



Geriatric Massage and Spa Therapies | Chair Massage | Ethics

Workshop Opportunities

with

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Workshops:

Senior Spa ~ Geriatric Massage & Spa Therapies

Chair Massage For Career Longevity

Ethics: Head, Heart & Hands

Marketing

Introduction



“I wish I’d taken this class earlier in my career.” –anonymous participant, Charlotte, NC

“I look forward to using this knowledge on my clients & family”.
- anonymous participant, Seattle, Wa.

2021 Inductee Massage Therapy Hall of Fame by WMF
2024 CE Provider Of The Year by AFTME

SENIORSPA.NET

Hello! My name is Sheila Alexander. I'm a writer, educator and retired massage therapist with a passion for seniors. I believe seniors are our greatest resource. It's an honor to show how the role of massage therapy can meet their special needs.

I entered the field of massage therapy in 1993. Luckily I learned David Palmer's method, adjusting those techniques to therapeutic, spa and healthcare settings. In 2004 I created a massage & spa practice in a continuing care retirement community (CCRC) for their residents in all levels of care. This has become my life's work.

It's my hope to interest you in hosting me to provide a live or distance learning workshop for your organization. My content is flexible and modular; it can be easily adjusted to fit the needs and interest of your members. If you have any questions or need more information, feel free to reach me.

Thank you and I look forward to a favorable reply.



FEES:

\$150/CE hour | Plus Travel Expenses

Title	Live	Webinar	Online	Description
Senior Spa Intro			1 CE	page 4
Intro to Senior Spa	2 CE's			page 4
Senior Spa 1 Intro	4 CE's	4 CE's		page 4
Marketing Geriatric Massage		3 CE's		page 4
Senior Spa 1 & 2	16 CE's			page 5
Chair Massage for Career Longevity	8 CE's			page 6
Marketing Chair Massage	2 CE's	2 CE's		page 6
Ethics: Head, Heart & Hands	3 CE's	3 CE's		page 7

Senior Spa Classes

SENIORSPA.NET



Senior Spa Intro: 1 CE hr Online Class

I take pride in being a Baby Boomer – one of 78 million born between 1945-1964. Like Roger Daltry of The Who rock group, sang in the song My Generation: “Hope I die before I get old”, Baby Boomers expect quality of life & excellence in services. This class barely scratches the surface but gives proper guidance for massage on a senior in a wheelchair or armchair.

Participants Will Be Able To:

- Identify & follow state DHHS Nursing Home Resident Rights guidelines
- Identify precautions /contraindications for geriatric massage
- Identify the 3 classes of geriatric clients
- Demonstrate the 3 stances of proper body mechanics
- Demonstrate massage technique on a senior in a wheelchair

Intro To Senior Spa: 2 CE credit Live Class

This 2 hr. live class includes all the content from the 1 hr. class and allows more time for individual attention not available in the 1 hr. class.

Senior Spa 1 Intro: 4 CE credit hr. Live Class or Webinar

Most therapists already have seniors in their families and as clients. Working with seniors requires specialized techniques and keen communication skills. Topics include: guidelines of DHHS for resident's rights, 3 classes of seniors, types of transport & ambulation aids, 7 stages of Alzheimer's, special considerations for skin & joints, pathology/contraindications, proper body mechanics and massage techniques on a senior in a wheelchair

- Identify & follow state DHHS Nursing Homes Resident's Rights guidelines
- Identify precautions/contraindications for geriatric massage
- Identify the 3 classes of geriatric clients
- Identify types of ambulation aids
- Demonstrate the 3 stances of proper body mechanics
- Discern the 7 stages of Alzheimer's disease
- Demonstrate massage techniques on a senior in a wheelchair

Marketing Geriatric Massage: 3 CE Hr. Webinar

There are unlimited opportunities for geriatric massage therapists in active adult, residential communities or day programs. Includes: a cover letter for your marketing packet, how to plan your dream practice, 12 months of spa specials, sample programs for groups and the matter of bereavement. Through group discussion we'll explore being a healthcare team member.

