



Alliance Québécoise  
des Thérapeutes  
Naturels

[www.aqtn.ca](http://www.aqtn.ca)

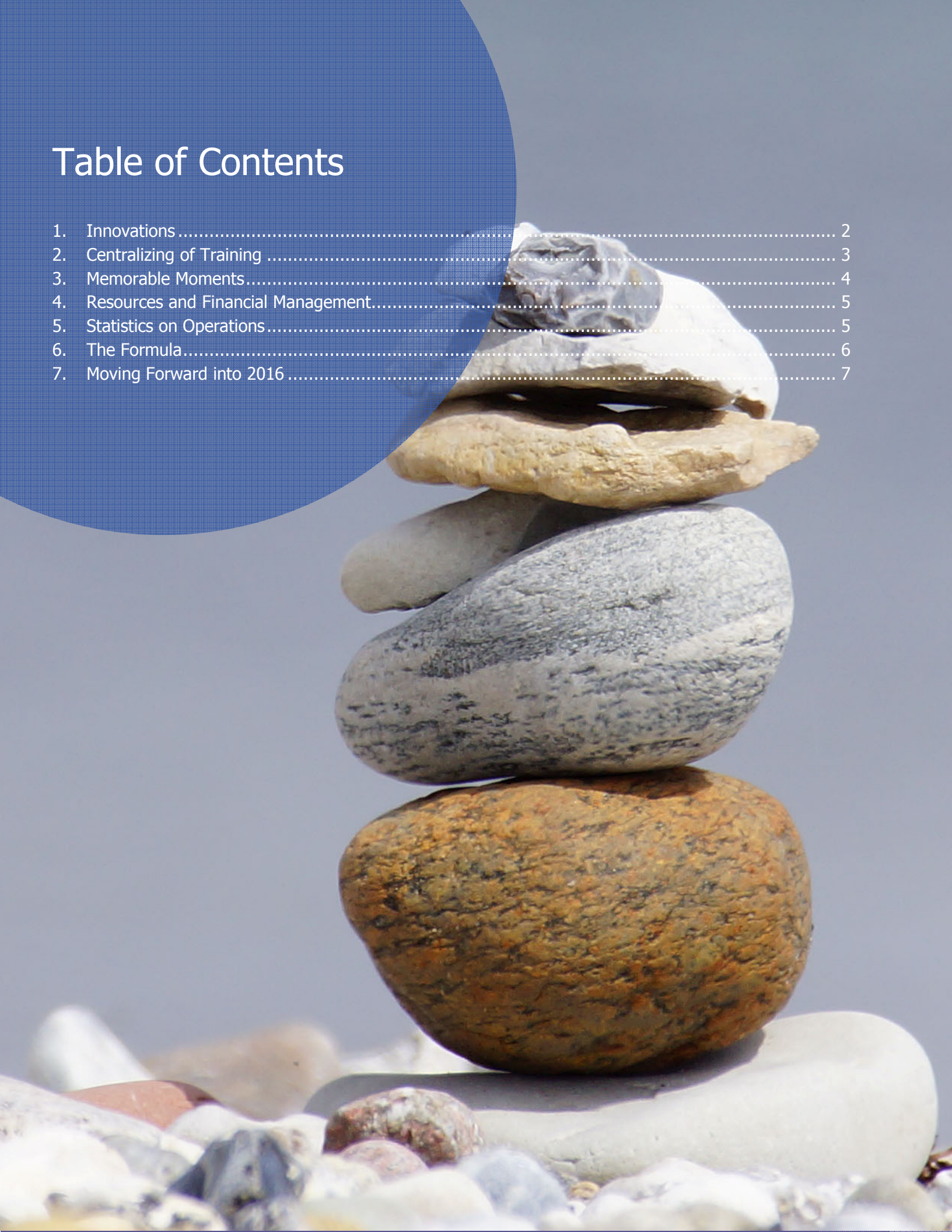
# ANNUAL REPORT 2015





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# Growth of The Board of Directors

In order to better serve the interests of our growing membership base, the AQTN team consolidated itself further in 2015 by adding two new directors, each with a unique set of skills and with experience in a particular field. The coordinator remains accountable to the board, a structure privileged for its accountability.

