



Flagler/Volusia FSMTA

Agenda November Chapter Meeting

Meeting Date – Nov. 10, 2010 (2nd Wednesday of the month)

Speaker – Vivian Madison-Mahoney, LMT

Subject – Massage Insurance Billing

Time – 6:00 pm - Registration and Networking

6:25 pm - Welcome and Announcements

6:30 pm - Speaker Presentation Begins

2 FL CE Hours Awarded – Members Free, Non-members \$25.00

Location - Keiser University Auditorium,

Enter East Entrance & Parking Lot

Address - 1800 Business Park Blvd, Daytona Beach, FL

386-274-2725

Inside this issue:

Presidents Report	2, 3
Treasurer's Report	5
Sports Corner	6,7
Legislative Update	5
It's the Law	9
Classifieds	10

Board of Directors:

**President
Mark Bigelow, LMT**

**1st Vice-President
Chris Brooks, LMT**

**2nd Vice-President
Jane Sharpe, LMT**

**Secretary
Moises Sztyleman,
LMT**

**Treasurer
Gregory Neely, LMT**

**Immediate Past-
President
Carol Morrell, LMT**

Newsletter Editors

Betsy Morrison, LMT

Gregory Neely, LMT

Guest Agenda November Chapter Meeting

Vivian Madison-Mahoney



Vivian and John Mahoney

I know first-hand the challenges & problems you face beginning your massage practice and incorporating medical referrals and accepting insurance for payment. I began just like you. After about a year of working out- calls at the rate of 6 to 8 (full hour or more) treatments a day, I opened, the first massage therapy practice anywhere to my knowledge, that specialized in injury, disability, physician referrals, & insurance related cases.

Since 1984 I have had hands on experience, 15 of those years was in owning & operating a 3,900 Sq. Ft. medically oriented Massage Therapy facility, eventually exceeding \$500,000 a year in income. All from charging \$35.00 to \$75.00 per treatment session!!

Continued on Page 2

Since then I have been working with massage therapists on their insurance issues on a nationwide basis. We had up to 14 licensed massage therapists, 2 office assistants & my daughter Lori who did all of our insurance billing & collections.

We treated upwards of 500 patient visits a month, (average 28 to 32 patient visits a day), ethically and fairly billing insurance companies for patient services. Over the years, over 175 physicians of all specialties referred patients to us.

In our medically oriented clinic we incorporated a spa -like ambience, with a full immersion hydrotherapy tub, infra- red sauna unit, as well as passive exercise tables, which we mostly used for rehabilitation purposes, along with other exercise equipment.

The Florida State Massage Therapy Association (FSMTA), hearing of my success, asked me to serve as Insurance Committee Chair in 1989. I still proudly hold that position today. During this time I was happy to be working with our association, lobbyist, attorney and legislators to enact laws that now require massage therapist's to be reimbursed by insurance companies.

I'm a regular columnist for "Massage Today" Newspaper and write articles for the FSMTA "Massage Message Magazine" and the "AMTA FI Journal".

I guarantee there's no one instructing massage therapists in insurance billing with this level of hands-on experience & knowledge working with medically prescribed, insurance cases.

I do not teach how to get rich. I teach how to increase your income, help others who would otherwise not be able to have your services and to protect our profession!

NO, one does NOT have to be a "certified" or "master" or "medical massage therapist" or anything else to accept physician referrals or to submit claims to insurers' for massage therapy services. What is required is a medical diagnosis by physician's prescription. From time to time some Insurance companies may require state licensure or certification.

I invite you to check other links on my website for insurance & practice building home study courses, live seminars & manuals to enhance your practice & increase your income!!

President Report - Mark Bigelow, LMT

Last Month's Speaker

Thank you, to Michael Garcia for coming from Jacksonville to present at our monthly meeting. His scientific and common sense approach to therapy was well received and his knowledge of the subject matter was obvious. We hope to see him present again at a future monthly meeting.

FSMTA Membership Drive

WIN BIG WITH FSMTA'S MEMBERSHIP DRIVE! Recruit new members or get expired members to rejoin and you could win enough FSMTA bucks to pay for YOUR membership...or YOUR convention registration...or buy state store merchandise! It's easy to do!



President Report—Continued

Any current member who refers a new member, or recruits an expired member, between October 1, 2010 - March 31, 2011 will receive a \$15 voucher per member recruited, which can be used in the FSMTA state store, for membership renewal, or towards convention registration. In addition, any school that signs up 20 student members will receive one year free membership, either new or renewal! So what are you waiting for?! Talk to your non-member LMT friends and encourage them to join FSMTA! The referring member's name MUST be written on the application! If your referral is joining online, they must input your name in the space provided. Credit will not be given for members whose memberships are still within the expiration grace period.

