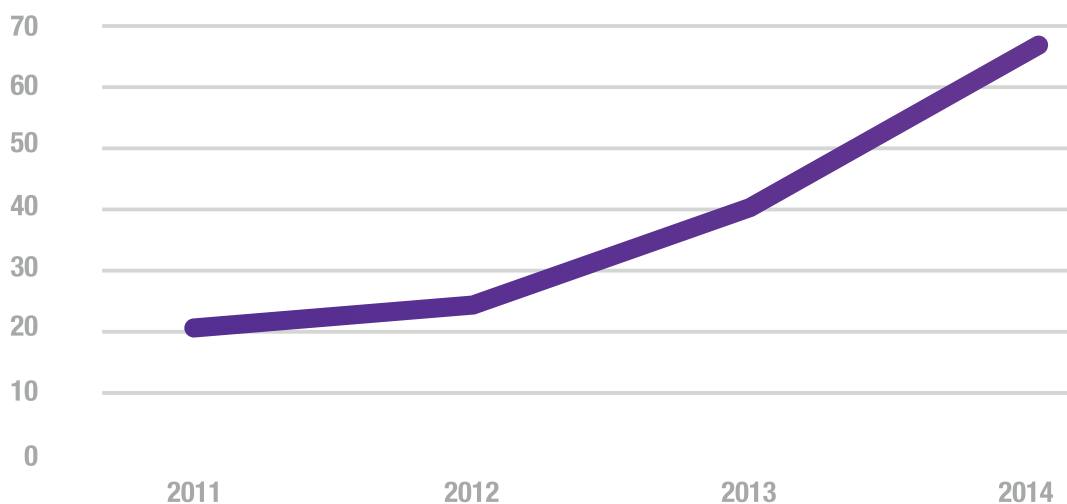
Statistics / Operations

- Average phone calls per month: 25
- % of call backs within 24 hours: 99.9%
- Average email replies per month: 115
- % of initial thread emails returned within 24 hours: 99.9%
- Average number of new applications per month: 4
- Average number of refused applications per month: 1
- Total membership size: 175
- Approximate number of contact with insurers: 20
- Number of refused claims reported and subsequently resolved, (excluding Blue Cross Médavie or explicit naming): 100%
- Number of members removed from membership base for non-compliance: 2
- Number of dossier review requests: 1
- Number of official complaints: 0
- 4% auditing, among the highest published in the industry.
- Multiple new blog posts and YouTube videos.

The formula

With the philosophy “continuous improvement” combined with “open ear to our member’s needs”, we have a formula that will lead to growth and success, as it is a guided formula by those who matter – the membership base. **AQTN** is in the business of empowering therapists to help their client’s well-being and health, always within the limit of their scope of practice.

APPLICATIONS > PROCESSED



AQTN

Alliance Québécoise des Thérapeutes Naturels

☒ AQTN • CP 28551 • CSP Verdun • QC H4G 3L7

☎ Telephone: (514) 400 - 7225

🌐 www.AQTN.ca

☎ Fax: (514) 317- 4602

Moving forward

As previously noted, we have determined that the best indicator of professionalism is not training, practical exams or work history, but a reference from someone known for integrity.

With an average of one phone call a day, using a voice messaging service is the right way to go. Some therapists may feel it is an inconvenience to leave a message, but given our income and our size, not answering every phone call is a strategic approach that adds value to the association.

We thank our membership base for their trust and the privilege of representation.

The best is yet to come; the "AQTN Show" is only getting started... with hundreds of special protagonists - we call them AQTN members.



AQTN

Alliance Québécoise des Thérapeutes Naturels

☒ AQTN • CP 28551 • CSP Verdun • QC H4G 3L7

☎ Telephone: (514) 400 - 7225

🌐 www.AQTN.ca

☎ Fax: (514) 317- 4602