



# **Integrative Massage and Personal Training (IMAPT)**

## **An Investment Worth Making**

This document is designed to explain statistically how the skills and knowledge acquired in the Integrative Massage and Personal Training (IMAPT) Certification can be a catalyst for significant professional growth and marketability in an industry that is expected to grow at a faster than average pace over the next 7 years (20% growth expected).

So what is driving this demand? The American Massage Therapy Association (AMTA) does an annual survey of the U.S. marketplace. Among the findings contained in its 2008 survey was the following:

- One of the main reasons people seek massage is for medical reasons (30%).
- Almost one-fourth of adult Americans say they've used massage therapy at least once for pain relief.
- 88% believe that massage can be effective in reducing pain.
- 87% believe that massage can be beneficial to health and wellness.

Other data, obtained from the US Department of Health and Human Services; Centers for Disease Control and Prevention; National Center for Health Statistics, indicates:

- In 2006, musculoskeletal symptoms were the number 2 reason for physician visits, second only to fatigue.
- There were more than 132 million physician visits for musculoskeletal symptoms in 2006.
- Back or knee injuries are the most prevalent musculoskeletal impairments.
- Back Problems: Approximately 21 million visits were made to physicians' offices due to back problems in 2006, including more than 8 million visits for low back problems.

- Knee Problems: Approximately 12 million visits were made to physicians' offices due to knee problems in 2006.
- Shoulder Problems: Almost 7.5 million visits were made to physicians' offices due to shoulder problems in 2006.

***Of the 30% of people who sought massage for medical reasons, consumers indicated that education (i.e. certification and licensure) was the number one determining factor when deciding on a massage therapist, second to price and experience.***

Clearly, the future success and sustainability of massage therapists' lies in the ability to understand and assess the body as an integrative whole. Of the 100 massage therapists we surveyed *less than 5%* performed any kind of formal client assessment prior to treatment.

IMAP Trainers are taught that no treatment plan can be developed until all of the pieces of client's picture puzzle of health have been gathered. For us that includes:

- **Full medical history, nutrition and lifestyle questionnaires, food logs, and attitudinal assessments.**
- **Client Intake / Interview**
- **Orthopedic evaluation: spinal range of motion, abdominal wall function, joint range of motion, SI joint testing, and movement screen.**

Once all of the information is gathered a treatment plan is developed to address the driving forces behind the client's presentation. IMAP Trainers have the ability to develop treatment plans that include bodywork, flexibility, stabilization, movement pattern training, and even performance conditioning. They can also identify precisely when the client needs to be referred out, as all IMAP Trainers have the capacity to develop strong professional relationships with Chiropractors, Osteopaths, Physical Therapists, Orthopedic physicians, etc.

Being an IMAP Trainer can create multiple streams of revenue for your practice. Because you understand the body on a more comprehensive, holistic level, and have the skill-set to use exercise as a modality, you immediately become more versatile and equipped to handle a wider range of client needs.

## Potential Streams of Revenue

	<u>LMT</u>	<u>IMAP TRAINER</u>
Orthopedic / Movement Evaluation		√
Corrective Exercise Program Design		√
Personal Training Services		√
Massage Therapy / Body Work	√	√

## Return on Investment

Your investment into the IMAPT Program can be realized by evaluating and training just *one of your existing massage clients*.

The average IMAP Trainer charges:

\$200 / Evaluation (includes paperwork, intake, and assessment)

\$65-\$100/session\*

\*Rates are based on geographic location

There are two methods of implementing exercise into your practice:

### 1.) Program Design Only

Includes:

-\$200 Evaluation (paperwork, intake, assessment)

-\$200 Program Design (includes writing and teaching the exercise program to your client, usually 2 sessions, and sending them on their way)

-This process, depending on the client, can be repeated every 4-6 weeks.

