

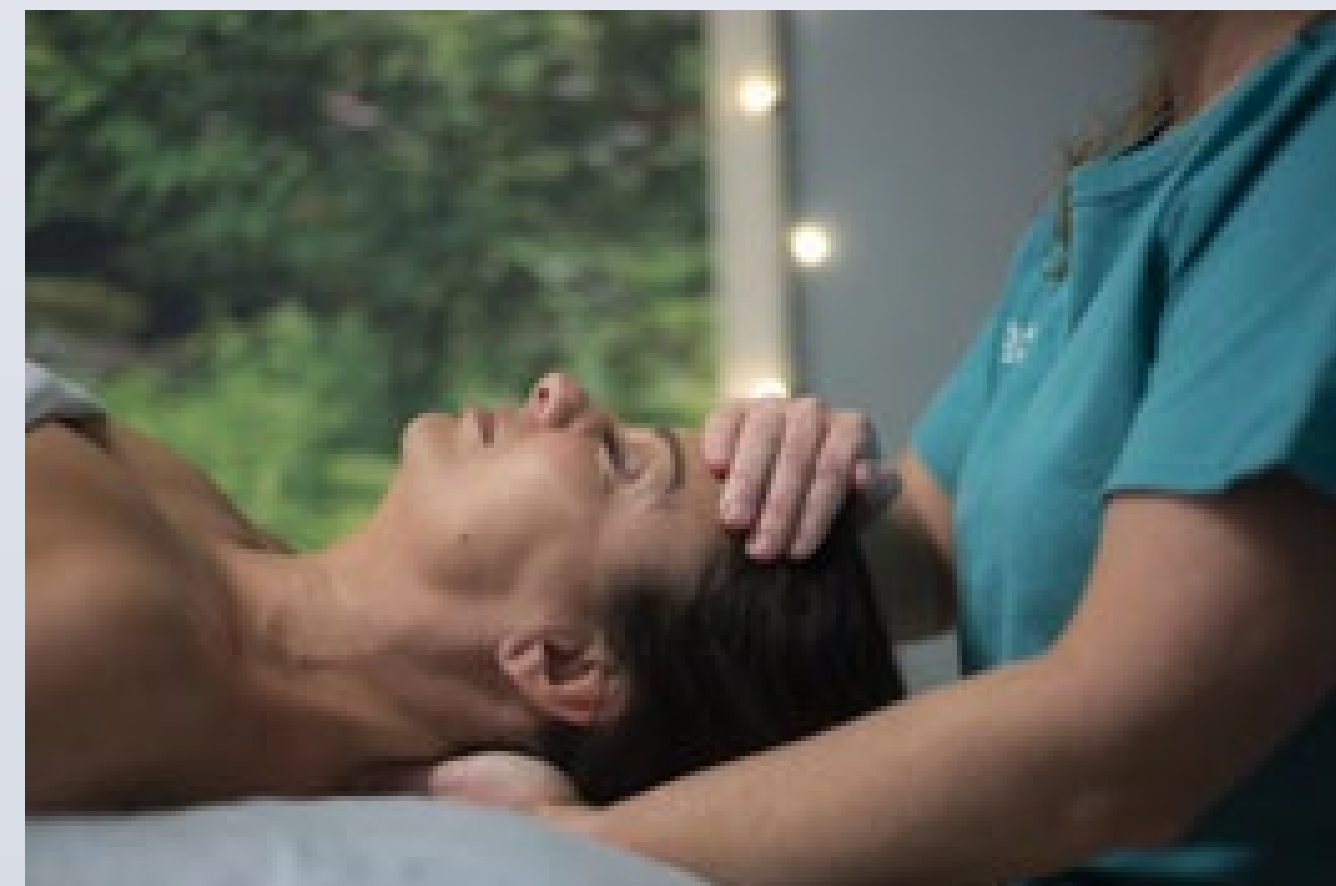
# Long-Term Benefits of Holistic Treatment

## Massage Therapy as Part of a Wellness Plan

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### INTRODUCTION

- Independently owned and operated, Body & Soul Massage has provided therapeutic massages and bodywork in Salem, MA, since 2005. Their mission is to consistently provide professional excellence in bodywork, promote a greater sense of well-being, and provide pain relief. Body and Soul Massage provides therapeutic massage for pain relief. The therapists help their clients lead and maintain a pain-free and healthy lifestyle through education (Body & Soul Massage, 2023)
- Services offered include Chair Massages and eight other different types of bodywork (massages) [Swedish, Sports, Deep-Tissue, Pre/Post Natal, Hot Stone, Side by Side (couples' massages), Reiki, and Therapeutic]. These can be customized to meet the needs of each individual client. Body & Soul Massage offers energy work that assists the body in healing for a wide range of physical, emotional, and spiritual conditions. They also offer pain relief packages (Body & Soul Massage, 2023)



