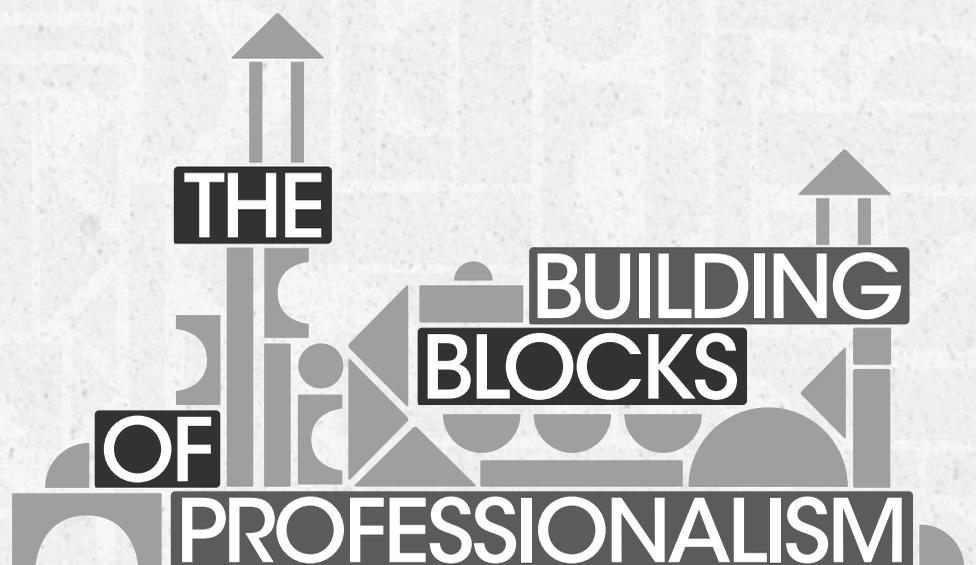


# Annual Report

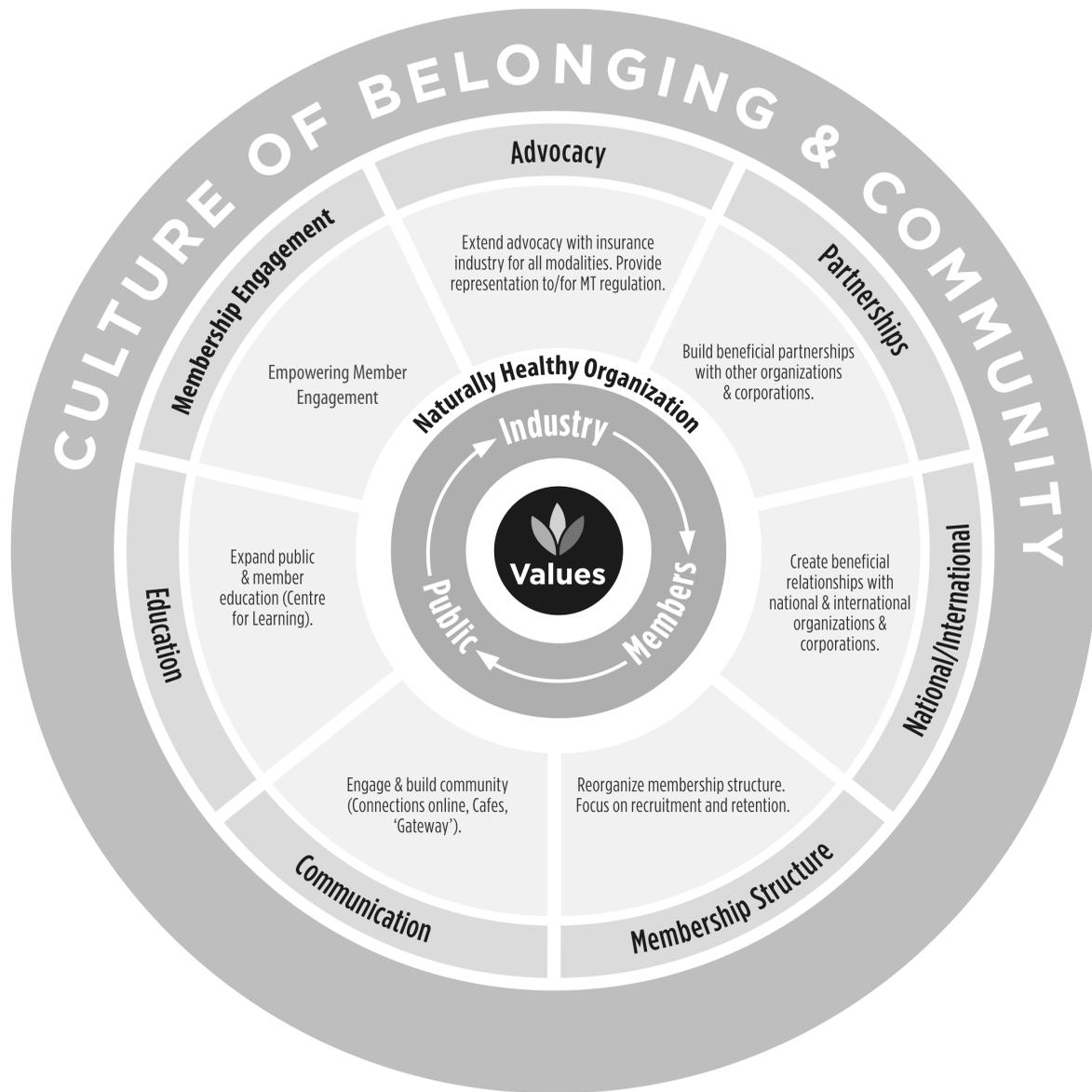
Covering May 2011 - May 2012



natural health practitioners of canada association  
association des praticiens de la santé naturelle du canada

“To work in the world lovingly means that we are defining what we will be for, rather than reacting to what we are against.”

- *Christina Baldwin*



## Table of Contents

<b>4</b>	President's Report	<b>14</b>	Advocacy
<b>6</b>	Executive Directors Report	<b>16</b>	Partnerships
<b>8</b>	Registrar's Report	<b>16</b>	National/International
<b>10</b>	Treasurer's Report	<b>17</b>	Membership Structure
<b>11</b>	Complaints Director	<b>20</b>	Communication
<b>12</b>	Leadership Committee Report	<b>22</b>	Education
<b>13</b>	Membership Engagement		

## President's Report

It has been such an interesting challenge to summarize what your NHPC, Canada's largest voluntary member organization, has been up to in the last year. Each year there have been challenges amongst the success for the NHPC, this one being no different. In reviewing what has transpired for the NHPC, two themes stand out clearly for me.