***Over the course of a 48-week year this format has the potential to generate \$3200 from one existing client. This doesn't include any bodywork you might do along the way.***

## 2.) Personal Training (involves seeing the client on a weekly basis for training)

Includes:

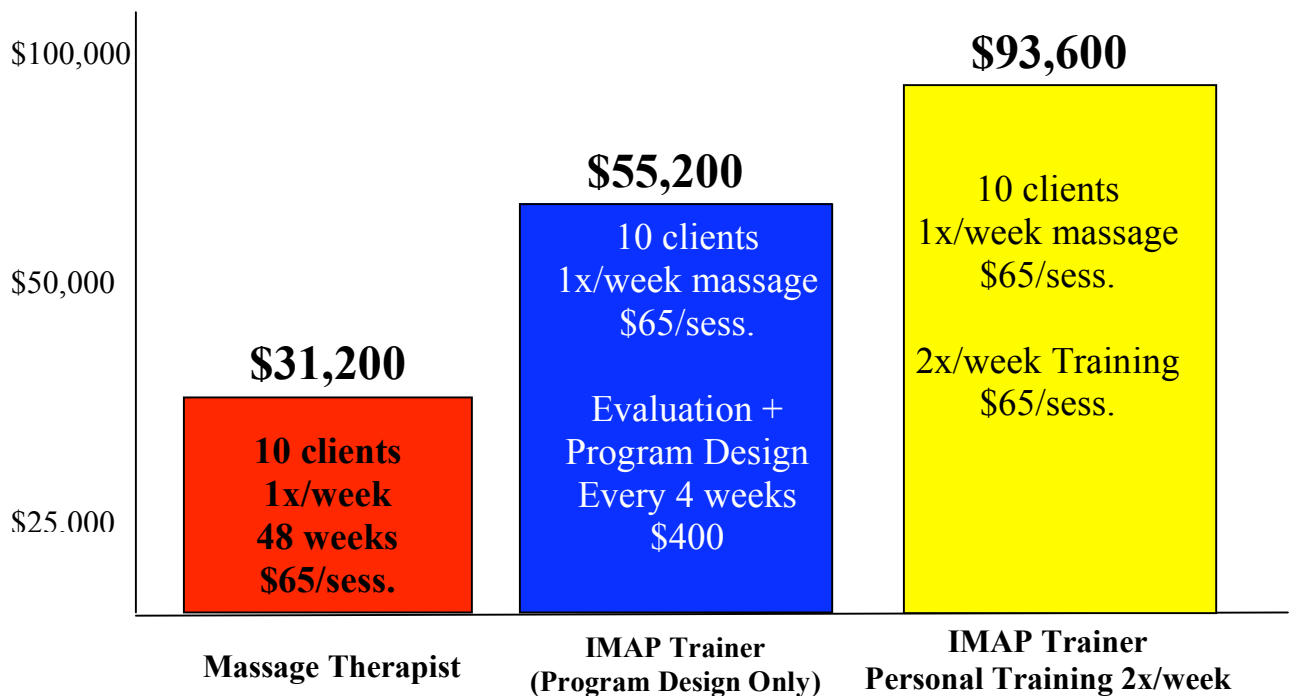
-\$200 Evaluation (paperwork, intake, assessment).

-\$65/session, 1x/week = **\$3120 from one client in one year\***

-\$65/session, 2x/week = **\$6240 from one client in one year\***

\*Based on 48-week year

### Annual Income Potential of an IMAP Trainer vs. Massage Therapist



\*All figures based on a 48-week year

IMAP Trainers are a new breed of therapist, well versed in advanced forms of bodywork and capable of assessing clients on a more comprehensive level to better identify the *origin* of their pain.

No longer can the body be viewed from such a narrow window of understanding. Instead, the future of massage, in our opinion, lies more readily in the hands of practitioners well versed in multiple facets of treatment and who recognize the interconnected nature of stress, nutrition, soft tissue health, strength, stability, flexibility, and nervous system function to the client's overall presentation.

***Take your practice to the next level. Become an IMAP Trainer TODAY!***