

Sunday News – August 21, 2022 – Summer is slowly drawing to a close and bringing with it some awesome heat. We are glad that you have chosen to have a read through today's edition, we have some great articles and other stuff to share today including a great look at how massage therapy can help fill treatment of chronic pain, on how to read research, on how sleep quality may affect chronic post surgery pain, an assessment refresher, business tips, and more ... but first, as always, before we get started highlighting those here is the #DadJoke groaner of the day – “What do you call a bear with no ears?” Find the answer to this one by reading on – the answer below somewhere...



CANADIAN MASSAGE & MANUAL OSTEOPATHIC THERAPISTS ASSOCIATION



Pain is a huge problem in our society! As therapists we can play a huge part in the solution to the problem in the treatment that we provide to our clientele. This article, published by the American Massage Therapy Association, looks at the rise of massage therapy in relation to pain management, and gives the therapist ideas on ways that they can help bring the treatment they offer as an option to those struggling with chronic pain – check it out <https://www.amtamassage.org/publications/massage-therapy-journal/massage-therapy-in-pain-management/>

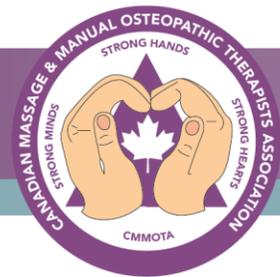
Every week we tend to highlight research articles, but do you know how to read them? This next article does a great job of explaining how to read a research article – find out how by visiting <https://www.massagemag.com/your-3-step-guide-to-start-reading-research-papers-136015/>

The medical community continues to learn the importance of sleep, and as therapists we have much to offer our clientele in helping to bring relaxation to tired and stressed bodies. Here is a recent research article on how poor sleep quality can contribute to post surgical chronic pain – have a read by clicking here - <https://www.neurologyadvisor.com/topics/sleep-disorders/sleep-quality-presence-intensity-chronic-postsurgical-pain/>

How are your assessment skills? Do you need a bit of a refresher? If so, then this article written by educator Whitney Lowe is one that you will want to take the time to have a read through - <https://www.academyofclinicalmassage.com/the-crucial-importance-of-learning-assessment/>

BUSINESS TIP – Promoting your practice can be a daunting task – after all how many of us like to blow our own horn! Here is a great article on three free and easy ways to promote your business and attract more clients – you can find this great free advise here - <https://www.massagemag.com/three-free-easy-ways-to-promote-a-massage-practice-136035/>

Hip Pain – a common complaint among clientele. This next article takes a quick look at hip pain and provides a very good resources list for evidence-based practice when it comes to establishing a treatment protocol for those who come to you with hip pain as their chief complaint. You can source this excellent resource from Richard Lebert by visiting <https://www.rmtedu.com/blog/massage-therapy-hip-pain>



RESEARCH ARTICLE – Here is a great piece of research which examined the effectiveness of massage therapy on fatigue and pain in patients with MS – have a read through to find out the exciting results of the study – <https://pubmed.ncbi.nlm.nih.gov/34188950/>

Finally – here is our FOUI article of the week – things get lost all the time. Sometimes big things get lost, or the location of something gets forgotten. This weeks FOUI article is about a steamship that was lost for 134 years! Read all about how and where it ended up being rediscovered by visiting <https://www.thevintagenews.com/2019/04/19/americas-best-steamboat/>

Members – Have you ever considered adding Taping to your practice? Did you know that CMMOTA Members have an exclusive discount on the K-Taping Courses offered by the K-Taping Academy Canada available through OrthoCanada!! For more details about this and other CMMOTA membership perks, contact info@cmmota.com.

Did you know that CMMOTA is hosting a Tradeshow on September 11 at the Fantasyland Hotel and Conference Center as part of our 2022 Fall Conference? You should plan to come check it out. Also, if you are looking to save on your continuing education be sure to check to see what course is currently part of our 3-Day Flash Sale, sales change once every three days - Check out the [CMMOTA Facebook page](#) to see which course is on sale! Save \$\$ and register to attend a course at the CMMOTA 2022 Alberta Fall Continuing Education Conference. The conference is being hosted Sept 11-13, 2022 at the Fantasyland Hotel and Conference Center in Edmonton, and features 8 different course options – register to attend 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 2100+ members than right now - here is the link to our application page <https://app.cmmota.com/apply>

 #DadJoke answer:

A B...! 😊

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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