The photo to the right is from (Lightshed Photography, Body & Soul Massage)

### OBJECTIVES

- Raise awareness about the significance and advantages of holistic therapy and treatments through blog posts and monthly newsletters.
- Collect patient feedback on their experiences throughout the years.
- Understand the benefits of massage based on the number of clients who come in consistently and the percentage of people who have recovered from chronic pains.

### RELATED LITERATURE

- According to (Paterick, 2018), the need for effective communication between healthcare providers and patients to achieve better health outcomes. It is a critical component of managing the patient's health that healthcare providers build a partnership with their patients. Healthcare providers and their patients must work together.
- The impact of age on the use of social media in healthcare practice development, highlighting the differences in social media utilization and preferences among various age groups. There are insights and recommendations on how healthcare organizations can tailor their social media strategies to effectively engage with different age groups and improve communication and public relations in healthcare. (Marsh et al., 2021)
- "Twenty-one percent of American adults received a massage in the past 12 months ending June 2020, with the average massage consumer getting 3.5 massages during this time period." (AMTA, 2021)
- "The fact that patients from diverse hospital units experienced relaxation with massage therapy, while having a wide range of pre-massage pain levels, demonstrates the possibility for massage to help recovery for hospitalized patients. This observation was echoed by both patients and nurses in their remarks. This study found that implementing massage therapy in the acute care setting improves the patient's ability to cope with the physically and psychologically demanding components of their health condition. The study showed that pain, relaxation, sleep, emotions, recovery, and finally the healing process are all interconnected" (Dingding et al., 2022)

### MATERIALS & METHODS

- Wrote biweekly newsletters and Blog posts based on different holistic treatments/ remedies and their benefits.
  - Topics consisted of: Benefits of Massage, Benefits of Herbal Remedies, Haitian Herbal Remedies, Remedies for headaches, Remedies for back pain, Remedies for Arthritis, Ways to use a Yoga Block, National Nutrition Month, Spring Cleaning; How decluttering your home can declutter your brain?, and Self-care tools such as Bio freeze & cryosphere.
- Created promotional social media posts about the treatments at Body & Soul Massage.
- Spoke to clients before and after their appointments about "how they felt" and their interest in re-booking.
- Spoke to the newer clients about the importance of the intake form and added it to accounts.
- Interviewed and collected clients' testimonies from the previous year to the present.
- Reviewed sessions from the past week and recorded the information for the monthly session total.
- Compared the total sessions from this year, last year, the month, and the week prior.

### RESULTS

#### 2022 Recap

- October – 149 Sessions
- November – 148 Sessions
- December – 158 Sessions
- 167 clients that have booked in 2022
- 47 clients have memberships for 2022, with 39 active memberships

#### 2023 Recap

- January – 167 Sessions \* 101% Capacity
- February – 168 Sessions
- March – 164 Sessions
- April – in progress
- 202 clients that have booked in 2023
- 49 clients have memberships for this year, with 40 active memberships

The comparison observed the last three months of 2022 and the first few months of 2023 to show potential progress. Body & Soul did not have a person at the front desk doing consistent public relations work besides the massage therapist on duty.

Approximately 30 consistent massage clients were interviewed ... "How have you benefitted from massage therapy over the years?" and "How do you feel after the massage?"

