



CONFERENCE WORKSHOPS, KEYNOTES AND LECTURE SERIES

Donald Quinn Dillon, RMT

Half-Day Workshops:

Better Practitioner Agreements: Viable and Sustainable Agreements from the Start
Work that Charting! Meaningful and Measurable Notation for Massage Therapists

Keynotes:

Clarify Your Purpose, Passion and Position in the Marketplace
Focus Your Practice Product, Pricing and Place
Boom, Bust, Bane and Breakthrough! Your Practice in the Larger Context
Incorporate Tools, Team and Technology in your Practice
Pricing Your Massage Therapy Services: Create and Capture Value
Design Longevity into Your Practice

Lecture Series:

On Practice: From Entry-Level to Established Massage Therapist
Charting Skills for Massage Therapists

Requirements for in-person presentations:

Set-up: lecture or theatre style, attendance unlimited
Equipment: screen & projector, flip chart / white board and markers, lectern,
lapel mic if attendance > 30

Stream: Business / Practice
don@DonDillon-RMT.com 289-783-1576

½ Day Workshops: 3.5 hours, practical

Better Practitioner Agreements

Set Up Viable and Sustainable Agreements from the Start

Derek Bok said “If you think education is expensive...try ignorance.” Agreements drafted without consideration for financial viability, advancement and the relationship between both parties cost time, energy and money. Make no mistake, poorly structured agreements will set your practice or business way back. In this ½ day workshop we explore:

- Set up functional roles and expectations from the start
- Ensure your business is sustainable and scalable before you bring on practitioners
- Why straight percentage agreements are not viable or practical for the long-term
- Are you employable? Make yourself more valuable as a contractor/employee
- As a contracting practitioner or employee, how to increase your income and improve your value - and hence leverage - in agreements
- Legal provisos to consider when setting up or entering an agreement

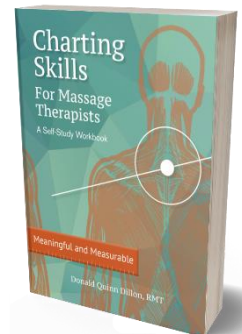
Long-term working relationships are not built by accident. Set them up right from the start.

Work that Charting!

Meaningful and Measurable Notation for Massage Therapists

Practitioners would rather provide care than notate their findings and treatment plans. Yet with vigorous regulatory requirements and a critical need to provide massage in a safe, efficacious way, practitioners need solid records to provide solid care.

Can we generate notes that are not only regulation-compliant, but meaningful and measurable for massage therapists? Is there a better way for practitioners to notate records? We explore these ideas in this ½ day workshop.



- Examine challenges and special considerations when taking a case history
- Discuss the experience of pain, and why simply asking about “pain” is not enough
- Identify yellow and red flags to heed when taking the case history
- Easily document postural distortions, range-of-motion and palpation findings
- Explore 7 outcome measures practitioners can apply effectively in practice
- Highlight College of Massage Therapists (CMTO) policies relating to record-keeping

Keynotes: 60-75 minutes with Q&A

Clarify Your Purpose, Passion and Position in the Marketplace

For what reason do you go to work every day? Why does your work matter? What populations do you serve? Who competes to serve those populations? What are the values that guide your practice? We drill down to your core philosophy of care, and challenge you to explore your motives and objectives.

- Explore your motives and objectives as you define your niche.
- Clearly define your “passion” for practice.
- Identity and understand your target market.
- Affirm your philosophy of care.



Focus Your Practice Product, Pricing and Place

What is the “product” you offer to the marketplace? How is it “packaged and presented”? Is your practice design centric to your style, or to those of your client or patient? Is your workplace design considerate of the population you serve? We take a deep dive into these questions, and round out with a discussion on pricing theory and positioning your services based on perceived value. *note: more modules listed in “Lecture Series”

- Define your “product” based on desired user experience and benefits provided.
- Set up your practice design to be client-centric, rather than practitioner-centric.
- Explore the different work settings/sectors practitioners work in and clarify your best fit.
- Challenge your perceptions with pricing theory; position your services based on perceived value.