The first is external in nature, touching upon the spokes of advocacy, partnerships and national/international of our strategic wheel. This was underscored back in January of this year when in one day, our Executive Director, capable NHPC office staff and myself, had three meetings: one with the Alberta Health Minister; second, the Assistant Dean and Registrar of the Grant MacEwan Holistic Health Practitioner Program, and third, with Dr Vohra, who is on the faculty Medicine of the University of Alberta, and plenary speaker at the NHPC's 23rd Annual National Conference. At all three of these meetings, the participants commented on how timely it was to meet with the NHPC and learn more about who we are and what we represent. All three, representing government, education and research, expressed a desire to build on their relationship with the NHPC. Doors are opening and we, the NHPC, are being invited in.

Meanwhile, on the municipal level, our members are benefitting from the Collaborative Model for Business licensing of Natural Health Practitioners. This model was developed by the NHPC and has been adopted by major city centres in Alberta and Ontario. This Collaborative Model is being considered by an increasing number of municipalities in other provinces as they come to update their business licensing model. We expect that it will be adopted and thus recognize Natural Health Practitioners as the professionals that they are, removing them from questionable and out dated categories of business licenses.

In addition, it is exciting to witness the launch of the Holistic Health and Fitness Tax Credit (HHFTC) initiative. Already adopted in principal by the newly elected Alberta Government, the NHPC will be working hard to bring the HHFTC to the other provinces. All the modalities represented by your NHPC stand to benefit from the



implementation of the HHFTC, while providing our clients with greater access to natural health services. It will be so interesting to see where this initiative goes within the next few years.

The second theme that resonates for me is internal in nature, primarily touching upon the spokes of membership structure and education. As the NHPC has grown and matured, entering new arenas of advocacy and building relationships, it is reassuring to see that the foundation of our organization continues to be strengthened. Two examples spring to mind.

The voluntary Massage Therapy Competency Assessment Program (MTCAP) has recently undergone a thorough review. As a consequence, MTCAP will be reconfigured so that it will match Prior Learning Assessment Review (PLAR) standards more appropriately. It is the expectation that these changes will better meet the requirements of third party insurers while recognizing the valuable competencies of our members who have unique educational backgrounds. MTCAP is a big step toward leveling the education playing field, moving the discussion away from inconsequential 'hours of training' towards the more professional theme of 'competencies'. It was a step, which was acknowledged by many in the health and wellness field and, incidentally, misunderstood by a few.

At the same time, with an eye towards advancing the interests of our non-massage members; the NHPC is undertaking the development of a Natural Health Practitioner Certificate (NHPC). As you may imagine, this is an enormous project requiring the development of applicable standards. For example, record keeping will be an essential requirement, no matter what modality you practice. One benefit of this NHP Certificate is that it will facilitate recognition of all our modalities, such as with the Holistic Health Fitness tax Credit mentioned above.

# President's Report

## CONTINUED

These two endeavours, MTCAP and NHP Certificate, along with the others outlined elsewhere in this annual report, have elicited discussion regarding what are the qualities of a professional Natural Health Practitioner. It goes without saying that it is incumbent upon each of us to advance those qualities, individually and collectively - hence the theme for our AGM of 'The Building Blocks of Professionalism.' As representatives of NHPC, we each have a role in ensuring that the professional foundation of our organization remains solid and complete.

After six years as a volunteer on your Board of Directors, my time draws to a close. A lot has changed in these six years. Like many of our members, I initially joined for practical reasons, such as access to professional liability insurance. However, the more I came to understand the strategic perspective of the Board of Directors and our Executive Director, I understood more how the NHPC strove to represent all our members, not just the ones based in Alberta. This is the only organization in Canada willing to go to bat for all of us, providing a voice for a wide range of natural health modalities on a variety of important levels: municipal, provincial, national and even international. Various levels of government as well as a growing number of organizations in the health and wellness field identify the NHPC as an important resource. These initiatives have tapped into my own passion for issues of professionalism, fairness and inclusivity. I have gladly lent my support, doing what I can, contributing to the strategic direction of the NHPC. It has been a privilege to witness the creative intelligent thinking embodied by the Board, supported by the ever so hard working and dedicated NHPC office. These initiatives and decisions have in turn been informed by the feedback and direction provided by you, fellow members. As an organization, we wouldn't stand where we are without your input, so thank you for your contributions.

Your NHPC has accomplished much more than what I have mentioned. Please read through the rest of this annual report to understand the depth of the work being done on your behalf.

With appreciation,

**Don Himmelman**

*NHPC President  
Board Of Directors*

# Executive Director's Annual Report

Reflecting on the NHPC Logo, I am reminded of the diversity of the industry in which I serve and that you, the members, provide invaluable service for all Canadians. This past year has had its challenges with a federal election and multiple provincial elections shifting and changing mandates towards new future visions. With that, the NHPC was nimble enough to make shifts to accommodate those changes.

I see the natural health professions advancing in professional credibility and accountability and the promotion of wellness. This advancement doesn't occur on its own, it takes bodies of people with a commitment to deliver change and widespread recognition of the value of natural health practice. Each of us doing our part and the sum of those parts has a far larger impact than any of us working on our own.

The NHPC Strategic Plan launched back in October 2009 has been a driving force in this advancement and change. With the stalwart leadership of the Board of Directors this past year, several decisions were made to let stakeholders in this industry know that the NHPC is strong and will stand up for its members and the organization and what we stand for. The Board is a conscious group of individuals who view their decisions through the NHPC's six core values (choice, competency, efficacy, inclusivity, integrity and responsiveness). Decisions are made with knowledge based in information and a balanced weighing of an issue.

Two of these decisions made in 2011/12, were to review the Continued Competency Program (CCP) and the Massage Therapy Competency Assessment Process (MTCAP). This is a normal measurement evaluation taken on new programs delivered in the association. We want to see what worked well, where our challenges were, what could we do to deliver it better, what is the impact to members, stakeholders and the brand of the NHPC as a result of the programs. I am happy to report that these programs are well into their reviews and I expect changes to both programs to be announced later this year. We've had our challenges and we know that with these challenges that NHPC members are affected. We have not always made the best decisions in delivery choices and



we have learned to do better. I extend my thank you to members as we continue to work through administration and program management changes. We will come out of these reviews stronger and will continue to strengthen the credibility of our position in the marketplace.

During the past year NHPC implemented new measurement tools to ascertain our level of customer service with the "We're here to Help" Campaign and "tell us about your experience with the NHPC". In both of these campaigns, you the members told us of your challenges and of your successes. Our goal is to improve on our levels of communication within administration staff means. Several key staff moved onto new ventures in their life journey, while others saw their positions realigned with the new strategic direction set by the Board. And with this comes the growing pains of any organization of learning new assignments and clarity of the staff's role in the delivery of the plan.

Engaging and building Community will continue to be our main focus in the seven areas within the strategic plan: Advocacy, Partnerships, National and International Relations, Membership Structure and Engagement, Communications, and Education. Previously, I had reported that the Association would be advancing itself in several areas in 2011 as follows: insurance advocacy, increased non-dues revenues planning, plan development for new membership markets, strategically focused education and events, and developing leaders within the membership. Let me touch on a few of these.

