



NEWS RELEASE

For information, contact:

Ann Kinder

Office: 630.652.0477

akinder@ncbtmb.org

FOR IMMEDIATE RELEASE

NATIONALLY CERTIFIED MESSAGE THERAPISTS INCLUDED UNDER WEST VIRGINIA PUBLIC EMPLOYEES INSURANCE AGENCY

Insurance Agency Adjusts Financial Plan to Only Include Certified MTs

OAKBROOK TERRACE, Illinois (January 20, 2012) – The National Certification Board for Therapeutic Massage & Bodywork (NCBTMB) is pleased to share the news that Nationally Certified Massage Therapists in West Virginia will continue to have their services covered by the Public Employees Insurance Agency (PEIA). Initially, the PEIA Finance Board considered discontinuing massage therapy coverage altogether as a cost-savings measure, but with input from NCBTMB, the American Massage Therapy Association (AMTA) and practicing therapists, it will still cover active employees and non-Medicare retirees who visit massage therapists with national certification.

The new financial plan goes into effect July 1, 2012. Certified therapists must also carry \$2 million in malpractice insurance as well as follow treatment guidelines of the AMTA.

“NCBTMB commends the Public Employees Insurance Agency for providing their employees with access to nationally certified massage therapists who commit to a code of ethics, standards of practice and pass a national credentialing exam,” said NCBTMB CEO Mike Williams. “We see this as a win-win situation for both PEIA employees and Nationally Certified Massage Therapists in the state of West Virginia.”

“PEIA has an obligation to state employees to cover necessary medical treatments, but also an obligation to the state of West Virginia to be fiscally responsible,” stated PEIA Executive Director Ted Cheatham. “We stand behind the PEIA Finance Board and its decision to only accept massage therapy claims from therapists who meet the new criteria.”

To learn more about National Certification, visit www.ncbtmb.org.

ABOUT NCBTMB

NCBTMB was established in 1992 as an independent, nonprofit organization fostering the highest standards of ethical and professional practice in the delivery of therapeutic massage and bodywork through two recognized credentialing programs. NCBTMB examinations are currently accepted or recognized in statute or rule by 38 states plus the District of Columbia. There are nearly 85,000 professionals with NCBTMB certification. NCBTMB’s certification programs are accredited by the National Commission for Certifying Agencies.

###