

ANNUAL REPORT

20

INSPIRING  
EXCELLENCE

23



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# Inspiring Excellence In Massage Therapy

Welcome to our Annual Report, a showcase of our achievements, progress, and commitment to excellence throughout the year.

# Message from the BOARD CHAIR and EXECUTIVE DIRECTOR

2023 was a year of continued growth for CMTCA. In May, CMTCA warmly welcomed a new Executive Director, Christian Vulpe. Christian is a professional adult educator and a seasoned leader, with extensive knowledge of education accreditation. He had been working with CMTCA since its inception and had served as General Manager since 2017. After serving as the inaugural Executive Director for eight years, Kathrina Loeffler, transitioned to a new role as Chief Program Officer, leading accreditation program special projects and participating in representation activities.

The project to revise the accreditation standards to reflect changes in the massage therapy profession and learnings from the past five years of accreditation reviews progressed through key steps in 2023, including a 60-day formal consultation with key regulatory and association partners, and review by the Board of Directors. Looking ahead, 2024 will include a comprehensive plan to support education programs and surveyors in adopting the revised standards.

2023 was also busy with accreditation review activity including reviewing two Preliminary Accreditation submissions and completing 20 accreditation site visits. Over the course of the year, the Board held 11 meetings to review accreditation decisions and eight regular Board meetings. Additionally, the Board participated in the Annual General Meeting, a two-day in-person retreat focused this year on discussion of the standards revision project.

Financially, CMTCA's expenses continue to be well-aligned with revenue received from education program clients and continued funding agreements with regulators in British Columbia, Ontario, New Brunswick, and Newfoundland and Labrador.

As always, CMTCA continues to focus on supporting education programs in improving the quality of massage therapy education across Canada, to ensure their graduates are ready to provide safe, equitable, inclusive, quality healthcare services for Canadians.

Sincerely,



Christian Vulpe  
Executive Director



Gabriel Flamminio  
Board Chair

# THE BOARD

At our April 2023 Annual General Meeting, CMTCA bid farewell to long-standing Board Members, Iain Robertson and Sara Sexton. Both Iain and Sara had been members of the Board since CMTCA began. Iain provided leadership as Chair for over five years, and Sara contributed knowledge and perspectives on massage therapy regulation and practice, especially in her home region of Atlantic Canada. They will be missed.

CMTCA welcomed Paula Jaspar, RMT MEd, from British Columbia and Alice Kennedy, BN MBA FCCHL FCHSRF, from Newfoundland and Labrador to the Board this year. Paula Jaspar has been a Registered Massage Therapist since 1997 and holds a Master of Education. She has taught in a wide variety of post secondary institutions and has been a speaker for many local and international conferences. Her strong knowledge of both massage therapy education and the regulatory environment in BC will be an asset to the Board.

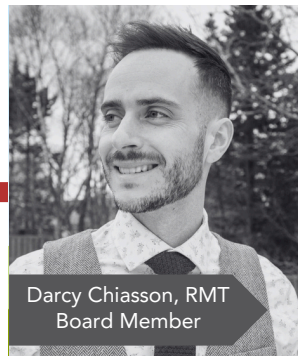
Alice Kennedy is currently the CEO and Registrar for the Newfoundland and Labrador Council of Health Professionals. Alice holds a Bachelor of Nursing and a Master of Business Administration, as well as Certificates in Health Services Management from the Canadian Hospital Association, and the Health Leadership Program from the Rotman School of Management, University of Toronto. Alice is a national and international Surveyor with Accreditation Canada and participates in several National Boards/Associations for Regulators in the healthcare professions. Alice’s significant experience in accreditation and regulation in other healthcare professions will be invaluable to the Board.



