



NEWS RELEASE

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FOR IMMEDIATE RELEASE

NCBTMB TO PARTICIPATE AT 2010 INTEGRATIVE HEALTHCARE SYMPOSIUM

OAKBROOK TERRACE, Illinois (February 23, 2010) – The National Certification Board for Therapeutic Massage & Bodywork (NCBTMB) announced that it will be exhibiting at the Integrative Healthcare Symposium in New York City, February 26-27, 2010.

As more and more Americans turn to complementary and integrative medicine for preventative and cost-effective care, NCBTMB seeks to play an active role in promoting the efficacy of massage therapy in our nation's health and wellness. In fact, a 2008 National Center for Health Statistics report found that 38 percent of adults used one or more complementary and alternative medicine (CAM) therapies in the previous year. Of those CAM therapies, massage continues to rapidly gain acceptance. The number of Americans relying on the benefits of massage increased by 16 million from 1998 to 2008, according to a survey by the American Massage Therapy Association (AMTA).

At the Integrative Healthcare Symposium, NCBTMB will meet with educators, physicians, chiropractors, nurses, dieticians and other healthcare practitioners to provide information about how massage is being incorporated into current medical models. NCBTMB is the only national massage and bodywork organization to exhibit at the symposium.

NCBTMB will also highlight some of the evidence-based research available on massage and its role in treatment plans; data that demonstrates the effectiveness of massage for patients experiencing pain, anxiety and/or depression due to cancer, psychological disorders, osteoarthritis, fibromyalgia and other conditions.

In addition, NCBTMB will provide symposium attendees with information about its accredited exam programs. Representatives will explain that, by hiring national board certified therapists, employers are assured patients are treated by practitioners who are held to the highest ethics and standards in the profession.

NCBTMB will also provide updates about the new Advanced Certification initiative, which is well underway. "The creation of this credential is critical in elevating massage in the eyes of more conventional healthcare providers who wish to incorporate an integrative approach to their practice," said NCBTMB Chief Executive Officer Paul Lindamood. "Advanced Certification will identify massage therapists who strive for a higher level of education, experience and expertise, and may be better prepared and suited for an outcome-based setting."

Attendees are invited to stop by NCBTMB's booth – #511 – to enjoy a complimentary chair massage and engage in further discussions about the benefits of therapeutic massage and bodywork, to patients and healthcare providers.

ABOUT NCBTMB

The National Certification Board for Therapeutic Massage & Bodywork (NCBTMB) was established in 1992 as an independent, private, nonprofit organization fostering the highest standards of ethical and professional practice in the delivery of therapeutic massage and bodywork through a recognized credentialing program. NCBTMB examinations are currently accepted or recognized in statute or rule by 37 states plus the District of Columbia. There are currently more than 90,000 professionals with NCBTMB certification. NCBTMB's certification programs have been accredited by the National Commission for Certifying Agencies (NCCA).

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