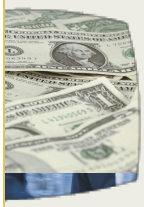
▶ MILLIONS MORE PEOPLE WILL HAVE ACCESS TO MASSAGE THERAPY

ACCESS | GROWTH | INTEGRATION



▶ MASSAGE THERAPY WILL GROW WITH HEALTHCARE REIMBURSEMENT...EVEN IF YOU, PERSONALLY, DON'T WANT TO TAKE INSURANCE IN YOUR PRACTICE. ISN'T THAT COOL?

▶ IT'S A LAW, BUT IT'S OPEN TO INTERPRETATION. IT WILL ONLY HAPPEN IF WE TAKE TO THE STREETS AND CHOOSE TO BE COUNTED.

Section 2706

MASSAGE THERAPY'S GOLDEN MOMENT IS HERE. LET'S MAKE IT WORK FOR EVERYONE!

Did you know that the Affordable Care Act contains language that will benefit both massage clients and massage therapists? Section 2706 states that insurers can no longer discriminate against a provider who wishes to participate in healthcare reimbursement, so long as that provider is licensed or certified by the state and working within his or her scope of practice. While this may not sound all that exciting, **the implications of Section 2706**, also known as the Nondiscrimination Provision, **are huge**.

Do you want more people to get massage?

How will this affect clients?
Most importantly, Section 2706 will offer clients more choice about the type of provider with whom they want to work. Clients can see any type of provider that is licensed to treat their condition. Any type of condition that is covered under a policy, such as low back pain or shoulder pain, can be treated by any licensed provider. Want to see a medical doctor about it? No problem. Want to see a massage therapist? Just as easy.

How will this affect MTs?
As you can imagine, an increase in choice for our clients is great news for us as well. No longer will a client have to cancel her doctor-prescribed massage just because she can't afford the out-of-pocket cost. If insurance is going to cover treatment for a condition, it will cover *all qualified treatments*, as long as the treatment is within the provider's scope of practice and the provider is licensed or certified by the state.

If your state does not yet allow massage therapists to join insurance networks, that will soon be changing. Not every massage therapist will be able to join every network, but insurers will have to contract with enough therapists to serve any given region. Once in-network, therapists will be able to bill insurance directly and receive reimbursement. Which means that they will be able to come in more frequently to receive needed treatment.

What if I don't want to take insurance?
If you don't plan on taking insurance in your massage practice (or if you only take PIP insurance), this new law will not affect you at all. Just as some providers will not want to deal with taking insurance, many patients will not want to bother with finding covered providers. There will always be a market for cash massages, and the Nondiscrimination Provision will not affect that market. Rather, this law will increase the demand for massage in general, both as a relaxation tool and as a medical treatment.

It's the law.

It's worth defending.

What you can do now...

We need help from all levels of the industry to make sure that Section 2706 gets implemented fully in every state. Join the IHPC mailing list to keep updated and to find out how you can help. Go to **http://ihpc.info** and join the campaign (it's free!). Your support will help to determine the future of massage therapy. Thank you for speaking up for greater access!