Senior Spa 1 & 2 ~ 16 CE hr. Live Class

Senior Spa 1: 8 CE hrs. Live Class

Most therapists already have seniors in their families and as clients. Working with seniors requires specialized techniques and communication skills. Topics include: Basic principles of Ayurveda, 3 classes of seniors, 7 stages of Alzheimer's, special considerations for skin & joints, precautions/contraindications, proper body mechanics, and massage on a senior in a wheelchair and prone on a massage table. Appropriate moist heat and aromatherapy applications are taught to open the minds and senses of this special population. Instruction for proper completion of forms such as intake, SOAP notes, charting and standard medical abbreviations used within the healthcare setting.

Participants Will Be Able To:

- Identify & follow state DHHS Nursing Home Resident Rights guidelines
- Identify the 3 classes of seniors
- Identify the 3 Ayurvedic doshas
- Demonstrate the 3 stances of proper body mechanics
- Discern the 7 stages of Alzheimer's disease
- Determine contraindications for geriatric massage
- Demonstrate massage technique on a senior in a wheelchair
- Demonstrate massage on a senior prone on a massage table
- Complete sample SOAP notes
- Identify standard medical abbreviations
- Present actual examples to set protocol for client safety

Senior Spa 2: 8 CE hrs. Live Class

Senior Spa 1 is a prerequisite.

Many seniors can't get on a massage table and those that do struggle to turn over. Special positioning techniques are taught that reduce fatigue in the senior client as well as the therapist. Also includes: moist heat, skin care services & aromatherapy applications for a senior in side lying and supine positions on a massage table or hospital bed either bare skinned or clothed. A foot reflexology sequence is taught that includes common foot problems, precautions & benefits. There are unlimited opportunities for geriatric massage therapists in active adult, residential communities or day programs. Includes: a cover letter for your marketing packet, how to plan your dream practice, 12 months of spa specials, sample programs for groups and the matter of bereavement. Through group discussion we'll explore being a healthcare team member.

- Demonstrate massage techniques & skin care services on a senior client in supine & side lying positions: bare skinned and clothed
- Demonstrate proper techniques for applying moist heat & aromatherapy applications
- Demonstrate foot reflexology sequence
- Identify common foot problems, precautions & benefits
- Define your skills & desire to work with seniors
- Writing exercise: define your dream practice
- Writing exercise: compose a sympathy note



Marketing Chair Massage: 2 CE Live Class or Webinar

Marketing: Do I hear a 'YIPEE!' from the crowd? This taboo subject becomes fun when you have the right formula. There are web based chair massage providers looking for therapists and I'll teach you how to create an old school package that will impress dinosaurs like me!

Chair Massage For Career Longevity: 7 or 8 CE credit Live Class

David Palmer may not have been the first to discover chair massage, but like Columbus, he was the first to put it on the map. As a new therapist in 1994, I was lucky to have learned David Palmer's method and have given thousands of chair massages to people of all ages in varied settings over the years. Because of this tool, I'm convinced this skill set is why I'm still a working therapist today.

Chair massage is massage for the masses. Whether you are a new or experienced therapist, this work will make you a believer in how to 'work smarter not harder'. Included are proper body mechanics to protect your most valuable asset: **your hands**. Learn 5, 15 and 30 minute routines, ways to increase your professional visibility and how to assemble an effective marketing package. Whether you want to build an exclusive chair massage practice or grow your massage client base, this workshop is essential.

- History Of Chair Massage (video)
- Correct sizing of your chair for client comfort & safety
- Demonstration of proper body mechanics
- 5, 15 and 30 minute routines / demonstration and practice
- Intake and release forms for health fairs & events
- How to assemble a marketing package

Ethics



Ethics: Head, Heart and Hands: 3 CE credit hrs. Live Class or Webinar

Massage school teaches us how to work with our hands. Since our backgrounds are so varied, how do massage therapists learn to make heartfelt decisions and intelligent choices in our everyday practices? Included are:

- **Actual Examples**
- **NC BMBT Code of Ethics for Massage Therapists**
- **What Does Ethics Mean To You?**
 - **Feelings of right vs. wrong**
 - **Religious beliefs**
 - **Doing what the law requires**
 - **Standards of behavior our society accepts**
 - **Ethical Standards**
 - **Legal Standards**
 - **Standard of Care**

We will examine how to make focused decisions through lively discussions of ethical dilemmas in the massage and healthcare environments.

Think about ethical scenarios that you've experienced as a massage therapist and be prepared to discuss them with a group. Due to time constraints not all examples will be discussed.