**Insurance Advocacy.** The Insurance industry has seen a significant increase (20%) in claims paid for massage therapy services in Canada this past year. With this increase, mechanisms are being sought by the insurance

# Executive Director's Annual Report

## CONTINUED

industry to reduce payouts and the NHPC has felt the impact of these actions. We have, and continue to work with, this diverse industry to seek remedies that best serve our members and Canadians' wellness.

The insuring industry is a complicated web, with many factors that impact programs and services in employer or individual health plans. During these times, we noted that many members took charge and voiced their dissatisfaction with industry decisions and we commend them and I thank you! Working with the insurance industry, this past year's success came with three insurers who previously did not recognize the NHPC (and/or MTCAP). On the administration side, very soon we should have an Industry Relations Manager recruited whose focus will be insurance advocacy. With that, in the 2012 fiscal year monies will be earmarked specifically for insurance company advocacy and, this will now be a regular operating budget item for years to come.

The research required to move forward with cost savings and patient perceived outcomes nears its final stages and this will serve as a valuable tool to educate the insurance companies on the benefit of natural health therapies. Alternative strategies have been developed in support of the recognition of natural health therapies outside the insurance industry. One such example of this is the Holistic Health and Fitness Tax Credit (HHFTC). The purpose of the tax credit is to provide citizens with a \$1500 tax credit that they can use towards the holistic health services that our members provide. Health care services that we know reduce the cost pressures on our healthcare system. Developing health promotion and prevention strategies through the establishment of wellness programs means saving money while simultaneously improving quality of life. We look forward to hearing the responses from all the Provinces, as we press on with this exciting initiative.

Our non-dues revenue planning is now underway with a plan that, in 2012, has already seen the increase the non-dues revenue streams. We are cognizant in these financially challenging times that corporate friends across Canada are mindful of their cash flow and so, we are looking for more consistent and sustainable revenue streams with several new program approaches in advertising, social media, etc.

The development of new membership markets has gone in a new direction. Specifically, a new model for membership credibility and accountability is being developed to support insurance company recognition of non-massage therapy services. It is exciting to see that credentialing of a natural health practitioner through a certification program means that members who are not massage therapists can work towards a credential that will serve as a standard of excellence in natural health practice as a natural health practitioner. We are in the early stages of this evolution and look forward to providing you more information and glean your thoughts on this new direction.

Supporting credentialing, is the value that education and learning brings to our everyday lives. Continued learning is a must as a professional in practice. Honing skills, knowledge, and sharing learning is what being a professional is all about. The NHPC Education has re-aligned its education delivery to expand learning environments. Global learning delivered through electronic means continues to be the greatest increase in building our member communities. These low cost, affordable learning options are earmarked for growth in 2012. 2012 will also see a Study Tour to Hawaii in the fall time on the topic of traditional Lomi Lomi after a successful Thai Massage Study Tour. The Annual National Conference is our mainstay and will always provide a place for reconnecting with each other and finding new ways to expanding our learning horizons.

As we enter into 2012 and beyond, our challenges and success will continue. As a relatively young organization, the NHPC has opportunities abound. Our challenge will be to stay the course while embracing who we are and in doing so collectively strengthening our natural health community.

I wish you continued success in practice and thank you, for you, being you!

**Colleen MacDougall, CAE**  
*Executive Director and Registrar*

# Registrar's Report

As the NHPC matures as an organization, it is becoming more apparent that we need more clearly defined standards for the 65 modalities that are currently recognized by the NHPC. In 2011/12, the NHPC made significant headway in this area with the implementation of the **Massage Therapy Competency Assessment Program (MTCAP)**. This tool was developed to support the substantial equivalency recognition of non-regulated massage therapists within the insurance industry. The MTCAP was based on the NHPC Massage Therapy Competency document developed by the NHPC many years ago and as Canada's Massage Therapy regulators released their competency document a comparative study of the two documents was made. With this completed and the NHPC document holding strong as a comparative to the regulators document, the MTCAP was developed and included a mechanism for substantial equivalency recognition. Core to this recognition is compliance with the NHPC Continued Competency Program (CCP). CCP compliance is reviewed on a regular basis and members who are not compliant have their MTCAP equivalency revoked.

Being one year out in the launch of the program, NHPC conducted, as a usual standard of practice, a review of the MTCAP and are near completion of that review. I expect MTCAP changes will be forth coming and that those changes will strengthen the MTCAP program. Communicating with Insurance companies as we proceed through this process has been a challenge in some areas and great success in others as the MTCAP continues to be adopted across Canada. Once the final recommendations are complete, the Board of Directors will be discussing next steps in relation to strategic direction for the Association.

Relying on the insurance industry for revenue via client health benefit programs will continue to be pressed by the insurance companies in Canada. With the development of the NHPC **Holistic Health and Fitness Tax Credit initiative**, the pressure for reliance in this direction is eased. The goal is to have natural health practitioner's clients access the tax credit so as to increase their attendance of your services. Each member will need to develop marketing initiatives to educate their clients on this new tax incentive.



With these new initiatives being developed I am certain you can understand the need for improving our standards for the 65 modalities and researching the concept of a Natural Health Practitioner certification.

2011/12 was a year of over expended funds to support the **complaints process**. Two hearings were held, which increased the costs in the budget. As a growing organization the potential for increased complaint investigation will continue. The 2013 budget represents a fair management of complaints administration based on files currently in the complaints process and the expectation of increases.

To address a common issue that I have seen in complaints over the last year, I raise the issue of **Patient Health Records**, as there appears to be a pattern in complaints of poorly recorded client/patient records. I am specifically speaking to the recording of treatment notes. I recognize that this requires time out of a practitioners scheduled day, however the importance of properly recorded patient health records is critical to ensuring client/patient safety and professional practice. The issue of patient health record keeping is not one that is isolated to Massage Therapy. It is a **requirement of all health professionals, in all modalities** to properly record what transpired in the client/patient visit. This includes assessment, treatment plan, attendance and financial records as a core. The NHPC is developing online learning module to serve the need for better patient health record keeping. With the guidance of leading edge experts in the field I am certain that, regardless of what modality domain you practice, you will learn something to sharpen your recording keeping. I expect the launch of this to be in the summer 2012.

The Continued Competency Task Force will be reviewing the **Continued Competency Program Review Report** and determining if any changes are required to the CCP. It was clear many of you completed your CCP credits and achieved beyond what was required, and I find that

# Registrar's Report

## CONTINUED

exemplary. However, there were individuals who did not meet the CCP requirements and their NHPC membership was not renewed. These practitioners will not be eligible for NHPC membership until their CPP requirements are met and penalty fees are paid. Your continued support of CPP serves to support the credibility and professionalism of all NHPC members.

At the request of Canada's RCMP, the **Enhanced Criminal Security Clearance** requirement was implemented in 2011 in order to ensure that vulnerable individuals are better protected. NHPC recognizes that the time required by the government to process these clearances is longer than anticipated, however the importance of protecting the vulnerable outweighs the inconvenience of time.