For a small investment of less than \$.35 per day, members receive great benefits. Networking and FREE CEs at chapter meetings, ability to purchase low-cost liability and health insurance, discounted fees to attend the BEST massage therapy convention and trade show in the country, lobbyists in Tallahassee fighting for your right to practice and much, much more! It's a WIN-WIN for everyone! You win FSMTA bucks and your non-member friends can be part of the best massage therapy association around!

Elections

Don't forget to vote on Nov 2. Perhaps we will show some useless politicians what it's like to be unemployed and having hard times.

Chapter Christmas Party, Dec 8th, 6pm,

Caribbean Jacks

721 Ballough Rd.

Daytona Beach, FL 32114

Don't forget you can buy your party tickets at the next monthly chapter meeting, or send your check to FSMTA, c/o Greg Neely,

240 Ridgewood Ave. Daytona Beach, FL 32117-4944.

The cost is \$24.00 each person which includes buffet dinner, beverage, desert and tip. Alcoholic beverages are available, but sold separately.

Mapquest.com the address above for directions. Use either valet parking at the door and self-parking in the marked lot across the street. Tickets are limited and half sold out - so don't wait!

FSMTA Sports Team Training

To participate in an FSMTA sponsored sports event you must have previously taken the FSMTA special team training. There was much more response to arranging a local class for training than expected at the last meeting. If you were not at the last meeting and wish to be notified about the next class arrangements, please send me an email with your contact info to be added to the list. bigelowseminars@aol.com

6 Weeks of boot camp for \$119

**OUTDOOR
FITNESS**
"Where Fitness Is Fun"

A *Boot Camp* style fitness program is now available in Port Orange! Programs are designed for various fitness levels from the beginner to the advanced.

Program Prices

\$119 for the entire
6 week boot camp!!!
OR
\$10/session

2 free sessions without
any commitment!

* Includes a fitness
consultation and
pre/post fitness
assessment.



Improve strength/endurance



Fun in a team environment

This program is held on Monday, Wednesday and Friday at the Port Orange City Center Amphitheater from 5:45-6:45AM.

For more information, please call Ed Eisler (386) 214-6465 or
Email Chad Truxall ctruxall@cfl.rr.com

FSMTA – Flagler/Volusia Chapter Board

President – Mark Bigelow, 386.214.6268, bigelowseminars@aol.com

Immediate Past President - Carol Morrell, 352.336.3640, newsmyrna@bellsouth.net

1st Vice President – Christopher Brooks, 386.795.2033, dean@daytonacollege.edu

2nd Vice President – Jane Sharpe, 386.586.3007, janolmt@webtv.net

Secretary – Moises Sztylerman, 305.481.1630, mossage57@yahoo.com

Treasurer – Gregory Neely, 386.492.2958, greg@newagetouch.com

Central Office Address: 1870 Aloma Ave Suite#260: Winter Park, FL 32789

Lynn Hupp Exec. Director: 407-628-2772 or toll-free 1-877-376-8248

or 1-877-FSMTA 4 U.

Please notify Central office of any changes in address , phone, etc.

Monthly Treasurer Report - Gregory Neely, LMT

Our balance is 3435.12. Don't forget that Christmas party tickets are on sale for \$24.00 each and can be purchased both at Novembers Meeting and at NewAgeTouch located at 240 Ridgewood Ave in Holly Hill between 10am and 6pm Mon-Sat from now until Dec 6th if supplies last. We hope to sell out this year tickets so get yours before it's too late. There are a limited number of seats available.



Legislative Corner by Gregory Neely, LMT

HR 4662 - has seen no movement as of late.

Want more details see our website at www.fsmtafv.org

Finalization on bringing the fee for an establishment license down by \$50 has been approved, the final steps are in progress.



Sports Massage by Sheree Urich, LMT

OVERUSE OF SHOULDER

The complexity of the shoulder contributes to many different possibilities of overuse. The most common muscles to get overused are deltoid (anterior and middle) and biceps group. The shoulder is the area to be strengthened in the gym, and the overuse usually occurs if the athlete was not going to the gym. There is a way for you to prevent this overuse by doing a couple of things.

