



Lexington
Healing Arts
Academy



THINKING ABOUT A CAREER IN
MASSAGE THERAPY?

Thank you for inquiring about the Lexington Healing Arts Massage Therapy Program!

Lexington Healing Arts Academy was started 21 years ago with the mission of providing excellent massage therapy education and services to Kentucky. Over the years we have graduated well over a thousand students, gained national accreditation, built a network of employers who value and hire our graduates, and helped expand massage therapy into traditional health care settings.

To help you discover more about LHAA and the massage profession we have created this information kit to help you explore this career. In it you will find:

- Information on a career in Massage Therapy
- Information on how we are holding classes during Covid
- The summary report for Massage Therapists put out by the US Bureau of Labor Statistics
- Our Monthly Job Posting report that we put together annually

If you would like more information, we encourage you to schedule a tour so that you can see our campus, meet our staff, and ask any questions you may have. If you come in for a tour we would love offer you a free massage with a current student. This will give you an opportunity to speak with a student, experience our environment, and gain a better understanding of if this is a career for you. The massage will be scheduled after the tour.

If you would like to schedule a tour or have any other questions please reach out by emailing amy@lexingtonhealingarts.com or calling (859) 252-5656 x29.

We hope to see you soon!



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Thinking about a Career in Massage?

Here are several things to consider.

The Massage Therapy Profession – Its growing!

- Research estimates that massage therapy was a \$16 billion industry in the country in 2017.
- By comparison, in 2005, massage therapy was projected to be a \$6 to \$11 billion a year industry.
- Between July 2016 and July 2017, surveys indicate that roughly 47.1 – 59.5 million adult Americans (19 - 24 percent) had a massage at least once.



**Massage therapists
report high levels of
job satisfaction.**

Who Gets Massage and Why?

- Forty-three percent of adult Americans who had a massage between July 2016 and July 2017 received it for medical or health reasons such as pain management, soreness/stiffness/spasms, injury rehabilitation, or overall wellness, a slight decrease from 2016 data.
- Eighty-nine percent agree that massage can be effective in reducing pain.
- Twenty-nine percent of massage consumers had a massage for relaxation/stress reduction between July 2016 and July 2017.

Massage Therapy & Health Care

More Americans are discussing massage with their doctors or health care providers.

- In July 2017, roughly fifty million American adults (18 percent) had discussed massage therapy with their doctors or health care providers in the previous year, consistent with past years' data.
- Of those 18 percent who discussed massage with their doctor or health care provider, 59

percent of their doctors or health care providers referred them to a therapist/strongly recommended massage therapy/encouraged them to get a massage. While physicians led the way in recommending massage (61 percent vs. 56 percent in 2016), chiropractors (40 percent) and physical therapists (46 percent) also recommended massage therapy when their patients discussed it with them.

- Chiropractors continue to refer their patients to massage therapists, with 12 percent of respondents reporting receiving referrals at least once per week, and another 24 percent receiving referrals several times per month. Fifty-four percent of massage therapists received at least one referral every 6 months or less from a hospital or medical office in 2017.



Who is Today's Massage Therapist?

- Most likely to enter the massage therapy profession as a second career.
- Predominantly female (89 percent).
- At a median age of 46 years old. Twenty-two percent were younger than 35 in 2017.
- Most likely to be sole practitioners.
- Working an average of 19.5 hours a week providing massage.
- Heavily dependent on repeat clients.
- Likely to provide massage therapy in a number of settings, including client's home/office, spa/salon, their own office, a health care setting, health club/athletic facility, or massage therapy only franchise or chain.

Massage Therapists Like Their Jobs!

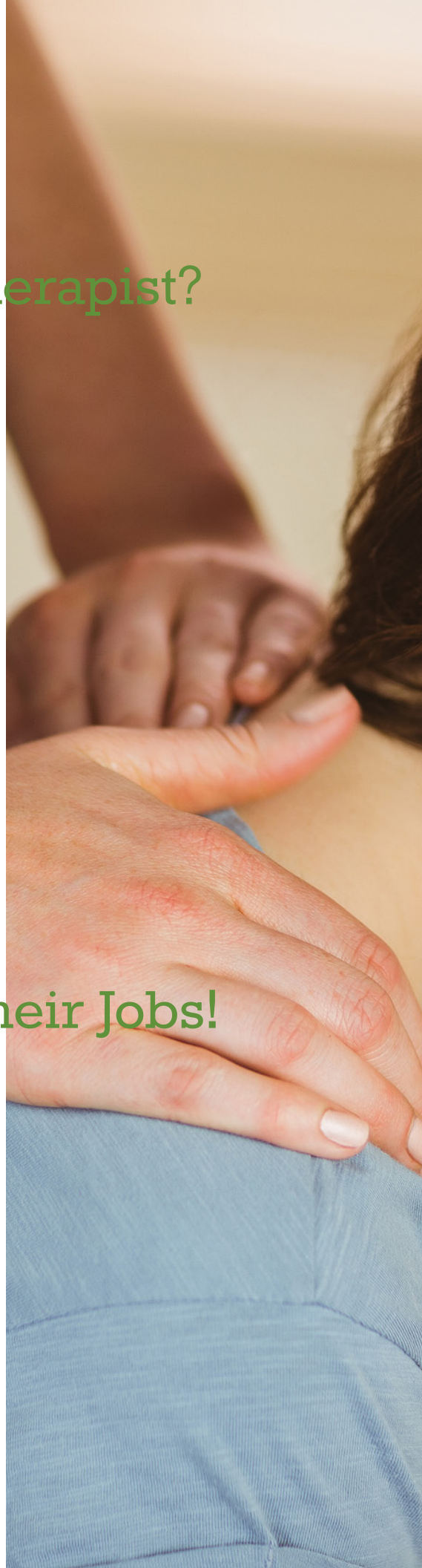
98% of practitioners like being a massage therapist