In terms of membership, NHPC ended the year with a membership of: 6857 members. Membership renewals for spring and fall were at 85%. The renewal statistic was strong, particularly when you weigh in non-renewals due to non-compliance with the CCP.

With a growing cohort of retiring baby boomers, NHPC expects to see our membership renewal number decrease. The registration of new NHPC members was lower than expected in 2011. This is due, in part, to the impact of decisions made by insurance companies relative to the MTCAP and a new requirement for 2200-hours of initial training. As we continue to work through this issue, we believe the membership numbers will rebound.

Focusing on the theme of 'strength in number', NHPC will soon be launching a '**member recruit a member**' program that will provide membership fee reduction incentives to participating members.

As I close off another year with the guidance and assistance of NHPC Complaints Director, Cathy Sveen, leaving our organization to move onto her next journey in life, and that of Laura Finley, who so exceptionally served as Membership Manager, I am left with thoughts of new beginnings with Jan Bagot taking on the Complaints Director role, and Candace Pichonsky as Complaints Administrator. I am certain we are well served by both these individuals. It has been an honour to work with Cathy for over a decade and know that I can always pick up the phone and seek guidance. She will always be a long time friend of the association, and I thank her.

As members, you have a choice to belong to whatever organization best meets your need. I appreciate your choice in continuing to "stick by us" through thick and thin and more importantly, I am humbled by the opportunity to serve you and support you in practice. I wish you continued success.

**Colleen MacDougall, CAE**

*Executive Director and Registrar*

## Treasurer's Report

Deloitte & Touche LLP as the appointed Auditors, audited the NHPCA and presented 2011 financial statements. The Audited financial statements indicate that there were no areas of concern, and a clean audit was met.

The audited financials indicate there was an excess of expenses over revenues in 2011 of (47,249) and this was attributable to unexpected Professional fees regarding complaints. This excess was mitigated by conservative spending in other areas.

I am happy to report that membership remained solid. Membership retention averaged 84.6% for the year, which is an increase of 1.8% over the prior year. Membership numbers increased overall during 2011 compared to 2010.

Canadian forecasts, published in early March 2012, anticipate economic growth to strengthen to 3.8% in 2012 and 2013 before averaging 3% in 2014 and 2015. Forecasters expect elevated oil prices to encourage continued investment in the energy sector, driving up employment, incomes and exports. These forecasts provide a positive outlook for 2012 onward.

The NHPCA began the process of facilitating a Holistic Health & Fitness Tax Credit (HHFTC) in early 2012 in Alberta. The NHPCA will continue this process across Canada. The NHPCA has successfully achieved implementation of its Collaborative Model for Business Licensing of Natural Health Practitioners in three cities and is currently working with others across Canada. The NHPCA is researching the development of a Natural Health Practitioner certificate, which will provide a mechanism to gain recognition within the insurance industry. The strategic plan will expire in early 2013 and resources will be allocated to hosting a strategic visionary session. The strategic priority of education will be expanded to continue the improvement of quality and accessibility of education opportunities through distant learning. The Massage Therapy Competency Assessment Process (MTCAP) and the Continued Competency Program (CCP) moved into the general operating budget. Insurance advocacy continues to be a focal point of our strategic direction and additional revenues will be required to increase this

focus during 2012 and onwards to 2013. As professional fees increase due to increased complaints in correlation with increasing membership numbers, additional dollars will be required to support this important component of our Association.

The following is a detailed list of the meeting attendance fees paid out between April 1, 2011 and March 31, 2012:

Name	Number of Events	Total
Leisa Bellmore	1	300
Michelle Blanchard	3	800
Paul Buffel	6	2100
Don Himmelman	6	2600
Michele Huszar	3	1000
Jeff Lazo	1	300
Kim MacEachran	3	600
Candace Pichonsky	1	200
<b>Total</b>	<b>24</b>	<b>\$7900</b>

Please see the 2012 Annual General Meeting booklet for the 2011 Audited Financial Statements and the 2013 Proposed Budget.

I wish you continued success in your practice.

Respectfully,

**Kim MacEachran**

*Treasurer*

# Complaints Report

## *The NHPC Complaints Resolution Process is a foundational building block of professionalism for all NHPC members*

The NHPC Complaint Process, as outlined in the Bylaws, continues to offer a humanistic and respectful way for the Association to deal with concerns about a practitioner's conduct. The Complaint Process utilizes as many opportunities as possible for informal complaint resolution to help heal relationships and create healthy outcomes. The assessment and investigation of formal complaints utilizes experts and investigators to support the Complaints Process which could proceed to Arbitration Hearings or Resolution Agreements. The Association's Code of Ethics continues to provide support and guidance to members in their practice.

The end of 2011 marked a significant change with Cathy Sveen, former Complaints Director, deciding to step away from that role after many years of dedicated service. She remains committed to the NHPC as Privacy Officer and continues as a valuable resource in the Complaints Process. We acknowledge Cathy's great efforts to the Association and are fortunate she continues to serve. Cathy Sveen is Chair of the Complaints Process Review Task Force currently activated to review Article X of the NHPC Bylaws specific to the areas of Sanction, Jurisdiction and Statute of Limitations.

In January 2012, Jan Bagot assumed the role as Complaints Director with Candace Pichonsky as the Complaints Administrator.

The nature of complaints relates to alleged incompetence of the practitioner, alleged inappropriate crossing of boundaries of a sexual nature, alleged inappropriate billing practices and unsubstantiated billing to insurance companies. The Association is finding through investigation into complaints that practitioners' are working outside their NHPC recognized scope of competency.

Eight complaints alleging inappropriate billing practices and unsubstantiated billing (record keeping) have been received from insurance companies. Some have been addressed with Resolution Agreements which include the members undergoing an Ethics/Practice review. One, no further action was taken due to loss of jurisdiction. Two saw resolution through the informal complaints resolution.

Three members have had criminal charges against them. Two remain to hear sentencing and remain suspended from membership. Through Provincial Court, one has been found not guilty and the charges dismissed. The Association's investigation is near completion.

Two members, after their Arbitration Hearings, are completing the Sanction Orders imposed by the Board of Directors. Sanction orders, for example, may include completion of course work and/or supervision of practice and/or imposed ongoing restrictions to their practice. One member is under a supervised practice to meet the arrangements of an Agreement and Undertaking.

The Complaints Director and Complaint Administrator have received approximately 248 calls from members, the public and health care professionals.

Calls related to business practices, work place issues and interpersonal conflict continue to be received. The Complaints Administrator and/or Director provide support where appropriate. The Complaint process is on the NHPC website and continues to be a source of information for the membership and public as it clarifies the NHPC Complaints Resolution Process and demonstrates the transparency of the Association.

Respectfully submitted,

**Jan Bagot**  
Complaints Director

# Leadership Committee Report

## The exercise of leadership fosters a capacity for it

The Leadership Committee (formerly the Nominations Committee) is responsible for facilitating the nominations process and succession planning for the Board of Directors and facilitating leadership development.

