

## **Massage Therapy is Becoming More Widely Accepted for its Medical Benefits**

### ***Massage Therapy Is No Longer for Mere Relaxation***

“While massage may have developed a reputation as a decadent treat for people who love pampering, new studies are showing it has a wide variety of tangible health benefits,” reports an article in the *Wall Street Journal* (March 13, 2012).

It’s a win-win-win story: Massage therapists win more business, massage clients win better health, and clients’ families and employers win happier, healthier and more productive family members and employees.

### **Medical Professionals Refer More Patients to Massage Therapists**

Growing evidence of massage therapy’s benefits has motivated a growing number of medical professionals to refer their patients to massage therapists. Clients and therapists are equally hopeful that this increased recognition of health benefits derived from massage will lead to greater insurance coverage for treatment.

### **Baby Boomers will Fuel Demand for Massage Therapy – and Massage Therapists**

Osteoarthritis sufferers have long found relief from massage, and as people move into their “senior” years, they are more likely to seek treatment. Millions of baby boomers will turn 65 over the next few years (10,000 hit that magic number every day). As they age, their aches and pains will drive them to therapists for relief. Clients typically have many options when it comes to choosing a therapist; approximately 300,000 therapists practice in the U.S., with 90,000 of those nationally certified. Massage therapy was cited by [U.S. News & World Report](#) (February 27, 2012) as one of the best professions in 2012.



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### **Check Out Profile America's Quick-Learn Report on Massage Therapists**

Are you interested in the field of massage therapy? Are you an advertising sales rep or perhaps a CPA who is interested in selling products or services to massage therapists and want to prepare an industry-specific proposal? Are you a physical therapist who is interested adding a massage therapist to your practice and need an industry overview and review of issues, trends, and critical success factors? Or are you already a massage therapist who wants a quick review of the state of the industry? Profile America's Massage Therapy QLR contains dozens of facts, stats, and forecasts to help you understand massage therapy dynamics.