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## Learning Objectives

MedBridge Massage  
*Developing a Hospital-Based Massage Therapy Service*  
Carolyn Tague, MA, CMT

### Course Objectives

Upon completion of this course, the participant will be able to:

- Relay the history of massage therapy as a healing art
- Identify the current trends in Hospital-Based Massage Therapy
- Describe the efforts of an internal champion
- Explain the administrative component of a hospital based service
- Identify funding sources and opportunities
- List the infrastructure needed for a Hospital-Based Massage Therapy or other integrative service
- List the administrative deliverables needed prior to opening a service
- Explain the evaluation systems and the on-going service operations
- Evaluate the pros and cons of self-pay v. philanthropic funding
- Describe the importance of research and statistical reporting

### Chapter 1: Why Hospital-Based Massage Therapy?

The history of massage provides a foundation to understanding the benefits of massage therapy to both patients and institutions. Carolyn Tague focuses specifically on understanding massage therapy in acute care settings and for the inpatient.

### Chapter 2: Creating a Service

Advocating for an inpatient massage therapy service can be challenging. Join Carolyn Tague as she discusses the benefits of a strong internal champion, reviews the administrative component of a hospital-based service, and identifies possible funding sources.

### Chapter 3: Service Deliverables

Adding a hospital-based massage therapy service will undoubtedly require infrastructure changes to any inpatient facility. Administrative deliverables such as funding, budgets, policies and procedures are reviewed in this chapter.

### Chapter 4: Maintaining a Service

This course concludes by outlining how a hospital-based massage therapy service can be sustainable. Carolyn Tague discusses scheduling strategies, the importance of research and statistical reporting, as well as the pros and cons of self-pay versus philanthropic funding.

### Chapter 5: Question and Answer

Join Carolyn Tague as she answers frequently asked questions about starting and maintaining a hospital-based massage therapy service.