



## **Guidelines for the Approval of Practice Names**

In assessing a request for approval of practice names, the Executive Committee will consider the following:

- Is the proposed name misleading in relation to the qualifications of the Massage Therapists? Using terms like “Specialist” or “Medical Massage” could imply expertise or additional training in a particular area of practice that the Massage Therapist does not have and could be misleading to clients.
- Is the proposed practice name dignified and professional?
- Is the proposed name inappropriate or suggestive?
- Are there subjective terms used within the practice name that may lead to misunderstandings?

*Adopted: November 17, 2014*