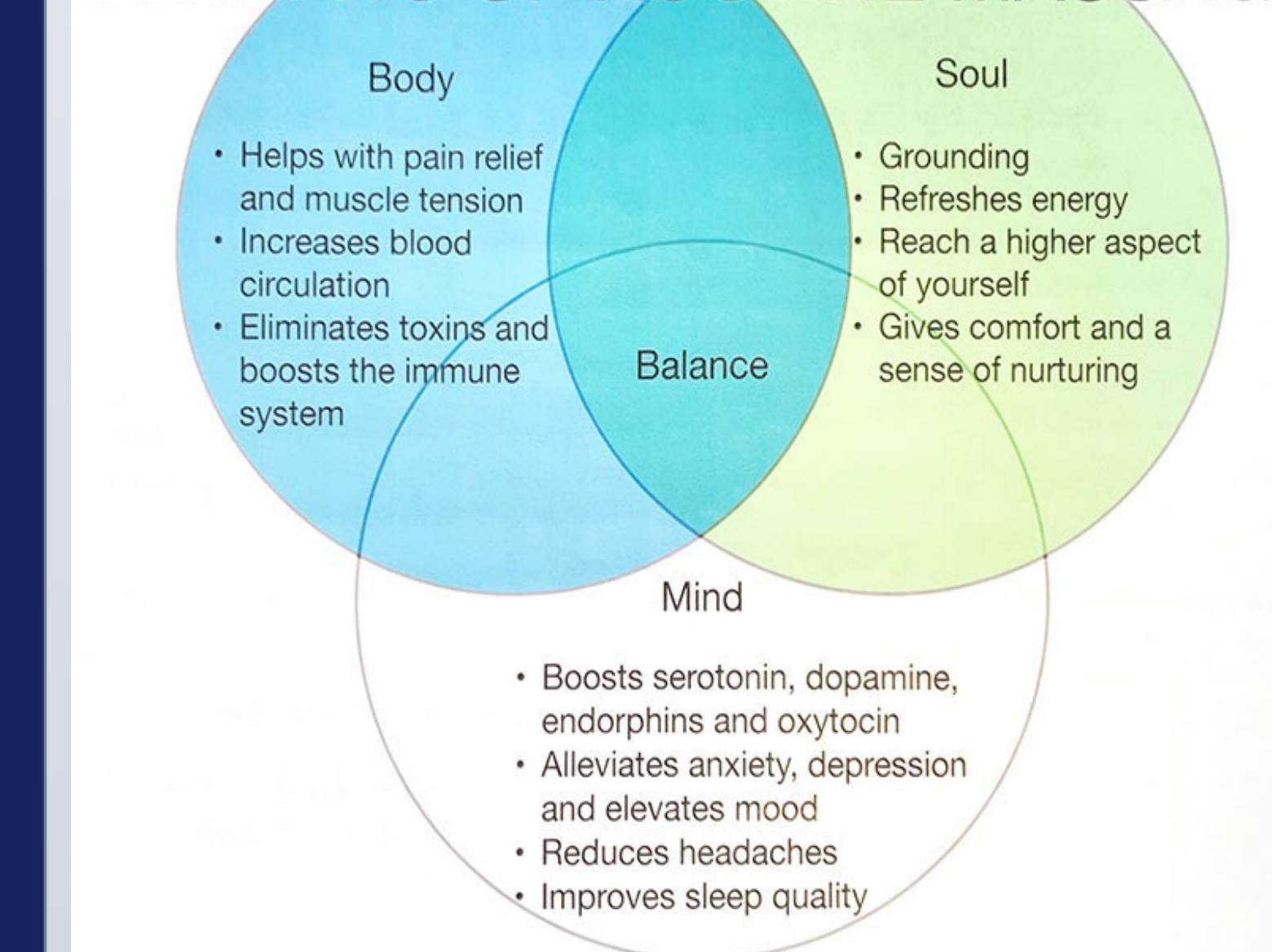
One client said, "Massage therapy has been an incredibly beneficial practice in my life, providing me with many physical and mental advantages... It has also assisted and expedited my recovery from several injuries and alleviated chronic pain in various areas of my body, such as my lower back, allowing me to move and function more easily. Overall, the benefits of massage therapy have been truly transformative in my life, helping me to feel healthier, happier, and more balanced daily."

One client said, "I have received monthly massages for over fifteen years. I was told I had neck degeneration and have tried many therapies. Massage therapy every month maintains good health, improves the immune system, and keeps me from having to have surgery or take medication."

### CONCLUSION

- Communicating with clients about their experience is essential for highlighting the importance of their experience and ensuring that they receive the maximum benefit from their wellness or treatment plan. This communication enables clients to express their needs and address any concerns, allowing them to work on their wellness or treatment plan effectively.
- Utilizing social media, newsletters, and blog posts allows for ongoing education and engagement with clients beyond their sessions. These tools help to familiarize clients with important information and expand their knowledge, even when they are not receiving services.
- Monitoring the total number of sessions provides a useful tool for managing progression throughout the year. By keeping track of the sessions, it is possible to identify areas that require more promotion or additional availability time to ensure that clients receive the best possible service.

### BENEFITS OF ROUTINE MASSAGE



This infographic is from (Abundant Health)



"My therapist was very friendly. She made me feel at ease explaining step by step of my massage. She was also very attentive to areas that needed focusing. Definitely worth the recommendation!!"

The photo above is from (Lightshed Photography, Body & Soul Massage)

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