Recommended Treatment

Begin the treatment with gliding motions over the deltoid muscles. Include posterior, anterior and the middle heads of the deltoid. Begin at the head of the humerus and proceed with gliding motions toward the underarm with the clasping hand, and following with the other hand once the first hand reaches the end of the deltoid. After a minute of this gliding you have sufficiently increased blood flow to the area and can now perform deeper motions. Start with the pressure stretching technique of the anterior deltoid and move to the middle and the posterior deltoid heads after 20-30 seconds. The best pressure stretching for the deltoid muscles includes crestring hand and heel of hand techniques. This type of touch will allow you to quickly warm up and stretch the muscle fibers, as well as fill them with arterial blood. This technique can be done in spirals through the muscle, and you may travel toward the shoulder and back to the deltoid attachment in the upper arm.

After a few minutes of pressure stretching of the deltoid, you are ready to move to kneading of the muscle. There are a few things to keep in mind when kneading the deltoid muscles. Do not glide as you perform the kneading, as the kneading technique is used to imitate muscle contraction. If you produce a glide during the kneading, the central nervous system (CNS) will consider the motion relaxing in nature and will change the effects you are trying to produce. As you know, exercise is not considered to be relaxing by the CNS, but rather stimulating in nature. Since we are trying to mimic the exercise effects with the use of kneading techniques, we will also try to stimulate the CNS just as exercise does.

At the same time your motions should have a rhythmical quality. In effect, you will be inching your way up the muscle with continuous kneading motions. The direction of your kneading is toward the shoulder joint (unlike it was in the gliding motion). This technique should be used for the majority of the treatment time, since the main goal of treatment is to strengthen (or to maintain the strength) of the deltoid muscles. You may have to introduce a few vibration techniques to break up the continuous kneading and prevent the muscle from cramping. The best vibration technique to use on the deltoid is moving vibration. To perform this motion, you want to place one hand on the anterior deltoid, and the other hand on the posterior deltoid. Make sure your whole hand touches the muscle, and that the heel of the hand and the pads of the fingers have complete contact with the tissue. Start to throw the muscle from one hand to another at a speed of about 150 motions per minute. When I say throw, I am using the term loosely. What I mean is not to violently throw the muscle, but rather toss it in between the two hands without losing contact with the muscle in the process. This procedure will assure the muscle remains healthy and strong, even if the muscle has not been used or trained for a period of time.

CONTACT surich@cfl.rr.com

Sports Massage by Sheree Urich, LMT—Continued



Insurance & Marketing Seminar Melbourne FL Nov. 12 & 13

All Interested Massage Therapists and others

This is just a short note to notify you of a seminar coming to Scranton PA this month and one in Melbourne FL next month.

This will be it for this year except for one at my house in Gatlinburg TN in Dec.

Please go to my website and register from the Seminar Schedule toolbar link for the seminar of interest.

I look forward to meeting each of you at your seminar of choice.

Can't make it to any of these? Tell me where you would like us to be. Or go to the website and check out the 24 CE Home Study Course, Manuals and Seminars on DVD.

Thank you for letting me keep in touch!

See you soon. Happy Autumn Season

Subscribe to Our Newsletter!

Quick Links

www.massageinsurancebilling.com

Contact Us

740 W. Highland Drive
Gatlinburg, Tennessee 37738
865-436-3573



It's The Law – Do You Comply?

Can a person, while still a student of massage, claim to be massage therapist and advertise services before becoming licensed? **No**

480.047 Penalties.-- (Chapter 480 Florida Massage Law)

(1) It is unlawful for any person to:

(a) Hold himself or herself out as a massage therapist or to practice massage unless duly licensed under this chapter or unless otherwise specifically exempted from licensure under this chapter.

SNEEZES



Sneezes regularly exceed 100 mph. There's a good reason why you can't keep your eyes open when you sneeze—that sneeze is rocketing out of your body at close to 100 mph. This is, of course, a good reason to cover your mouth when you sneeze.

Coughs clock in at about 60 mph. Viruses and colds get spread around the office and the classroom quickly during cold and flu season. With 60 mph coughs spraying germs far and wide, it's no wonder.

The average person, man or woman, blinks about 13 times a minute.

Employment

For Rent

FACTOID

The colder the room you sleep in ,the better the chances are that you will have a bad dream

It isn't entirely clear to scientists why this is the case, but if you are opposed to having nightmares you might want to keep yourself toastier at night.



