



Annual General Meeting  
November 17<sup>th</sup> 2024  
9:00am-11:30am

Capital Hotel, Kenmount Road, St. John's



**NLMTA Annual General Meeting**

**Sunday November 17<sup>th</sup> 2024**

**9:00am – 11:30am**

**Capital Hotel – St. John's – 208 Kenmount Road A1B 3P2**

**In person/Virtual**

Material to review before meeting: Annual General Meeting Minutes from November 18, 2023  
NLMTA 2023-2024 Annual Report

| TIME     | WHAT'S HAPPENING   |
|----------|--|
| 08:50 AM | In person registration, virtual log in   |
| 09:00 AM | Call to Order<br>Introductions<br>Minutes AGM 2023; Questions answered & motion to accept<br>President's Report – Ashley Parsons<br>Treasurer's Report – Pat Mennie  |
| 09:30 AM | <b><u>Committee Annual Reports:</u></b><br>Membership Communications – Ashley Parsons<br>Research – Lisa Day<br>Continuing Education – No Chair at this time – report read<br>Public Relations & Outreach – No Chair at this time – report read<br><b><u>Other Reports:</u></b><br>CMTA – Hannah Watkins |
| 10:30 AM | New Board Members – Welcome!<br>RMT Awards acknowledgement<br>Q&A Session<br>Draw for door prizes  |
| 11:30 AM | Adjournment – Thanks for joining us!   |



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Call to Order – 9:00am

Minutes for AGM 2023, reviewed and open floor for feedback – Motion to accept the minutes – Sara Lynn Lawlor and seconded by Debbie Legge.

General note: The President's report, Treasurer's Report, Sub Committee Reports, and CMTA report were read to the membership – they can be found here [NLMTA Annual Report 2023-2024](#)

Below is a summary of the meeting, using technology and reviewed by the NLMTA Board to be approved by the membership.

### **Membership Renewal and Communication Updates**

The NLMTA president, Ashley Parsons, provides an overview of the past year's activities and plans for the future. Pat Mennie, the treasurer, explains the membership renewal process and payment methods. The Membership Communications Committee report highlights efforts to streamline communications with members through email, text messaging, and the website. The NLMTA Board decided to cancel certain services like text messaging, due to low participation and to reduce costs. The website's "Find a Therapist" feature is promoted for members to update their information. Overall, the board aims to improve communication channels and welcomes member involvement.

### **Communication Strategies and Outreach Efforts**

The meeting discussed various topics related to the organization's communication and outreach strategies. A suggestion was made to streamline communication by adding a page to the website for educational opportunities, which would be beneficial for members

who don't receive emails. The idea of creating a portal for members to access more information was also discussed, but it was noted that this would require significant work and management. The meeting also touched on the challenges of searching for information in emails, particularly when images are used instead of text blocks. The Research Committee reported on their efforts to connect with Dr. Cullen and the Minister of Health's office for potential research projects, and the Continuing Education Committee discussed their plans to offer low-cost or free courses to members. The Public Relations and Outreach Subcommittee reported on their efforts to establish study groups and outreach opportunities but noted that participation was low.

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### **All discussion around the DTPR Protocols**

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### **Challenging MVA Protocols and Fees – Diagnostic and Treatment Protocols**

The meeting discusses the new insurance protocols for treating motor vehicle accident (MVA) patients and the associated fee structure. Key points are: the proposed \$60 fee for a 30-minute treatment is seen as inadequate, and there are concerns about maintaining professional standards. The group plans to gather evidence against the protocols from other provinces and present it to the government minister. There is uncertainty around whether therapists can charge patients for the remaining balance beyond what insurance covers. Overall, the members in attendance feel the protocols undermine the massage therapy profession and aim to advocate for changes while upholding their rights as healthcare providers.



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### **Massage Therapy Regulation Challenges**

The meeting discusses the challenges posed by the DTPR's limiting massage therapy treatments for motor vehicle accident injuries. Key points are: the amendments only cover specific whiplash and sprain injuries, not more complex cases involving neurological symptoms; treating the affected side alone is inadequate, as therapists are trained to treat the whole body; 30-minute treatments are too short for proper assessment and treatment; and the proposed fees are too low, as it is clear it is the same as WorkplaceNL's rates (which were used as guidance). Members in attendance argue for advocating higher fees reflecting the value of massage therapy, and educating regulators on the need for longer, whole-body treatments, especially in neurological cases.

### **Massage Therapy Profession Challenges**

The discussion revolved around the challenges faced by the massage therapy profession, particularly in relation to insurance policies and government recognition. The members in attendance agreed that the profession is undervalued and underpaid, with many therapists struggling to make ends meet. They also discussed the need for a more proactive approach to educate the public about the issues faced by the profession. The idea of using bus ads to raise awareness was suggested, as well as the possibility of collaborating with other healthcare professionals to make a unified push. The participants also discussed the potential for a strike against the current insurance DTPR's, but expressed concerns about the impact on therapists' livelihoods. The need for a marketing firm to help with the public awareness campaign was also discussed. It was also highlighted that these DTPR's are voluntary, an optional avenue for care for someone after an MVA.



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### **New Fee Schedule and DTPR's**

The meeting involved a discussion about the implications of a new fee schedule and treatment protocols for therapists and clients. The participants expressed concerns about the lack of clarity and transparency in the DTPR's, and the potential for conflicts of interest. They also discussed the impact of the DTPR's on rural areas and the possibility of clients opting out of the protocols. The conversation ended with a call for more information and a need for public education about the DTPR's. The participants also discussed the potential for a boycott of treating MVA's using the DTPR's and the need for solidarity with other professions.

Deidre Baker agreed to lead the newly formed Diagnostic Treatment Protocol Regulation (DTPR) Committee and research fee structures, protocols, and barriers related to the new legislation.

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### **Massage Therapist Continuing Education Limitations**

Jennifer Power expressed concerns about the limitations placed on continuing education for massage therapists by the college. She argued that the current guidelines were restrictive and did not value the hands-on learning and discussions that therapists engage in. Jennifer Power also questioned the college's decision to limit the number of primary credits for these meetings. She suggested that the college should work with RMT's to improve the situation. Other participants agreed with Jennifer's concerns, emphasizing the importance of self-directed learning and the need for better treatment notes.



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### **Association Activities and Member Recognition**

The meeting was primarily focused on the NLMTA's activities and the recognition of its members' long service. Ashley Parsons, the President expressed gratitude for the members' participation and acknowledged the efforts of the Board members. Ashley Parsons mentioned the need for improvements in communication and the potential for new members to join the Board. The meeting also included the recognition of members who have served for 30, 25, 20, and 15 years, with a special mention of those present at the meeting.

New Board Members Elected: Angie Dally, Charlene Kennedy, and Sarah Lynn Lawlor – Welcome!

Prize Draw was done, and winners were announced:

100\$ discount for renewal fees 2025-2026

- 1) Danica Benoit Higgins
- 2) Geoff Parsons
- 3) Trudy Cunningham
- 4) Kelly Barnes
- 5) Melissa Vey
- 6) Christina Forham
- 7) Tina Codner
- 8) Kayla White
- 9) Corrine Pomroy
- 10) Denise Furlong

Adjournment – 11:30am



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