The mandate of the Leadership Committee has been expanded over the past year to include additional responsibilities of volunteer recruitment for all NHPC committees and ongoing leadership development.

Several volunteers have been appointed to NHPC committees and the Leadership Committee conducted interviews with several board applicants, which has resulted in the appointment of two new Directors. The Leadership Committee has revised the Board Orientation process and is conducting Orientation with the new board members in the 2nd Quarter of 2012. Additionally, the committee conducted interviews with current board members in the 4th Quarter of 2011 as part of the succession planning process. The committee presented the board nomination slate for the 2012 AGM.

The Leadership Committee continues its efforts to connect with NHPC members and engage them in the leadership of our profession. To this end, the committee initiated a Member Participation Survey to determine members interest in involvement.



### Committee Members:

Leisa Bellmore, Chair & Member at Large

Jeff Lazo, Board Representative & Vice Chair

Don Himmelman, President & Board Representative

Carla Pentz, Member at Large

### Leisa Bellmore

*Chair of the Leadership Committee*



## Membership Engagement

The Natural Health Practitioners of Canada (NHPC) had many opportunities this last year for members to engage with the organization. NHPC members are taking advantage of these opportunities and building strength in their shared vision of supporting wellness through the growth of natural health.

The 2011 Annual General Meeting theme *It begins with Me* reminded us that change begins with us as individuals. Individuals making conscious choices to create change in our lives and in doing so inspire others in our communities to begin the process themselves. As Gandhi said, 'Be the change you want to see in the world.' With this in mind, below are a few of the ways members engaged and connected in order to create change in 2011:

### Engaging and Connecting through continued education

- Muscle-Specific Deep Tissue for the Trunk & Neck
- Annual General Meeting and Workshop
- Manual Lymph Drainage
- Seated Massage
- Self care for Massage Therapists
- Online Modules
- Webinars

### Engaging and Connecting through events

- Natural Health Practitioners Awareness Week
- Natural Health Flash Mob
- NHPC Members lend their Hands to Wildfire Evacuees in Alberta
- Connections Cafes - in person and online

### Engaging and Connecting through conversations

- Web 2.0 on the NHPC website
- Facebook, LinkedIn and Twitter

### Engaging and Connecting through action and input

- Regulation on Massage Therapy
- Manulife Insurance
- Practitioner Survey
- Holistic Health & Fitness Tax Credit
- Municipal Advocacy



### Together We Can Change Everything

Actively participating in the NHPC connects members with others who share a passion for natural health care. These connections empower the individual voice by creating a community that supports, acknowledges, and validates the important work that natural health practitioners undertake in supporting clients' health.

The 2011 *Member Engagement* work of the NHPC brought focus, direction and clarity to the NHPC's vision, mission and values. It enabled the NHPC to move forward with a stronger shared voice and collective commitment to 'be the change we want to see in the world'.

This collective voice and commitment has encouraged the NHPC to undertake three foundational research initiatives. The first is the NHPC Literature Review, which will identify the cost saving and clinical effectiveness of nine of NHPC recognized natural health modalities. The second is the Practitioner and Patient Surveys: a research piece that will show government and insurance companies how natural health practices are being utilized, by whom and for what purpose. The third initiative is the Holistic Health & Fitness Tax Credit research. This research will identify the costs and benefits of a \$1500 Holistic Health & Fitness Tax Credit.

These initiatives will provide the association with concrete tools that will improve the association's ability to advocate with governments and the third-party health benefits insurance industry research. Advocacy will result in improved recognition for all 65 natural health modalities recognized by the association.

### Michele Huszar

*Vice-President NHPC Board of Directors*



## Advocacy

### Working to change everything

NHPC's advocacy goals include increased government and insurance industry recognition for all 65 NHPC recognized modalities. In order to achieve these goals, NHPC is building relationships and inspiring the cooperation of key decision makers who are working within the government and insurance industry sectors.

Below are some of the highlights of NHPC's 2011/12 advocacy work.

#### Municipalities Adopting NHPC's Collaborative Model for Business Licensing

NHPC's Collaborative Model for Business Licensing of Natural Health Practitioners (Collaborative Model) creates self-regulatory mechanisms to respect and protect emerging natural health professions and the public from unqualified individuals. It achieves this by creating collaborative relationships between the NHPC and municipal governments to determine and enforce the eligibility requirements for a business license.

NHPC has successfully achieved implementation of the Collaborative Model with the City of Edmonton, City of Toronto and the City of Markham, and is currently working with multiple Canadian municipalities, including the City of Calgary, City of Surrey, City of Saskatoon, and the City of North Vancouver to achieve implementation of the Collaborative Model.

#### A Holistic Health and Fitness Tax credit for all Canadians

NHPC began the process of facilitating a \$1500 Holistic Health & Fitness Tax Credit for Alberta and all Canadian provinces by meeting with the Honourable Fred Horne, Alberta's Minister of Health and Wellness. NHPC has successfully achieved a commitment from the Alberta Government to implement a Holistic Health & Fitness Tax Credit. During the coming months, NHPC will be working to ensure coverage for all 65 NHPC recognized modalities under the Holistic Health & Fitness Tax in Alberta and to increase the \$500 amount that the Alberta government has committed to.

In order to secure a commitment from other Canadian provincial and territorial governments for a Holistic Health & Fitness Tax Credit that covers all 65 NHPC recognized modalities, NHPC's Government Relations staff will begin working on tax credit advocacy campaigns in British Columbia, Manitoba, Saskatchewan, Ontario, Quebec, Nunavut, Yukon, Northwest Territories, Prince Edward Island, Newfoundland & Labrador, New Brunswick, Nova Scotia.

#### Providing Representation to/for Massage Therapy Regulation

NHPC is a national, voluntary professional organization registered in every Canadian province and territory. As such, we advocate for the appropriate regulation of natural health practices in all provinces and territories. Currently, only Massage Therapy is regulated or being considered for regulation by any Canadian province or territory.

##### Alberta

NHPC continues to participate with Alberta Health Services and the Alberta Massage Therapy Regulation Transitional Steering Committee (TSC) in the development of an Alberta College of Massage Therapy. Although there have been very few meetings of the TSC over the past year, its mandate is to continue moving forward.

A senior internal administrative team including: Colleen MacDougall, Executive Director; Jan Bagot, Complaints Director; Kathy Watson, Government Relations Consultant; Claire Ashton, Communications Director; and Roberta Palynchuk, Membership and Credentials Manager have met to guide the process and determine NHPC's priorities moving forward with regulation. This is an ongoing process to support the work of the NHPC participants of TSC

##### Manitoba

The Massage Therapy Association of Manitoba has presented the government of Manitoba with an application to regulate the professions of Massage Therapy. NHPC is in contact with the Manitoba government but has not yet heard whether or not this provincial government has any interest in moving forward on this application.