Gabriel Flamminio, RMT  
Board Chair



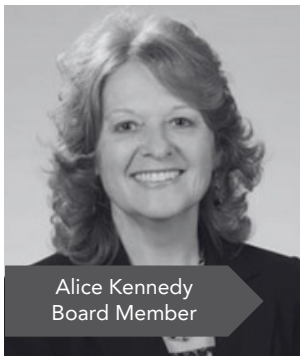
Andrew Lewarne, RMT  
Vice Chair



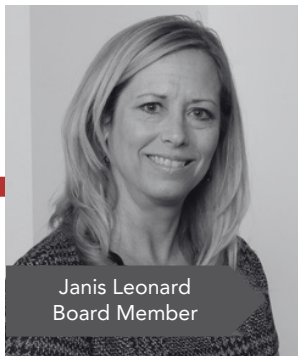
Darcy Chiasson, RMT  
Board Member



Paula Jasper, RMT  
Board Member



Alice Kennedy  
Board Member



Janis Leonard  
Board Member



Robynne Ouchi, RMT  
Board Member



Valerie Browne  
Board Member



# OUR VISION

Inspiring excellence in massage therapy

# OUR MISSION

The Canadian Massage Therapy Council for Accreditation is the independent body that accredits massage therapy programs in Canada.





# Strategic Directions

## “ Effective Accreditation ”

The two pillars of the Canadian Massage Therapy Council for Accreditation strategic plan are “effective accreditation” and “sustainability”. In 2023, we aimed to enhance and measure both objectives through several key initiatives.

We measure effective accreditation through client satisfaction surveys, both at the general support level and following site visits. In 2023 we looked to increase our response rate on these surveys, an initiative we will take forward into 2024. Additionally, we measure the efficiency of our accreditation process. In 2023, 97% of decisions were made within the timelines set for PA and site visit decisions.

On the sustainability front, we explored a number of initiatives in 2023. This included exploring new funding sources and renewing existing agreements in order to foster long-term relationships with our stakeholders and securing the long-term future of accreditation. We also saw 9 new programs apply in 2023.

One of the biggest initiatives of 2023 was our ongoing project to revise the CMTCA accreditation standards. We look forward to launching the new standards in 2024 and supporting education programs with the transition.

The effectiveness of our accreditation process is due in large part to the varied expertise and perspectives that contribute to it. With the growth in the number of programs seeking and maintaining accreditation, our hardworking staff and surveyor community continues to grow, completing more review activities each year. A key part of our staff's focus is continuous quality improvement, particularly looking for opportunities to streamline and improve our processes and support to education programs.

In addition to the traditional role of providing strategic input and oversight of the organization, CMTCA's Board also serves as the council that reviews and provides a decision for each education program undergoing accreditation or preliminary accreditation. Our Board met 14 times in 2023, for a total of 43 hours, not to mention their countless hours of preparation for each meeting.

We are truly thankful to our talented staff, surveyors and Board members for their diligence and for the quality-improvement focus they bring to their work with CMTCA. We couldn't meet our goal of effective accreditation or sustainability without these important contributions.