97% are happy that they entered the massage therapy profession

97% are proud to be in the field

96% are enthusiastic about the occupation

94% strongly identify with the massage therapy education



Classes During COVID

LHAA continues to successfully hold classes during the global pandemic. Since the pandemic began we have successfully enrolled and graduated over 8 cohorts of Massage, Fitness and Nutrition Coaching and Yoga teacher Training students!

In order to ensure students, faculty, and staff's health and safety, while providing our continued educational excellence we have implemented the following changes to our programs.

Bodywork

Bodywork classes such as massage fundamentals, Kinesiology, Movement and Fitness coaching are held on campus. Class sizes are limited, masks are required at all times, social distancing is employed between classmates and instructors (except when practicing massage on a designated classmate), and sanitization protocols are strictly followed.

Again, the safety and wellbeing of all individuals on the LHAA campus is of the utmost importance to us, and we are taking every measure within our power to make everyone as safe as possible.

Lectures

Lecture classes such as Anatomy and Physiology and Ethics are held remotely via live instruction via Zoom. This limits the number of classroom gatherings, allows LHAA the opportunity to record classes for future student consumption, lessens travel time for students, and still allows students to progress through the program as if they were in the classroom.

The utilization of the school's online Learning Management System (LMS) continues to grow as we provide student access to resources, recorded lectures, PowerPoints, and other materials to supplement and support students educational experience at LHAA.

Internships & Externships

Clinical internships and externships are still being held. LHAA is closely following the guidelines established by the KY Governors task force and Guidelines published by the CDC to safely operate our massage clinic. This allows are students to continue to get the invaluable lessons learned in a clinical environment.

Additional Protocols

An enhanced sanitation schedule is being employed throughout the campus, as well as a staggered class class schedule.

Tours of the school, enrollments, and any other school business can be held either live in person or remotely. The school's administrative staff is working from the school daily.



Summary Report for:

31-9011.00 Massage Therapists

View more online: <https://www.onetonline.org/link/summary/31-9011.00>

Data Source: Bureau of Labor Statistics 2019 wage data external site and 2018-2028 employment projections.

Perform therapeutic massages of soft tissues and joints. May assist in the assessment of range of motion and muscle strength, or propose client therapy plans.

Sample of reported job titles: Bodywork Therapist, Certified Massage Therapist (CMT), Clinical Massage Therapist, Integrated Deep Tissue Massage Therapist, Licensed Massage Practitioner (LMP), Licensed Massage Therapist, Massage Therapist, Medical Massage Therapist, Registered Massage Therapist, Therapeutic Massage Technician

Tasks

- Massage and knead muscles and soft tissues of the body to provide treatment for medical conditions, injuries, or wellness maintenance. See more occupations related to this task.
- Confer with clients about their medical histories and problems with stress or pain to determine how massage will be most helpful. See more occupations related to this task.
- Apply finger and hand pressure to specific points of the body. See more occupations related to this task.
- Maintain treatment records. See more occupations related to this task.
- Assess clients' soft tissue condition, joint quality and function, muscle strength, and range of motion. See more occupations related to this task.
- Treat clients in professional settings or travel to clients' offices and homes. See more occupations related to this task.
- Provide clients with guidance and information about techniques for postural improvement and stretching, strengthening, relaxation, and rehabilitative exercises. See more occupations related to this task.
- Develop and propose client treatment plans that specify which types of massage are to be used. See more occupations related to this task.
- Refer clients to other types of therapists when necessary. See more occupations related to this task.
- Consult with other health care professionals, such as physiotherapists, chiropractors, physicians, and psychologists, to develop treatment plans for clients. See more occupations related to this task.
- Perform other adjunctive therapies or treatment techniques in addition to massage. See more occupations related to this task.
- Prepare and blend oils and apply the blends to clients' skin.