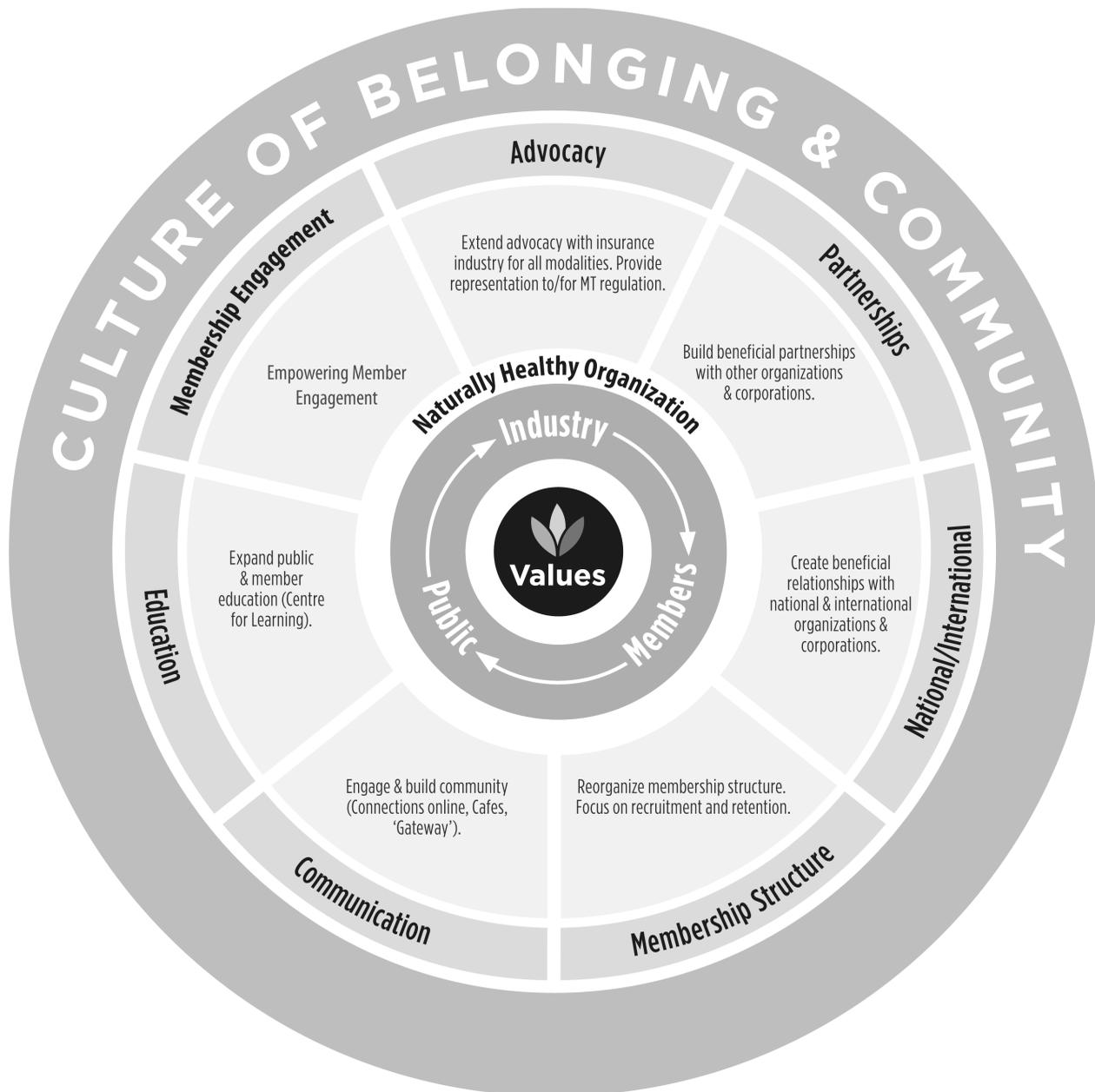


## Advocacy CONTINUED

### Action on Wellness symposium

NHPC members were also well represented at the Alberta Health and Wellness Action on Wellness symposium held in Banff, late in 2011. NHPC provided symposium participants with a 'Wellness Room'. NHPC and the NHPC Wellness Room were well positioned in the symposium guide. 16 NHPC members, representing a wide range of modalities, worked the 'NHPC Wellness Room', distributed

literatures on the health and wellness benefits of natural health modalities and provided symposium attendees with 15 minute mini-treatments free of charge. The room was completely booked. The goal of NHPC's participation in this event was to raise the governmental and stakeholder awareness of the key role that NHPC, NHPC practitioners and natural health care generally play in the emerging wellness sector. This goal was achieved.





## Partnerships

### Here we grow again...

#### Business Service Partners - Rewarding your hard work with savings

Each edition of Connections Magazine (space permitting) includes an ad listing all of NHPC's current Business Service providers and their special NHPC members' only offers. The monthly membership eNews also includes 'a Provider of the Month' ad to highlight the various membership discounts available. Communications continues to seek out new service providers in order to expand the array of services offered to members at a discount. In the 2011/12 year we were

pleased to welcome FX Solo Therapist, Dell and (re-welcome) Waterloo Insurance.

#### Sponsors

NHPC continues to build relationships with corporations in support of NHPC education and learning initiatives. Sponsors for the 2012 Annual National Conference included: Massage Heights Canada, AON Insurance, Academy of Reflexology, Rae Dunphy Aromatics, Waterloo Insurance, Kingsway Minuteman Press, Magic Relief RMT and Massage Essentials.



## National/International

### Building Relationships across all borders

#### International

In early 2011, an online gathering was held for participants of NHPC's 2010 international symposium—the Natural Health Knowledge Dialogue. This online gathering created a space for continued connectivity and updates on what is happening in the advancement of natural health around the world. Our commitment to continue these conversations continues and NHPC is in the process of developing a Natural Health Knowledge Dialogue LinkedIn Group. This group will share research, maintain connections and provide international updates to all participants.

The conversations between the NHPC, the Australian Association of Massage Therapists and the American Association of Massage Therapists continues with this group regularly sharing what each of our organizations is working on, and identifying what might be future shared opportunities. Both of these organizations are keenly interested in the NHPC-led Holistic Health & Fitness Tax Credit initiative.

Currently, the Australian Association of Massage Therapists is partnering with the NHPC-developed Patient and Practitioner Surveys initiative. Collecting data from two countries on the use and effectiveness (from a patient perspective) of natural health practices supports the recognition and credibility of those practices.

In 2011, NHPC attended an international congress on Regulation and connected with several leaders in complementary and alternative medicine in Europe. The advancement of alternative therapies continues to grow in the European market with the exception of Britain. We continue to watch these changes.

#### National

On the national front, NHPC had tradeshow booths at several national health and wellness conferences. At these conferences, NHPC was also well represented by members who offered conference delegates 'mini natural health treatments'. These treatments were overwhelmingly popular with conference delegates and we expect to be back at these conferences in the future. The connections made and awareness raised with the government, corporate and the insurance industry sectors was beyond expectation.

