



Claims for Massage Therapy Services

The increasing popularity of massage therapy among Canadians has prompted many massage clinics to open. However, many establishments that operate as massage parlours do not offer therapeutic or medical massage services. Some provinces lack government regulation and provincial standards of practice or quality controls relating to massage therapy services.

How to identify non-therapeutic clinics

Massage parlours are often identifiable through the advertisement of their business, for instance offering “additional” or “other” services. They can also be recognized by their long hours of operation (many are open 24 hours a day, seven days a week), as well as other unconventional characteristics.

Industrial Alliance’s position

Industrial Alliance is committed to protecting your plan and your plan members. Only **therapeutic or medically necessary services** are covered. All claims for massage therapy services will be declined if such services are carried out in an establishment other than a legitimate massage therapy clinic or by a provider giving non-therapeutic massages.

In addition, if we determine that a massage therapist’s professional association knowingly allows its members to mischaracterize the massage treatments being provided, Industrial Alliance will no longer recognize the professional association or its members.

Communicating this information to plan members

We have prepared suggested wording that can be used to provide plan members with information about non-therapeutic massage practices in Canada. It can be found on page 2 of this communiqué. If you received a paper version of this communiqué and want to obtain an electronic version of the Plan Member Communication, please contact our Client Service Department at 1-877-422-6487 or look on our website, inalco.com, under *Group Products and Services/Group Insurance/Administrator Services/Communiqués/2013*.

If you have any questions or concerns regarding this matter, please contact your benefits advisor or your Industrial Alliance group account executive.

This communiqué and past publications are also available on our website, inalco.com, under *Group Products and Services/Group Insurance/Administrator Services/Communiqués/2013*.

August 7, 2013

Reminder: Massage Therapy Claims

An increasing number of establishments providing massage therapy services in Canada don't offer therapeutic or medical massage services, but operate as massage parlours. We would like to remind you that Industrial Alliance only covers **therapeutic or medically necessary massage therapy services**. All claims for massage therapy services will be declined if such services are carried out in an establishment other than a legitimate massage therapy clinic or by a provider giving non-therapeutic massages.

How to identify non-therapeutic clinics

Massage parlours are often identifiable through the advertisement of their business, for instance offering "additional" or "other" services. They can also be recognized by their long hours of operation (many are open 24 hours a day, seven days a week), as well as other unconventional characteristics.

If you have any questions about your massage therapy claims, please contact the Industrial Alliance Client Service Department at 1-877-422-6487.