Summary Report for:

31-9011.00 Massage Therapists

Technology Skills

- Calendar and scheduling software — AppointmentQuest Online Appointment Manager; Scheduling softwareSee more occupations related to this technology.
- Medical software — ICS Software SammyUSA; Land Software Customer Pro-File; Massage Suite; WinCity Custom Software WinCity Massage SOAP NotesSee more occupations related to this technology.
- Spreadsheet software — Microsoft Excel Hot technologySee more occupations related to this technology.
- Word processing software — Microsoft Word

Knowledge

- Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.See more occupations related to this knowledge.
- Biology — Knowledge of plant and animal organisms, their tissues, cells, functions, interdependencies, and interactions with each other and the environment.See more occupations related to this knowledge.
- English Language — Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.

Work Context

- Structured versus Unstructured Work — 79% responded "A lot of freedom."See more occupations related to this work context.
- Freedom to Make Decisions — 80% responded "A lot of freedom."See more occupations related to this work context.
- Physical Proximity — 86% responded "Very close (near touching)."See more occupations related to this work context.
- Spend Time Standing — 53% responded "Continually or almost continually."See more occupations related to this work context.
- Contact With Others — 66% responded "Constant contact with others."

Summary Report for:

31-9011.00 Massage Therapists

Job Zone

Title: Job Zone Three: Medium Preparation Needed

Education: Most occupations in this zone require training in vocational schools, related on-the-job experience, or an associate's degree.

Related Experience: Previous work-related skill, knowledge, or experience is required for these occupations. For example, an electrician must have completed three or four years of apprenticeship or several years of vocational training, and often must have passed a licensing exam, in order to perform the job.

Job Training: Employees in these occupations usually need one or two years of training involving both on-the-job experience and informal training with experienced workers. A recognized apprenticeship program may be associated with these occupations.

Job Zone Examples: These occupations usually involve using communication and organizational skills to coordinate, supervise, manage, or train others to accomplish goals. Examples include hydroelectric production managers, travel guides, electricians, agricultural technicians, barbers, court reporters, and medical assistants.

SVP Range: (6.0 to < 7.0)

Interests

- Social — Social occupations frequently involve working with, communicating with, and teaching people. These occupations often involve helping or providing service to others. See more occupations related to this interest.
- Realistic — Realistic occupations frequently involve work activities that include practical, hands-on problems and solutions. They often deal with plants, animals, and real-world materials like wood, tools, and machinery. Many of the occupations require working outside, and do not involve a lot of paperwork or working closely with others.

Source of Additional Information

- American Massage Therapy Association
- Associated Bodywork and Massage Professionals
- International Association of Healthcare Practitioners
- National Certification Board for Therapeutic Massage and Bodywork
- Occupational Outlook Handbook: Massage therapists
- Zero Balancing Health Association

What is the outlook for Massage Therapists?

PAY: The median annual wage for massage therapists was \$39,990 in May 2017.

JOB OUTLOOK: Employment of massage therapists is projected to grow 26 percent from 2016 to 2026, much faster than the average for all occupations. Continued growth in the demand for massage services will lead to new openings for massage therapists.

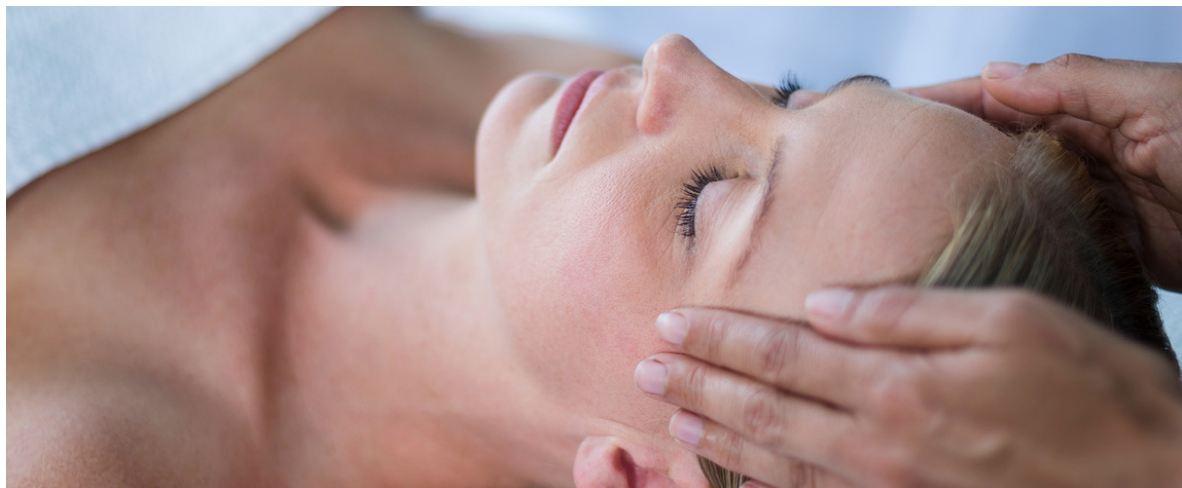
If you would like more information or would like to learn more about a career in massage therapy please contact our admissions department. You can also follow us on Facebook, Instagram or twitter.

LHAA ADMISSIONS

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859-252-5656 ext 29





“I love it here! Best decision in my adult life to enroll!! Thank you for making this the best educational environment and providing such a safe place to be.”

- LHAA GRADUATE