Early in 2012, NHPC attended the Fascia Congress in Vancouver, BC. This international event was very well attended, with a leading edge caliber of speakers and presenters. Connecting and reconnecting with Canadian and international leaders in the research community is very beneficial to the development of NHPC and our recognition as a Canadian leader in natural health care.



## Membership Structure

### The Building Blocks of Professionalism

#### Credentialing

Professionalism in practice is a commitment that NHPC practitioners make to their clients. NHPC has developed protocols to ensure that this professionalism is reflected in their association. These protocols set the standards for NHPC recognized modalities and programs.

NHPC recognizes standards of professional practice through our **Modality Assessment Protocol (MAP)**. This protocol outlines the process of assessment and research required to diligently develop internal NHPC standards of practice for each of our 65 recognized modalities, as well as new modality applications. By regularly auditing and reassessing recognized modalities, the association ensures that these standards are current and reflective of our members' practice.

In 2011, NHPC audited and reassessed our standards for Myomassology through a process of research, consultation with practitioners and assessment of recognized standards. The NHPC Credentialing Committee and Board of Directors approved new association standards for Myomassology in November.

There are currently 26 modalities on the waiting list for assessment. Fourteen modalities were disqualified for recognition in 2011, including: Ashiatsu Oriental Bar Therapy, Consegriety, Esthetics, Intuitive Counseling, IPEC Therapy, Low Intensity Laser Therapy, Neuro Somatic Therapy, Reconnection, Reconnective Healing, Reference Point Therapy, Spinal Networking, Spiritual Response Therapy/Spiritual Restructuring and Three in One Concepts. All of these modalities, although beneficial in their own right, did not fit the scope of practice of the association. Due to the high cost and resources required for the MAP process, there were no new modalities recognized by NHPC in 2011.

NHPC has a Credentials Assessment Protocol (CAP) for programs that provide instruction in our recognized modalities to ensure that members of the association meet the NHPC recognized standards of professional practice, as outlined in the Modality Assessment

Protocol (MAP). All NHPC members must complete their training through a credentialed program in order to qualify for membership with the association.

The NHPC Credentialing Committee reviews all of the applications for CAP. Once they have reviewed each application, they make a recommendation to the NHPC Board of Directors and applications will either be approved for credentialing or declined if they fail to meet NHPC standards for educational programs in a specific modality.

In 2011, NHPC received 52 credentialing applications, and the Credentialing Committee reviewed 43 programs from 36 schools located in 10 different countries. Three programs were declined for credentialing. Programs approved at the Discipline level include: 21 Massage Therapy programs, three Reflexology programs, seven Thai Massage Programs, one LomiLomi program and one Yoga Instructor program. Programs approved at the Specialization level include: three Reflexology programs, one Manual Lymph Drainage Program, one Shiatsu program, one Stone Therapy Program, and one Thai Massage Program.

At NHPC, it is believed that ensuring training programs are meeting education standards supports professionalism in each modality. Because of this, programs that are declined for credentialing are given recommendations for program modifications to meet NHPC standards. Reapplication is encouraged and schools are supported through both the application and reapplication process by NHPC staff.

The work of the Credentialing Committee is an integral part of the professional work of the association. From membership to advocacy to education, it touches all aspects of the association. It increases public confidence and awareness in the association and in Natural Health care as a whole.



## Membership Structure CONTINUED

### Growing Together

At NHPC, we work for our members: diverse groups of natural health care professionals representing 65 natural health modalities. From Reiki practitioners to Reflexologists to Tuina practitioners to massage therapists, practicing across Canada from Halifax to Victoria, at NHPC, we are all growing together.

We continue to support students who have made the choice to start a journey in healing through our School Visit Program. NHPC representatives met with over 700 students in 28 schools across the country in 2011, providing information about the Association and the benefits of membership. As more people find their way to the Natural Health industry, NHPC will continue to provide support to students and the schools that are training them.

The membership department at NHPC is committed to serving the needs of our members. We have been assessing and redeveloping our administrative processes since July of 2011. We started asking the questions "How do we do things? How can we do things better? How does this benefit our members? "

The renewal process was redeveloped to ensure our members get as much support as possible. Members are contacted earlier, more often and in more ways about their membership renewal, which has resulted in an increase in early renewals and a better understanding of the renewal process by our members. NHPC new membership processes are changing as well. With new applications being processed within days, sometimes even within 24 hours, we support our new members by ensuring they have what they need to get their practice up and running as quickly and smoothly as possible. We've redesigned the NHPC membership forms to make them more "user friendly". We've decreased the number of pages on each of our forms, becoming even friendlier to our environment.

Membership with NHPC is a commitment to a strong voice in Natural Health. In 2011, we saw this voice grow as members put their faith in their association and encouraged others to do the same. We take this



commitment seriously and will continue to grow in our processes and services to ensure that NHPC membership remains healthy and strong.

### Continued Competency Program An NHPC Membership Requirement

NHPC supports the professional growth and development of our members through the NHPC Continue Competency Program (CCP). By ensuring our members continue to learn and grow in their profession, we build greater confidence in natural health care services to the public by demonstrating a commitment to professionalism and competency.

In 2011, NHPC continued to administer the program as it transitions to a Random Audit Process. As of December 31, 2011, 74% of members whose credits were due through 2010 had achieved compliance with the program by submitting the required 20 continued competency credits.

Continued Competency Credits (CCC) must be achieved in 3 areas: 10 Modality Domain credits, 5 First Aid/CPR/Ethics credits and 5 "Other" credits. Deficiencies in credits were most often found in the Modality Domain requirement. Training for CCC may be achieved through 14 different Learning Types: certification, distance/online learning, in person educational offerings, meetings, mentoring, personal development, publications, re-certification, research, supervising students, teaching, repeat teaching, and volunteering. The top five learning types provided by NHPC members for credit were:

- In Person Educational Offerings
- Meetings
- Publications
- Personal Development/Distance Learning (tied for fourth)
- Volunteering



## Membership Structure CONTINUED

As of May 1, 2011, members were advised that they are not required to submit their documentation for Continued Competency Credits, as the association is transitioning to a Random Audit Process. This is in development with the NHPC Continued Competency Task Force. Members must continue to obtain credits and be compliant with the program, but are no longer required to submit CCC documentation to NHPC until they are selected for audit.

Through the Continued Competency Program, NHPC continues to support our members by providing the means to manage their professional growth and development. Together, we diligently work to ensure public safety by promoting practitioner competency and accountability.



## Communication

### Together We Can Change Everything

#### NHPC's Communications team works to create:

- Spaces and places for NHPC members to connect to each other and to the broader community;
- Tools and materials that support members practices, research, education and advocacy;
- Information and opportunities that keep members up-to-date on the work of NHPC.

#### Communicating in sound and colour

Environmental scanning indicates that more than 50% of communication will move to video format. With this in mind, and knowing that many NHPC members prefer their communication with sound, colour and moving parts – NHPC's Communication team has been developing their videography capabilities.

