



Sunday News – July 24, 2022 – We hope that the day is warm, that the sun is shining brightly wherever you have opened this edition of Sunday News. May we suggest grabbing an iced coffee as you sit down to indulge yourself with the excellent articles that we are sharing today. We have articles on massage for joint replacement, on managing pain vs. recovering from pain, a business tip/self care article on time boundaries, and more... but first, as always, before we get started highlighting those here is the #DadJoke groaner of the day – “What has a head and a tail but no body?” Find the answer to this one by reading on – the answer below somewhere...

As the baby boomers continue to age, there is a growing number of joint replacements taking place. Over the next 10 years it is estimated that the number of joint replacement procedures performed each year will nearly double, which means as therapists you will likely have more opportunities to provide post operative treatment to clients who have went under the knife to have a joint replaced. This article examines the role that massage therapy can play in post operative care – check it out by visiting <https://www.amtamassage.org/publications/massage-therapy-journal/massage-post-joint-replacement/>

Pain is something that most clients are dealing with to some degree or another. For some the pain is new, for others it is a chronic condition. This article looks at two approaches to pain. Entitled *Managing Pain vs. Recovering from Pain* this article is a great read for all therapists who care about their clientele - <https://www.psychologytoday.com/ca/blog/chronic-pain-360/201502/managing-pain-versus-recovering-pain>

As therapists we know that you love to take care of your clients, and if you have been in the business for any amount of time then you know that it is often the case that a client comes in with more treatment that needs to be provided than their scheduled time really permits. You feel that pull, to extend the time on your own dime... and if that is you, then this is one article that you need to read. *This is Why Time Boundaries are an Act of Self Care* can be found here - <https://www.massagemag.com/do-you-go-over-in-sessions-this-is-why-time-boundaries-are-an-act-of-self-care-134039/>

Totally switching gears here. We have all heard about those places that offer massage with a little extra, you know the places that have flashing neon lights. They give massage a bad wrap, and lead to many legitimate therapists being harassed or propositioned. If you have ever wondered about things that you as a therapist can do to help steer these types of clients away from your establishment, then having a read through this next article will be of great benefit to you, cause sometimes just knowing the lingo, and purposefully avoiding its use will make all the difference - <https://respectmassage.com/be-safe/code-for-happy-ending-massages/>

Our next highlight is an interesting research article published in 2018, which took a look at cancer centers and whether or not they included massage therapy as a part of their outpatient care structure. Have a look at the study and the results by visiting <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5868898/>





If you have recently graduated and are looking to start your own clinic, or if you have been in the industry for some time and are looking to venture into the world of business ownership, you will know that the name of a business can be important. In this weeks podcast highlight, Jordan and Melissa talk about things to consider when choosing a business name – check out this excellent podcast by visiting <https://podcasts.apple.com/us/podcast/episode-4-cupcake-massage/id1584523252?i=1000540697140>

Finally – here is our FOUI article of the week – this world is full of lost treasure. There are many stories of finding a missing masterpiece at a garage sale, a rare first edition copy of the first Harry Potter book at a thrift store, or a hoard of coins... like the story that is contained in this weeks FOUI article of the week – the largest hoard of gold coins ever discovered in Israel ... <https://m.en.24newsjustall.com/divers-find-largest-golden-coin-hoard-ever-discovered-in-israel/>

Members – if heading to the gym is part of your self care routine, then this member perk is a huge one for you – CMMOTA members can save up to 40% off regular GoodLife Fitness Membership Rates. With over 250 GoodLife Fitness clubs across Canada this is one member perk that can be very beneficial for you. For more details about this and other CMMOTA membership perks, contact info@cmmota.com.

Early Bird Pricing has been extended until 12 PM July 25, 2022. Save \$\$ and register to attend a course at the CMMOTA 2022 Alberta Fall Continuing Education Conference TODAY!!!. Prices will not get any cheaper than they are right now. The conference is being hosted Sept 11-13, 2022 at the Fantasyland Hotel and Conference Center in Edmonton, and features 8 different course options – check it out by visiting this

EventBrite ticket site - <https://www.eventbrite.ca/e/cmmota-alberta-fall-education-conference-tickets-350011272137>

Not yet a member of CMMOTA?? – there is no better time to start the process of joining our 2050+ members than right now - here is the link to our application page <https://app.cmmota.com/apply>



#DadJoke answer:

A Canadian Nickel 😊

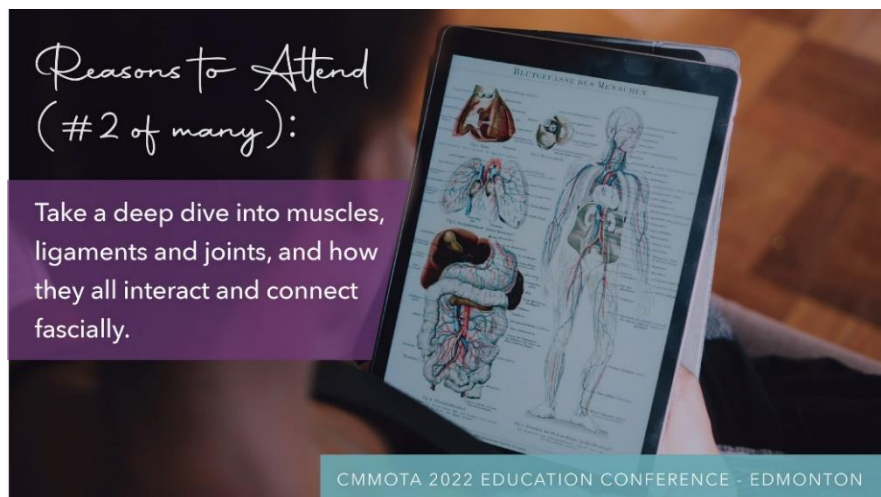
Do you have a podcast, blog, article, YouTube source that you would be interested in potentially having us share? If so, please send a link to jeremy@cmmota.com.

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Reasons to Attend (#1 of many):

Learn easy and powerful Manual Lymphatic Massage techniques.



Reasons to Attend (#2 of many):

Take a deep dive into muscles, ligaments and joints, and how they all interact and connect fascially.