## “ Sustainability ”

# Activity Snapshot

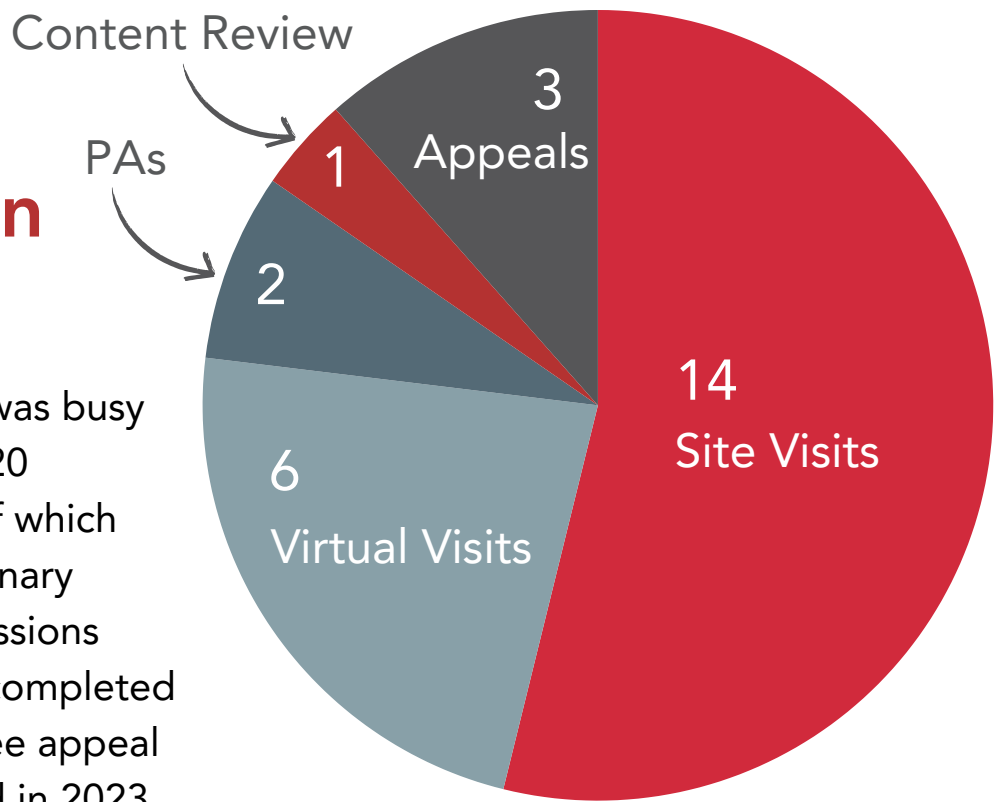
## Surveyors

Our survey team is made up of 32 surveyors from across Canada. In 2023, surveyors participated in a variety of accreditation activities including site visits, reviews, appeal panels and webinar training sessions. In early 2024 we will recruit and train our fourth cohort of new surveyors.



## Accreditation Activities

Our accreditation team was busy in 2023! We conducted 20 accreditation visits, six of which were virtual. Two preliminary accreditation (PA) submissions were reviewed, and we completed one content review. Three appeal submissions were started in 2023.





# Activity Snapshot

Applications and Market share in 2023

**9** New Program Applications

5 in regulated jurisdictions and 4 in non-regulated jurisdictions

Total number of programs in the CMTCA process

**80**

**81%**

in regulated jurisdictions

Percentage of programs involved with the CMTCA

**10%**

in non-regulated jurisdictions

# Communication and Engagement



## Social Media

We made **58** posts on Facebook, LinkedIn, and Twitter this year, reaching a total of **6,647** people!



## Email Campaigns

We sent out **15** email campaigns in 2023 to **524** subscribers. Our average open rate was **55%**.



## Online Webinars

in 2023 we hosted **4 surveyor** webinars and **4 education program** webinars. In total, we presented to **134** people.



## Website Traffic

We had a **43%** increase in traffic to our website (cmtca.ca) from 2022. Users spend an average of **4.5 minutes** on our site.



## Website Navigation

Most visitors navigate to the "**Accredited Programs**" page on our website either directly or from our home page.



# Audited Financial Statements

## CMTCA Audited Financial Statements



Independent  
Auditor's Report



# LOOKING AHEAD

As we look forward to 2024, we are excited about the opportunities for growth and continued support. The revised CMTCA accreditation standards are slated to be released in 2024 and will be followed by a number of supportive documents and webinars to aid education programs in the transition. To meet the growing need for accreditation services across the country, we will expand our surveyor and accreditation team in the following year. In 2024 we will train our fourth cohort of new surveyors.

CMTCA is committed to our vision of inspiring excellence in massage therapy and we will continue to look for ways to support safe, equitable, inclusive, quality healthcare services for Canadians.

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Growth, Support,  
**and Inspiring  
Excellence**

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