Boom, Bust, Bane and Break-Through! Your Practice in Larger Context

Practitioners directly control their product (service), pricing, promotion and place of practice. This lecture challenges practitioners to consider factors outside their direct control. Understanding these factors are essential to mitigating threats and identifying opportunities. We explore:

- Boom - economic drivers contributing to the development of a massage therapist’s practice
- Bust – changing economic conditions and factors that threaten practice
- Bane – how long-held but unhelpful convictions in the profession have inhibited practice
- Break-Through! – opportunities in underserved markets, trends influencing delivery of care

Incorporate Tools, Team and Technology in Your Practice

Have you ever critically examined your delivery of care model? Are you still applying the same model from your original training? The typical RMT model can be time and labor intensive, subjecting the practitioner to strain, fatigue, and limited work capacity...capping income.

What if you were to unpack the components involved in your delivery of care model, and cross-reference them with desired experiences and outcomes from a patient and practitioner perspective? Join us for a provocative lecture that will have you examining how you practice, and what you can change for the better.



Pricing Your Massage Therapy Services: Creating and Capturing Value

As an RMT, how did you set pricing for your professional services? Did you base it on sector served, outcomes achieved, resources input or elements added? Pricing is how the practitioner “captures” the value they offer to the marketplace. When you trade your vitality in exchange for dollars...are you getting a fair return?

In this address, we'll discuss when and how to raise fees, and how to respond to market forces in your region or sector served. We look at how to determine your business and personal financial needs, and how to justify rate changes when you need to raise service fees.

Design Longevity into Your Practice

Of no surprise to any practitioner, massage therapy is time and labour intensive. It taxes our cognitive-psychological resources, given the complexity of conditions and populations we serve. And it comes with a cost...a CMTO 2020 report cites less than 5% of Ontario RMTs remain in practice 25+ years. How, then, to cultivate a life-long career?

In this address, we examine variables that sacrifice career, then we move to strategies that can lengthen one's working life as a massage therapist.



* Looking for another topic? Scan my articles in [Massage Therapy Canada magazine](#) to see other subjects I'm happy to lecture on.

Lecture Series: 4 - 6 segments, 1 hour/length, virtual



On Practice I: For the Entry-Level Massage Therapist

Massage Therapist representative associations regularly fields questions related to business: roles and expectations in working agreements, challenges in building a practice, financial viability, and successfully engaging prospective clients to promote one's practice. This series of six webinars aims to raise the level of business acumen for all your members or employees, and provide a conceptual framework to cultivate one's practice.

While this series is geared to practitioners new to the field and interested in constructing a practice, seasoned practitioners will benefit from exploring novel concepts, and consider new ways to address their practice problems. Whether self-employed/freelance, employee or practice broker, I believe you will benefit from the perspectives presented.

Each webinar is 1 hour in length - consisting of 45 minutes lecture and 15 minutes Q & A – and recorded so you can review, or catch up on a missed segment. Additional resources to further your study will be provided.

Module 1 - Perspective on the Profession, and Getting to Know You

Our first module lays the outline for this series, and opens with the context of practice operations: practitioner demographics, market sectors served and extrinsic forces acting on the profession in general and your practice in particular. We begin the first in a series of reflective exercises by establishing your profile...exploring your unique competencies and experiences as a practitioner.

Module 2 - Provisions: What Do You Bring to the Table?

You may be self-employed, employed by a company or brokering practice opportunities for others. In each case there's a business relationship; roles and expectations on both sides. What provisions – time, energy, money, competence – do you bring to the table? We examine a model for sizing up the inherent value you provide. You can then determine whether you've got the capital, contacts, business competence and commitment to strike out on your own, or are better to associate in an existing business. We'll discuss qualities to help make you more

employable (even if you're self-employed) and examine common traps that occur when forming – and severing – working agreements.

