Utilizing Alternative Healing Methods

Assessing the Clientele of Massage Therapy Service

Isabelle Gallagher
Healthcare Studies

INTRODUCTION

- Body & Soul Massage is an alternative healing center that utilizes different types of massage therapy to help clients heal from and manage symptoms of various conditions and issues (bodysoulsalem.com, 2024).
- Body & Soul offers many different services, including therapeutic massage, Thai massage, myofascial massage, bio-freeze, hot stone treatment, Swedish massage, sports massage, and deep tissue massage (bodysoulsalem.com, 2024).
- Some people may be referred to a doctor or medical professional for a massage, while others may make appointments based on their judgments (Fogleman, 2024).
- This gives people in need a way to treat issues differently than modern medicine or with contemporary therapies and medicines (bodysoulsalem.com, 2022).

PROJECT OBJECTIVES

- To create a clientele audit of the demographic of people utilizing the site's services
- To increase new clientele through advertisement and education

RELATED LITERATURE

- In a survey conducted in 2021 with over 27,000 participants, it was found that 11.1% of American Adults, which is around 30 million people, went to see a massage therapist. 8.5% of these adults used massage therapy to benefit their overall health, while 6% used massage therapy for pain relief. The demographics that utilized massage therapy the most were people with a socioeconomic advantage, people who use complementary and alternative medicine and practices, and those who do yoga and/or guided imagery (Fogleman, 2024).

- Massage therapy is different from a spa or relaxation massage, as these kinds of massage are usually for a relaxing experience with potential brief or short-term benefits. Massage therapy on the other hand, is usually done with a purpose that includes some type of healing or long-term goal by manipulating soft tissue. There are many known benefits of massage therapy, including improved flexibility and mobility and improved circulation (brighamandwomens.org, 2024).

ACKNOWLEDGEMENTS

Ann Sousa- Body & Soul Owner/Massage Therapist and Site Supervisor

MATERIALS & METHODS

- Created five newsletters with different information on internship-site-related topics sent out to clients through email, including written articles about *homeostasis and why humans sweat, how to take care of your skin in the summer, and how stretching in the morning can be beneficial*.
- Created four blog posts to educate about different bodywork therapies and related subjects on the Body & Soul website, including *the difference between massage therapy and chiropractic care, how acupuncture works, and its benefits.*
- Created over 15 social media postings and advertisements to attract new clients on the Body & Soul Instagram and Facebook advertising *open scheduling, different holidays, and how to deal with stress.*
- Conducted a 20-question (including demographic and client satisfaction questions, etc.) client survey sent through email with over 30 respondents.
- Shared my results with other staff, also to be used to discuss in staff meetings

Did the therapist check in during your session?
- Yes
- No
- Other:

Did the therapists give you recommendations for home care?
- Yes
- No
- Other:

Did you book another session? If not, why?

Your answer

Did the therapist address the areas you requested?
- Yes
- No
- Other:

Did the therapist listen to your needs?
- Yes
- No
- Other:

Was the room a comfortable temperature?
- Yes
- No
- Other:

Were you recommended by a doctor to seek massage therapy?
- Yes
- No
- Other:

How did you first learn about the benefits of massage?

Your answer

What is the biggest benefit you get from massage?

Your answer

How does your mental state change after an appointment?

Your answer

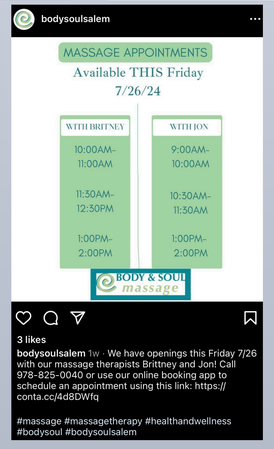
Above and to the right: A few of the questions listed on the client survey

The photos **below**: A blog and social media (Instagram) posts

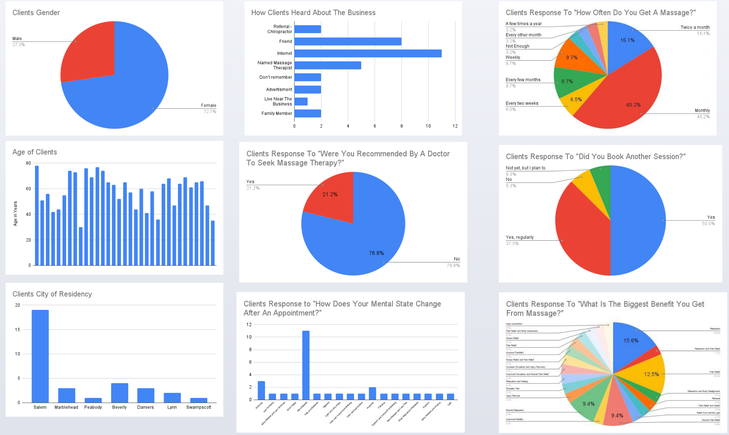
The Benefits of Acupuncture: An Ancient Practice for Modern Relief

By Isabelle Gallagher, Salem State University student

Acupuncture, a traditional Chinese medicine practice, has been utilized for thousands of years in Eastern cultures to heal the mind-body connection and alleviate pain. It involves inserting very small microneedles into the skin at specific anatomical points to stimulate nerves, muscles, and tissues, enhancing the body's natural painkillers. After insertion, the acupuncturist may manipulate the needles and leave them in place for a set duration based on the healing plan before removing them.



RESULTS & CONCLUSIONS



- The above graphs show valuable Body & Soul Client Survey data. This data provides a better idea of the demographics of the people using their massage therapy services. From the survey, we can see that most people getting massages are female (72%). The range of clients is 35 to 77 years old, with the average age being 58 years old. One-third of clients are found to be retired, and around 57% of clients reside in Salem and tend to be very or moderately active. A medical professional did not recommend that most people seek massage therapy, although 21% were.
- Most clients, 33% of respondents, discovered Body & Soul online, with 24% learning about it through a friend. Importantly, 100% of clients expressed satisfaction with the massage room's comfort, the therapist's attention to their requested areas, and the therapist's responsiveness to their needs.
- Most clients noticed the benefits of massage. 40% of clients included pain relief, while around 35% said relaxation as, or as part of, their response. 45% of respondents receive monthly massages, 16% twice a month, 10% weekly, and 10% every few months. When asked how mental state had changed after an appointment, over 50% of respondents included relaxed in their response. 87% of clients rebooked and scheduled at least one other appointment, with 36% of those clients being regularly.
- The survey yielded over 30 respondents. Overall responses were positive, and they showed that middle-aged to older-aged women who reside locally utilize the massage therapy services at Body & Soul. Using these results, it can be concluded that the target clientele should be younger people and males moving forward. Utilizing selective social media postings and advertisements that are geared towards these demographics.

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