

# 2014 Licensing Legislation Fact Sheet

## Alaska Massage Therapist Licensure Coalition

### Impact of state licensure

#### *Industry Standards*

Creates minimum competency standards

Provides competency standards through education, training and examination requirements  
Assures eligibility requirements are met to practice

Allows consumers to understand the industry and select the most appropriate massage therapy professional for their needs

Brings the benefit of open access to the selection process.

#### *Public Safety*

Assures only properly educated and trained massage therapists are licensed to practice on the public

Enables the state to discipline massage therapists who violate the practicing act

Enhances public safety by enforcing disciplinary actions against non-compliant practitioners

Establishes a consistent standard of practice enforceable by a professional code of ethics

Establishes formal grievance process for consumers to help prevent unethical/non-compliant therapists from continuing to practice

#### *Professional Development*

- Broader professional opportunities for therapists
- Allows massage therapists a voice in fair wages and rights
- Allows massage therapists to govern their own profession
- A developed scope of practice unique to the massage therapy profession

### Background

Alaska is one of only six states that does not regulate the massage therapy profession in any manner.

AMTA-AK Board Supports Passage of State Licensure Legislation

2012 AMTA – Alaska Chapter Coalition formed

2012-13 coalition accomplishments:

- 5 coalition meetings held gathering feedback
- Draft bill widely circulated for comments
- Membership survey indicated significant support

### Promotes Business Development

- In other states, many massage therapists are small business owners – but not in Alaska.
- In Alaska, since massage therapists do not have state licenses, they are unable to bill insurance as preferred providers.
- In states with licensing requirements, massage therapists are able to become preferred providers with insurance companies, allowing them to be successful small business owners.
- State licensure of Alaska's massage therapists would promote small business development across the state.

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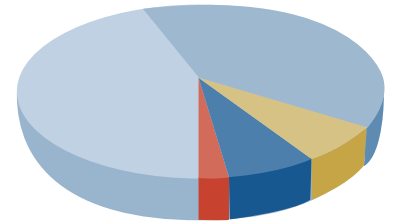


amta  
american massage therapy association

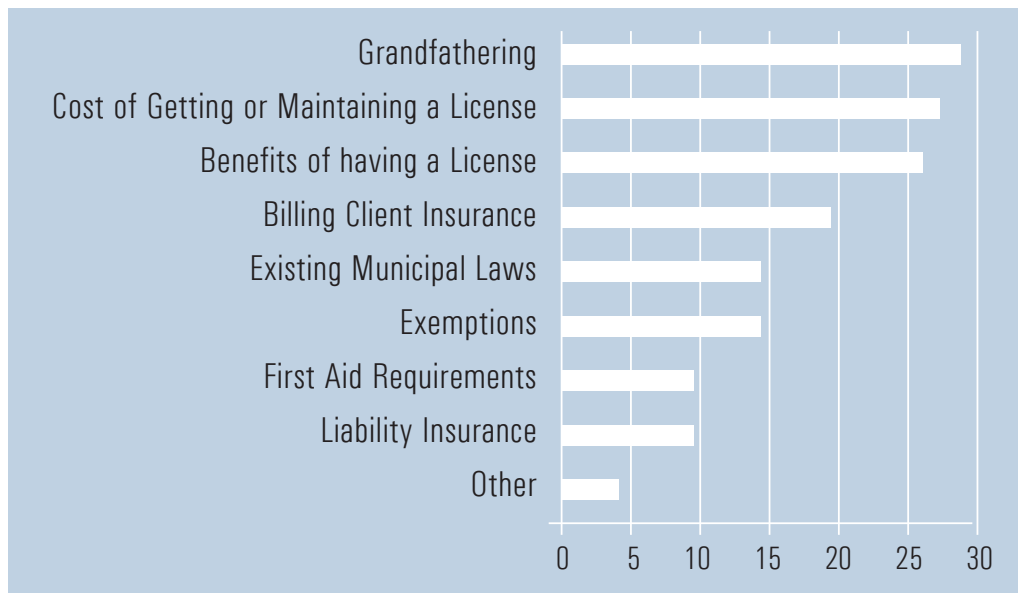
## Survey Results

Do you support the statewide licensing of massage therapists?

Definitely, licensing is sorely needed.	19	44%
Only if it is done right.	17	40%
Maybe/Undecided	3	7%
Skeptical, leaning towards no.	3	7%
Other	1	2%
<b>Grand Total</b>	<b>43</b>	



## Decision Factors



## Survey Participation by City

