



Alexandria
ABMP School Issues Forum 2010

Advanced Certification: What's the Impact

With Neal Delaporta, Su Bibik, Ruth Werner, and Debra Persinger

Advanced Certification – What's the Impact

The Panelists

- Speaker: Neal Delaporta
- Moderator: Su Bibik
- Panelist: Ruth Werner
- Panelist: Debra Persinger

The Session

- Presentation by Neal
- Panel Discussion

Ruth, Debra

NCBTMB's press release announcing their intent to offer advanced certification states, *"Many industry leaders believe that an advanced credential is critical if the profession is to gain greater acceptance in the health care community and the consumer marketplace."* What are your views in relationship to this statement?

Debra

On massageprofessionals.com the blogs and chat about NCBTMB's advanced certification have been lively. Many suggest that an important first step would be to determine if the profession wants a number of modality-specific exams or a general advanced certification exam. What do you suggest and why?

Ruth

How might a school capitalize on advanced certification? What are some of the opportunities related to advanced certification for schools?

Ruth

How might advanced certification negatively impact schools? What are some of the drawbacks related to advanced certification for schools?

Debra

How can NCTBMB promote advanced certification to the healthcare community? Will healthcare professions really be interested and view massage more positively because of advanced certification? Why?

Ruth, Debra

Is there a clear benefit for clients working with therapists who have passed an advanced certification exam? What happens if health care does not recognize advanced certification? Will this just place a higher financial burden on clients?

Ruth

If therapists have an advanced certification designation will they get paid more money? Who is going to pay them more?

Neal

Any final comments or thoughts?

Ruth, Debra, Su

Any final comments or thoughts?

Thank You!

