



# Certified Specialist®

*A new standard of excellence*



| Garry Lavis, President

## An important message from the President of Massage & Myotherapy Australia

Certification is the most important development in our industry since the introduction of Approved Provider Status for remedial massage and myotherapy.

Certification recognises your current qualifications and treatment skills and builds on your professional business practices.

You will be able to promote your higher skills and competencies as a professional massage therapist, remedial massage therapist or myotherapist.

We envisage that Certification will become the recognised industry standard, and we encourage all members to undertake Certification as soon as possible.

**Garry Lavis**  
President



## The benefits of becoming a Certified Specialist®

### Certification builds a better future for professional therapists

**Third party Certification can advance your prospects and build a legacy for the future by helping you:**

- ▲ be recognised as a leading massage, remedial massage or myotherapy healthcare professional
- ▲ open new avenues to promote your skills and services
- ▲ build business recognition and success
- ▲ improve client recognition of your skills and competencies
- ▲ further separate your services from unprofessional massage
- ▲ further improve income and employment security
- ▲ explore new professional pathways
- ▲ steer your career development

### Certified Specialists® enjoy many additional advantages

**Third party Certification can advance your prospects and build a legacy for the future by helping you provide:**

- ▲ business review including policy templates
- ▲ access to Certification programs and self-help marketing collateral
- ▲ self-help marketing collateral
- ▲ SMS appointment credits with My Appointments™, a free all-in-one practice management system
- ▲ promotions to GPs and other potential client referrals
- ▲ highlighted listing on the Australian Massage Directory
- ▲ allocation of annual CPE points

## Certification involves three stages

This advanced program is only open to qualified therapists, with the demonstrated skills and competencies:

- ✓ **Stage 1 – Application form and national criminal history check**
- ✓ **Stage 2 – Self-assessment workbook**
- ✓ **Stage 3 – Site support visit**

## What Certified Specialists® say:



**Charlotte Keane**

*'It elevates my business away from others who may have poor standards and practices. I can advertise my good standards and quality procedures and be differentiated from providers doing the wrong thing.'*



**Kevin Skillen**

*'It is about leading the way for the profession and setting high standards and creating a sense of professionalism and safety for the general public.'*



**Sarah Underwood**

*'It will improve the professionalism of qualified therapists and establish a benchmark system which will ensure therapists who meet these standards are recognised for doing so.'*

## Certification includes support to help you complete the program

**Access one-on-one support with our Certification team:**

- ▲ business templates and guidance
- ▲ Access to a dedicated 1800 number for insurance enquiries if you are insured with Aon
- ▲ follow-up support to make it easy to complete your Certification

## Certification is separate from your education or skills qualifications

**Certification provides advanced quality assurance that shows your clients and other health professionals that you:**

- ▲ observe and implement third party accredited, professional best practice standards
- ▲ are a credible complementary health service provider
- ▲ can be trusted to provide massage, remedial massage or myotherapy services professionally
- ▲ warrant recognition as a massage, remedial massage or myotherapy provider of choice





**BECOME A**  
 **CERTIFIED**  
**SPECIALIST®**

**Make an informed choice about your future**

**Become part of an elevated group of therapists  
and achieve a new standard of excellence.**

**For more information:**

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