

# Program Updates

NCBTMB Winter 2012

**Human Trafficking Awareness** – In 2011, we partnered with Polaris Project to spotlight the influx of human trafficking into the massage profession. Our brochure, *Human Trafficking: What You Need to Know*, helped to raise awareness and was distributed in classrooms, at conferences and by practitioners. We will continue to champion this cause to uphold the integrity of the profession and help protect consumers.



**Continuing Education Program** – Leaders from many professional massage organizations convened in 2011 to take an in-depth look at the state of continuing education for our profession. The outcome of the summit is a new program for vetting every continuing education course taught by NCBTMB Approved Providers. This was an enormous undertaking and we thank all who were involved and provided their best thinking. We will begin to roll out this program in July 2012.

**Assigned School Outreach Program** – The School Outreach team has been hard at work developing plans for 2012. School administrators and educators can expect more communication and support this year. In January, schools began receiving a monthly e-Newsletter with timely and relevant information on what National Certification is doing and ways we can help support their efforts. We will also be introducing webinars featuring experts in the field to answer common questions and new study aids for students are under development and review. To learn more about NCBTMB's School Outreach program, call **800-296-0664** and ask for School Outreach or email us at [schooloutreach@ncbtmb.org](mailto:schooloutreach@ncbtmb.org).



**New Credential** – We received a tremendous amount of positive input and feedback from practitioners, employers and the medical field about the creation of a new credential for massage therapists. Our goal is to create a quality assessment that best serves the needs of the profession and it will take more time than we initially anticipated. We are now working on the exam requirements based on feedback from the profession and are seeking additional Subject Matter Experts (SME) to assist with item writing. Our projected release is January 2013. To learn more about volunteering as an SME, visit [www.ncbtmb.org/volunteers.php](http://www.ncbtmb.org/volunteers.php).

**Value of Certification** – National Certification has many benefits to you and your customers.

- **Career Opportunities** – More and more hospitals, chiropractic offices, hotels and spas are requiring National Certification to be considered for employment.
- **Availability** – As a Nationally Certified Massage Therapist, you are listed in the “Find a Practitioner” directory on our website at [www.ncbtmb.org](http://www.ncbtmb.org), which is the top viewed page on our site. Consumers are coming to our site to find you!
- **Reliability** – Being Nationally Certified is one way to let customers know that you value their experience. Consumers can rest assured that they are being treated by a knowledgeable, skilled and ethical practitioner that is dedicated to upholding the highest standards of excellence.
- **Portability** – Being Nationally Certified provides greater ease of obtaining licensure when moving from state to state. National Certification is recognized in 38 states as part of licensing requirements, and in 39 states for portability.
- **Insurance** – Practitioners that are Nationally Certified may find it easier to qualify for reimbursement from insurance companies – a benefit that can help grow your business.



National Certification is an industry recognized seal of excellence for practitioners of therapeutic massage and bodywork. The letters do matter – NCTM and NCTMB – stands for credibility, integrity and professional commitment.

**Recertification** – By recertifying, you broaden your knowledge and experience through continuing education and work experience, and thus demonstrate your commitment to your future and the future of the profession. Additionally, you help make it possible for NCBTMB to define and advance the highest standards in the massage profession. This allows continued representation at national conferences, development of new credentials, and much more.



National Certification Board for<sup>®</sup>  
Therapeutic Massage & Bodywork

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