Module 3 - Purpose, Passion and Position in the Marketplace

For what reason do you go to work every day? Why does your work matter? What populations do you serve? Who competes to serve those populations? What are the values that guide your practice? We drill down to your core philosophy of care, and challenge you to explore your motives and objectives.

Module 4 – Defining Your Product, Pricing and Place

What is the “product” you offer to the marketplace? How is it “packaged and presented”? Is your practice design centric to your needs, or to those of your patrons? Is your workplace design considerate of the population you serve? We take a deep dive into these questions, and round out with a discussion on pricing theory and positioning your services based on perceived value.



Module 5 – The 4 Stages of Promoting Your Practice

Learn how to recruit prospective patrons, retain them for the long-term, reward patron behaviour that nurtures your practice, and re-serve (serve again) those that can benefit from your broad scope of practice. We finish off with ideas on how to prime yourself for delivering a quality experience each and every time.

Module 6 - Pay Yourself

At the end of the day, you must earn enough to cover your practice expenses, pay all taxes, and take money home to feed you and yours. We must remain cognizant of four key financial metrics, building financial competence and cash flow. In the latter part, you are challenged to examine your beliefs and biases regarding money and income generation.

On Practice II: Established and Actualized Massage Therapist (Summer 2023)

Part I focused on the fundamental and foundational principles, guiding and informing the entry level practitioner (and those with an incomplete business acumen) in their practice development. Part II is intended for the established practitioner – one settled in practice for at least 7 – 10 years and eager to scale up and broker opportunity for other practitioners, or

expand their work capacity and income potential through working-smarter tactics.

This practitioner – building upon the Maslow hierarchy – can become actualized, providing employment for other practitioners, creating a legacy practice, extending their reach into the community for public good, while following the summons of their soul and nurturing the private good.

Module 7 and 8 - Practitioner Relations

What role do you play at work? How does this intersect with the role of others in the workplace? What are your expectations...and theirs? Before you sign on the dotted line, consider the implications of the business agreement you're entering. Learn how to strengthen relationships with your work mates and support staff. If you're a business owner, effectively scale up to incorporate practitioners into your enterprise.

Module 9 Perspective

Comprehend the extrinsic factors that influence your practice viability - government policy and funding, insurance industry and gatekeeper health practitioner relations, public and media endorsement, competitors and profiteers. Explore the profession's culture and essential stakeholders as they exercise influence on your practice.

Module 10 Promises and processes

Set practice policies and processes that deliver on your quality of care. Consider regulations and laws that govern your practice. Actualized: Professional and Personal Maturation

Module 11 Potential

Evaluate and entertain delivery-of-care models, discuss how to use tools, team and technology to reduce strain while increasing work capacity and income potential. Consider how to generate other sources of income, and how to prepare your practice for sale.

Module 12 Public & Private Good

Consider your contribution to public health and wellness initiatives, while nurturing the private good in your own well-being



Comments from previous workshop participants:

"I need this...I am now more motivated to go home and work on making my practice more interesting."

"I learned tons — I have to take control of my practice and marketing!"

"This is the best workshop I've attended in a long time."

"The workshop was effective in terms of giving a good overview of how to educate and care (for client/patient-base) and still be a good/effective businessperson."

"Presentation was packed with very interesting and innovative ideas."

"... (this session could be improved if) more people took this time with Don — he is compassionate, generous, and effective."

"I would recommend this workshop to new grads. I know it would have helped me tremendously when I was setting up my practice. It's much easier to do things right from the beginning than to have to correct them later."

"I liked the combination of business and personal relationships/attitudes towards money."

"Should be a requirement for all RMTs...how to take care of your money so it takes care of you!"

"I learned a lot of ideas and improvements to make a better practice."

"Don is a great speaker who knows how to keep even heavy subjects easy to understand"

"This subject was very relevant to our present situation."

"Don is a fabulous speaker and very knowledgeable."

"Don Dillon is a leader and visionary—a person who is helping to create the future of our profession (and) holding massage therapy to a higher standard."