AQTN's outreach into the communities of Quebec is that of our qualified members, who share our mission and values. AQTN is in the business of empowering therapists so that their skills can help improve the health and lifestyle of the public, who retain their services – always within the proper scope of practice.

## 1. Innovations

### 1.1 Preparing for Better Training

The 400-hour massage program dates back historically over 20 years and many have forgotten where it came from. We believe that to increase the requirements and raise the bar after decades of stagnation, we need to become third-party participants and offer schools small content-based modules. In collaboration with the tools, publications and help from regulated provinces, we have compiled competencies-based evaluation tools for massage therapy schools.



We expect the industry to rally behind us on this one in the next 1 to 3 years, as it addresses the training and competency levels without the complexity of regulation, and ultimately rests on studies and research that was funded by the Canadian government, and is offered to us as a final product, almost ready for immediate use & implementation.

In 2015 we created a code of ethics module, with an answer book available to participating schools and ran a pilot-project, testing it in schools and obtaining feedback to improve it for future versions. We published anatomy and physiology content, for possible integration to a course. It includes a selection of videos, a 1000+ page book and 300+ color PowerPoint slides to use with a projector. Being free, it creates a baseline to be improved on, and empowers those who adopt some of the material.

Our 45+ You Tube video series on traditional massage sets a new model for school marketing using short video snippets. One of our videos garnered over 3500 views, making it our #1 most viewed video on YouTube. Truth be told, we were probably just lucky with the video, although persistence surely contributed.

## 2. Centralizing of Training

Our centralization of training project began in January 2015. The initiative sought to centralize newsletters with trainings from all major schools. The project was halted in October as we did not reach the 80% participation we were looking for from schools.





We therefore conclude that the Quebec market remains too fragmented. Interestingly, this initiative was followed by a series of similar initiatives by our partners in the industry.

### 3. Memorable Moments

Blue Cross Médavie's accreditation for our massage therapy segment was certainly a memorable moment for us. Following their recognition, a few refusals from clients were received, which was to be expected. In all cases Blue Cross Médavie was quick to respond, in most cases solving the issue on the same day the incident was signalled.

Being mentioned for four consecutive weeks by CMTO on Twitter for our various initiatives was flattering and the free publicity was much appreciated.

Teaming up with a psychologist to try to find the characteristics that make therapists successful through a personality questionnaire – another innovative AQTN project. This research project was quoted in both Massage Magazine and Canadian Massage Therapy Magazine.



## 4. Resources and Financial Management

AQTN's board voted not to include a balance sheet, expenses or income this year, as total revenues totalled under 30,000\$. The coordinator is quoted:

*"Not having a salary allows me the opportunity and freedom of trying different strategies, some of which I would not be allowed as a salaried worker. The board cannot prohibit me from meeting potential partners, they can only prevent me from signing a contract with them – which is actually for the best. "*

## 5. Statistics on Operations

- 1 Kiosk at an ARRSanté event
- 1 financed public speech
- Meetings for members: 2
- Virtually all calls returned within 24 hours





- Virtually all emails returned within 24 hours
- No increase in cost of liability insurance for 2016-2017
- Refused claims subsequently resolved, excluding explicit naming, all of them.
- Number of complaints: 0
- Membership size: 185
- 3% auditing

## 6. The Formula

With the philosophy “**continuous improvement**” combined with “**open ear to our member’s needs**”, we have a formula that will continue to 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.



## 7. Moving Forward into 2016

Anticipated projects for 2016 include publishing competencies for massage therapists, increased insurance company recognition and a better and more restricted definition of Naturopathy, having worked with a number of schools during 2015. We will continue collaborating with our partners to offer the best we can to our members.

We aim to compile the results of our Personality Type Sorter research and hope to begin accrediting schools in 2016.







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