Video projects include:

- Modality-specific videos on the NHPC YouTube page designed to help educate the public on the various modalities and their benefits;
- A Continued Competency Program (CCP) tutorial designed to help NHPC members understand and comply with the mandatory CCP;
- An instructional guide for how patients/clients and members can participate in NHPC's Patient Survey;
- Workshop and other footage from the Annual National Conference in Banff, AB, including recordings of proper techniques used in performing various treatments, interviewing NHPC National Workshop speakers and workshop content for potential education use.

#### Supporting Accessible Education

NHPC is committed to offering our diverse membership accessible education. Part of this commitment includes enhancing online learning opportunities. In the 2011/12 year, Communications worked closely with Education to develop and deliver a new NHPC webinar series using GoToWebinar.

Webinars are educational events that take place online, where participants log onto a website to watch a

presentation and can choose to call in on their telephone or use their computer speakers and mic to listen to a presenter.

The NHPC has been running webinars since September 2011, and attendance increases with each session. Current success rates for members accessing this new online educational tool is up to 95%-100% for people successfully registering and attending. We expect to maintain this rate for all future webinars.

#### Supporting Accessible School Visits

Natural health training programs told NHPC that they are interested in accessing this NHPC service online. Communications helped meet this need utilizing high definition GoToWebinar technology. A package of NHPC materials and membership applications had been shipped in advance so that students were prepared for the NHPC 'online visit.' NHPC's presenter was able to move through the presentation with the ease of being there, and even able to pause to take live questions from the students, all the while gauging their interest levels.

Being able to easily meet with schools online certainly attests to NHPC's 'Growing Together' mindset. Having the ability to view an NHPC representative, live and on screen can be crucial to showing NHPC's accessibility and transparency.

#### Reaching out to Eastern Canada

Responding to member complaints that NHPC was not including enough ads from Eastern Canadian natural health training sources, in the Fall of 2011, Communications reached out to Eastern Canada with an offer of free advertising. Unfortunately, only four of the 45 natural health training programs and schools contacted took advantage of this free advertising opportunity. Of these four, none have chosen to renew their advertising. Communications continues to look for innovative ways to attract educational listings from Eastern Canada.



## Communication CONTINUED

### SupportWellness.ca – Home of the Holistic Health & Fitness Tax Credit

The Alberta 2012 election provided the perfect opportunity for Communications to launch the \$1500 Holistic Health & Fitness Tax Credit. NHPC members, their clients and affiliated professions (i.e. Yoga, Reflexology, Myomassology, Chiropractic, Naturopathy) joined hands and in less than 30 days sent Alberta election candidates more than 4200 e-letters telling the candidates that they support the \$1500 Holistic Health & Fitness Tax Credit for Alberta. The campaign was successful and Alberta has committed to putting a Holistic Health & Fitness Tax Credit in place for Alberta.

The campaign used social media and the development of *www.supportwellness.ca* to encourage all natural health fans to become engaged and help create change.

Communications is planning the next steps in the campaign and will be refocusing *www.supportwellness.ca* on other Canadian jurisdictions with the goal of having the \$1500 Holistic Health & Fitness Tax Credit put in place in those jurisdictions. NHPC's goal with this initiative is to increase the accessibility of holistic health & fitness for all Canadians.

### Supporting Advocacy With Solid Research

Communications has been supporting NHPC's government and insurance advocacy work through the coordination of and development of collateral materials (i.e. research posters, report documents, video support) for several research projects. Once these research projects are complete, they will be packaged and distributed to decisions makers throughout the government and insurance industry sectors. Projects include the following:

#### Environmental Scan & Literature Review

This research identifies current research and studies that profile the cost-saving and health-giving effectiveness of NHPC recognized natural health modalities.



### Practitioner & Patient Surveys

The Surveys are collecting practice and usage information from practitioners and their clients. Specifically, information on what services are provided, to whom and for what reasons, and information on patient perceived outcomes as the result of receiving natural health therapy.

### Holistic Health & Fitness Tax Credit

This research will look at the costs and benefits of implementing a \$1500 Holistic Health & Fitness Tax Credit

### Supporting Customer Service

To help improve NHPC's customer service, Communications developed customer service branding titled "We're Here to Help". This customer service initiative includes a localized area on the website and a 'Customer Service Feedback' email on all NHPC staff outgoing emails. Tracking of clicks on localized website area shows the 'Contact Us' and 'FAQs' as the most utilized areas.

### Supporting Public Awareness

The "EveryBODY Deserves Natural Health Care" awareness campaign launched in December 2011 on the NHPC Facebook page and in January as part of Natural Health Practitioners Awareness Week. Feedback and pick up on both campaigns was very low. However, both campaigns had value in terms of supporting the NHPC brand as a caring organization that continues to undertake public campaigns on behalf of our membership.



## Education

### Growing Together

Designed to provide NHPC members' with accessible and affordable learning options, NHPC's online Centre for Learning continues to grow.

Through the online Centre for Learning, members can register online for workshops, conferences and Connection Cafes. Online learning modules, DVD purchases and free educational articles are also part of the Centre for Learning.

Late in 2011, NHPC's Education team added online webinars to the Centre for Learning's online learning line-up.

In October 2011 NHPC established an Education Advisory Group. This group consists of three natural health practitioners who have many years of experience in multiple modalities. The group will advise NHPC's Education team on education and training opportunities being made available to the members and will assist in the development of standards for new educational offerings (DVDs, online modules, and workshop speakers).

### 2012 Annual National Conference

In 2012 the Annual National Conference was held in Banff, Alberta May 10 – 12, 2012. 250 delegates attended this event. The majority of delegates at this event were NHPC members.

This conference was well received, with many positive comments on NHPC's consistent ability to attract world-class speakers for our educational offerings. Other positive feedback came for the location of the event, and networking opportunities at the conference.

### National Workshop Series

NHPC's National Workshop Series addresses members in-person learning needs for these workshops are provided across Canada and in a range of modalities. NHPC's 2011 Workshop Series offered 11 workshops on topics ranging from Shiatsu to Manual Lymphatic Drainage.



As we move into the 2012 Workshop Series, the association is focused on providing at least one workshop in every major Canada city.

### Study Tours

NHPC's has two study tours in 2012. The first study tour once again visited Chiang Mai, Thailand where participants learned Thai Massage from one of the world's most renowned schools for Thai Massage. The second 2012 study tour is planned for Hawaii with Lomi Lomi.

Study Tours provide a unique experience for each participant to learn and grow as a natural health practitioner in a setting best suited for optimal learning.

### Webinars

In 2011 NHPC's Education team introduced webinars to the learning line-up. Webinars provide members with additional opportunities for members to participate in educational offerings online from the comfort of their own home, often at a lower cost than more traditional in-person learning options.



natural health practitioners of canada association  
association des praticiens de la santé naturelle du canada

[NHPCNADA.ORG](http://NHPCNADA.ORG)