Condensed Biography: Donald Quinn Dillon, RMT is a practitioner, writer and practice coach. His 30+ years of practice include managing a multi-practitioner practice, and active roles with his professional association (RMTAO) in insurer and government relations.



Dillon authored the self-study workbook [Charting Skills for Massage Therapists](#) and is a columnist for [Massage Therapy Canada magazine](#). Over 100 of his articles have been published internationally: [Canadian RMT](#), *The Body Politic*, *Journal of Soft-Tissue Manipulation*, AMTA Journal, AMTA New York chapter, [Massage Therapy Today](#), *Massage Magazine (US)*, *Massage Therapist (Australian)*, *AMTWP Connections*.

Dillon has lectured to MT associations across Canada, and a guest at several massage therapy teaching colleges to speak to in-term students. He is the recipient of the RMTAO's *President's Award of Merit*, two *Hand of Thanks*, and the *Ken Rezsnyak award*. In 2012 he received the [ONE Concept award for Massage Therapist of the Year](#).

Dillon's most recent projects include the guide [On Practice: From Entry-Level to Established Massage Therapist](#) and co-producing the podcast [On the Table](#) for *Massage Therapy Canada* magazine. Don completed Fundamentals with the Co-Active (Coaching) Training Institute in 2018.

Media

The Radical RMT (with Krista Dicks) <http://www.theradicalrmt.com/040-how-can-we-advocate-for-massage-therapy-don-dillon-rmt.html>

Practice Points: Pricing Strategy <https://youtu.be/gqh67I2az-E>

Finding Efficiencies in Delivery of Care
<https://youtu.be/iDlth8QFQyo>

MTC Business Forum 2015 <https://youtu.be/ixio7UQdDUU>

Canadian Massage Conference 2011 (with Felicia Brown)
<https://youtu.be/9-2tW3RRwAc>

Charting Skills: Introduction <https://youtu.be/fWY8A6XcGfs>

Canadian Massage Conference 2013 (also with Felicia Brown) <https://youtu.be/oaq3aK1TYB0>

Massage Therapy Now (with Damian John) 2019
<https://massagetherapynow.podbean.com/e/massage-therapy-now-episode-12-don-dillon/>



Previous Speaker Engagements

- Massage Therapy Canada Business forum – 2014, 2015, 2016, 2022
- RMTAO Education Conference – conference speaker 2015, 2017, 2019
- Natural Health Practitioners of Canada – 2 full day presentations 2016
- Massage Therapist Association of British Columbia – keynote address 2012
- Atlantic College of Therapeutic Massage – business intensive to graduating class
- Massage Therapy Association of Manitoba – conference speaker, 2008
- Massage Therapy Association of Nova Scotia – conference speaker, 2008
- Association of New Brunswick Massage Therapists – keynote speaker, 2007, 2013
- Massage Therapist Association of Alberta – keynote speaker 2005
- Association of Massage Therapists and Wholistic Practitioners – speaker 2005 and 2009
- Massage Therapist Association of Saskatchewan – speaker and panelist 2006 & 2008
- OMTA Hands Together conference – speaker 1999, 2000, 2001 and 2008
- Newfoundland Labrador Massage Therapists' Association – speaker 2011
- OMTA Auto-insurance 101 seminars presented across Ontario – 1998 - 2012
- World Massage Conference – speaker 2014, 2016
- ONE Concept Canadian Massage Conference - speaker, 2008-2017, 2019

Dillon has spoken to in-term students at Mohawk College, Centennial College, Trillium College and the Atlantic College of Massage Therapy.

References:

Scott Dartnall, ONE Concept Canadian Massage Conference, Massage Therapy Media

Jill Haig, Director of Operations, Registered Massage Therapist Association of Ontario

Lori Green, Executive Director Massage Therapist Association of Saskatchewan

Kerri Olds-Rhinds, RMT, RKIN, business owner, former instructor, Mohawk College

Lisa Lewis, Director & Co-Owner, Atlantic College of Therapeutic Massage

Jannen Belbeck, editor, Massage Therapy Canada magazine