Classes

Qigong Session

Seating is limited so call 386-214-6465

Call for more info



Supplies



Happy Thanksgiving



CLASSIFIED ADS

Classified Rates

	Members	Non-Members
1-20 Words	5.00	10.00
21-40 Words	10.00	15.00
41-60 Words	15.00	20.00
Full Page (flyers)	25.00	35.00
Business Cards	10.00	20.00

New Age Touch

240 Ridgewood Ave
386-492-2958

**Quality Essential Oils
In Stock**

Therapeutic Quality at a Great Price

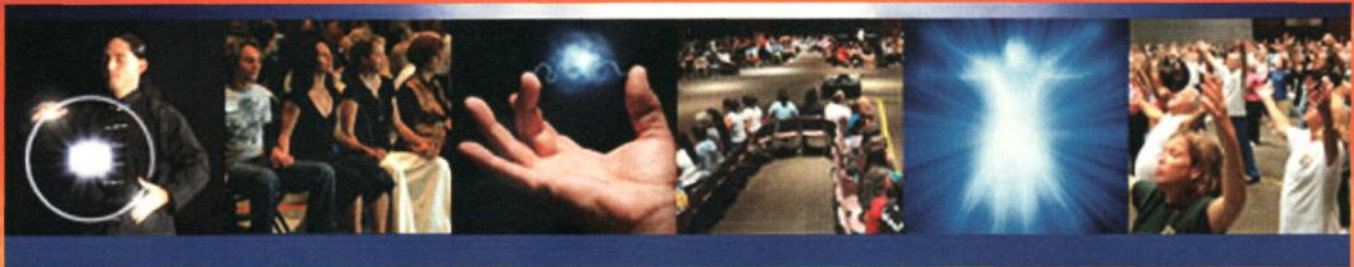
newagetouch.com/shop2

Qigong Session

Qigong (or ch'i kung) is an internal Chinese meditative practice which often uses slow graceful movements and controlled breathing techniques to promote the circulation of qi within the human body, and enhance a practitioner's overall health.

Reiki Masters & Yogis are calling this seminar, "The most powerful experience of ENERGY."

2-3 HOURS OF AMAZING QIGONG HEALING



Qigong Healing & Breathing Application

Breath Empowerment: Feels like a "Humming Engine" inside your abdomen! Initiates flow of Qi.

Empty Force Qigong: Your energy field becomes so palpable – it feels like solid matter.

Spiraling & Pressing Qi: Subtle movements are the REAL KEY to harnessing the Qi-Energy.

Cloud Hands: Beautiful Practice for strengthening lungs and opening the chest.

Earth Hands: Strengthens the hips, legs, & the reproductive center of the body.

Around the World: Rotating at the waist, large spheres of energy are formed. Used to give Qi.

Qigong Push Hands: Energy is projected. Qi gently "pushes" the body and assists movement.

Tumo Breathing: Pressurizes Qi to flow strong. Pulsation of Blood & Qi flows down arms and legs.

Wuji Style Qigong: Learn 7 Wuji Movements. A "MAGNETIC DANCE" of Qi. Create your own form.

9-Breath Method: ULTIMATE Breath Practice. Blissful waterfall of Qi removes stress & negativity!

Advanced 9-Breath: Takes Energy to deepest levels. We become PURE SPIRITUAL VIBRATION.

"I've been a practitioner of Reiki since 1983. I love Reiki and find your Qigong helps my practice tremendously. I FEEL the energy more powerfully now than I ever thought possible! – Rev. Ojela Frank, Author, Reiki Master"



Seating Limited so Call (386) 214-6465

Ed Eisler L.M.T. from EislerTherapeutics.com

Level 3 Instructor from Supreme Science Qigong

Sunday November 28

2pm—5 pm

Ongoing Last Sun in Each Month

also Wed 5:30-6:30 in Port Orange, Call for Info

240 Ridgewood Ave
Holly Hill Fl 32117

Promoting professionalism through
training for massage therapists.

We're on the web at
www.fsmtafv.org



Upcoming Events and Speakers

Nov 10 – Vivian Mahoney, LMT,
Insurance billing (2 ‘general’ category CE hours)

Dec 8 – Chapter Party at Caribbean Jacks,
See this months ‘Presidents Report’ for details

**2011 Speakers and subjects now being planned,
with mandatory courses in March and May**

For renewal by August 31, 2011 you will need

- 12 - “relevant to massage therapy technique” CE Hours, must be in classroom only
 - 6 - “general” CE Hours (can be classroom or done by homestudy courses)
 - 2 - Professional Ethics
 - 2—Prevention of medical errors
 - 2 - Florida State Massage Laws and Rules
 - 1—Aids prevention (not counted but required)
- 25 - total hours**