



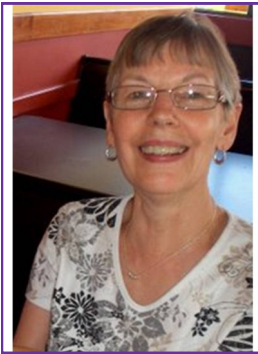
NEWSLETTER

Volume 7, Issue 1

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*A happy New Year! Grant that I
May bring no tear to any eye
When this New Year in time shall end
Let it be said I've played the friend,
Have lived and loved and labored here,
And made of it a happy year.
~Edgar Guest*

The Store...

Final Sale on Shirts!

I made the decision last year to phase out the reflexology shirts and there aren't many left.

Polo Shirts: 1 Small Black, Beige, White & Gray, 1 Medium Black, 1 Large White
These shirts are true to size. \$18—includes shipping

Short Sleeved V-neck Shirts: 2 Medium Black, 2 Large Pink, 1 Large Turquoise, 1 Extra-Large Pink, 1 Extra-Large White
These shirts run small and you'll need the next larger size. \$18—includes shipping

3/4 Sleeved V-neck Shirts: 2 Medium Black, 2 Medium White, 1 Large Pink,
These shirts run small and you'll need the next larger size. \$20—includes shipping

I am limited in the constraints of my store Shopping Cart. When you place your order, shipping is automatically added but I will refund the shipping portion to you - OR you can send a check or pay separately via Paypal to me personally.

Additionally—IF you are a SMALL SMALL, the small V-neck shirts are for you at a reduced price of \$15, which also includes shipping! I can refund the difference to you or you can pay by check or separately via Paypal to me personally.

http://www.myreflexologystore.com/reflexology_apparel.html

Contact me at myreflexologystore@cox.net with any questiona.

I believe everyone knows someone who is suffering from Alzheimer's Disease. It's a terrible disease that takes your life away from you — a little at a time. As reflexologists, we can help. The following article was written by a Reflexology Forum friend, Oran Aviv, Israel (it's truly a small world, isn't it!). It touched me (my dad had Alzheimer's) and I asked permission to pass along Oran's article. Your work with these folks will be so appreciated by them (tho' they may not remember) and their families.

I worked on a family friend, and, every time, we'd have the same conversation. "Would you like to have some reflexology....." Answer: I don't believe I've ever had that, but I'll try. When I was done, it was "That was just wonderful. I'd like to make another appointment. How much do I owe you?". My answer "You've already paid me and I'll come again for another appointment". The scenario played out every other week or so and always left her happy and me too—for being able to give her that gift. Nancy

Working with Clients who have Alzheimer's/Dementia

Those suffering from Alzheimer's/Dementia can benefit greatly from Reflexology and other complimentary treatments, but the practitioner needs to take into consideration some of the challenges of a client with dementia.

Dementia is organic brain damage. It is degeneration of the brain cells. Alzheimer's is the main disease that leads to 50% of the cases of dementia. It causes cognitive, emotional and personality changes. As the disease progresses, these changes become more severe. Treatments need to be attuned to the client's stage of dementia, but there are some basic rules that will make your treatment pleasant and comfortable for clients at any stage:

Respect and Patience

Probably the most important way to have a positive relationship with clients that have Alzheimer's/Dementia is to respect them and treat them as fellow human beings.

Although this seems obvious, I have found that many people who work with Alzheimer's/Dementia patients tend to talk down to them like children. This is terribly degrading and hurtful.

A person with Alzheimer's/Dementia may forget who you are at each treatment. Always introduce yourself as if it is the first time you are meeting. Avoid putting your client into an uncomfortable position by asking him if he knows who you are; rather say your name and ask him if he would like a treatment today.

Never talk about your client in front of him. If you need to discuss your treatment with a family member, do this privately or on the phone.

Make the treatment short and precise

The attention span of a client with dementia can be limited. It is best to begin with a short 20 minute treatment to see how your client responds. In subsequent treatments, you may be able to increase the duration of the session.

Plan your session to be only a treatment. Your client may not know the answers to your questions, which could cause feelings of confusion, frustration or incompetence. Obtain information about health history and permission from a family member prior to the treatment session.

Treatment Environment

It is extremely difficult for a person with Alzheimer's/Dementia to focus. The treatment has to take place where there are no distractions. The treatment room should be quiet; even playing soft music may be a distraction for someone with Alzheimer's. As much as possible, avoid distractions such as people walking in and out or noise outside the window.

Hunger and thirst are other distractions to consider before providing a treatment. Make sure the treatment is not set right before mealtime.

Finally, it is best to set appointments in the morning. In the afternoon your client may be tired – an additional distraction. Later in the afternoon Alzheimer's/Dementia patients may be most agitated, with a drop in cognitive ability. This time is known as *sun downing* since it occurs around sunset.

Emotions

Many times a complementary treatment like Reflexology, can cause a flood of emotions. Life is already very confusing for a person with Alzheimer's/Dementia. Many will do their best to hide their condition from others and themselves. They tend to find excuses to explain their memory loss and change, but the disease is scary and frustrating. These hidden emotions can come out during a treatment.

As the disease progresses, a person may tend to remember more past than current events. The person many times will relive their past and actually think they are the younger person they once were. If this person had a rich and happy youth and childhood, this will be a lovely experience. If the person was, for example, in the Holocaust, he may be reliving a bitter, sad and frightening experience.

If there is a flood of emotion, redirecting the person to another topic may reduce anger and upset. This can easily be done by staying on the same subject, but redirecting to something more pleasant. For example, if a person becomes upset remembering that his spouse died, try asking questions about his children and grandchildren.

I find treating those with Alzheimer's/Dementia to be a most rewarding experience. Complimentary treatments can have an important calming effect on these clients, but they can do much more. These clients normally lack private and personal time with others, and can benefit from receiving the full attention of a therapist during a session. Most people with Alzheimer's/Dementia feel very lost and lonely. Many have lost contact with friends and even family.

Family members may have a very difficult time relating to their family member who has regressed due to the disease. As a therapist, you are meeting the person as he is now and can accept him as he is today. By caring, touching and being there for him, your treatments can have a very amazing effect on one with Alzheimer's/Dementia.

Oran Aviv has been practicing Reflexology since 1995 and is a graduate of the Israel Alzheimer's Association's "Health Activities" Project course. Oran gives Reflexology treatments and organizes activities to improve memory and cognitive ability in the Alzheimer's/Dementia unit of the Kfar Saba Senior Day Center in Israel and in private homes. She also created and teaches a [Hand Reflexology Courses to Caregivers](#) of patients with Alzheimer's/Dementia. To have Oran teach your group or to arrange a Reflexology and consultation session email her at oran@reflexandmore.com

REFLEXOLOGY NEWS

Dr. Gwen Wyatt and Barbara Brower,NBCR received the 2011 **International Council of Reflexologists Research Award**, at the Conference in Portugal, for their work in Michigan, under a grant to improve the quality of life for late stage breast cancer patients receiving chemotherapy. Based on the success of the first grant, they have been awarded a second which will begin in a few months. This grant will involve training primary caregivers in the 9 step protocol. www.msunursing.org/news/news.asp?id=72019

The Reflexology Association of America was contacted to submit reflexology items and a banner for an episode of "Happy Endings" on TV that will feature a Holistic Health Fair; to be aired on **January 11, 2012!**

[Natural News.com](http://www.naturalnews.com/034469_holidays_hangover_remedies.html) published an article including reflexology as a hangover remedy.
www.naturalnews.com/034469_holidays_hangover_remedies.html

2012 RAA Conference, Orlando, FL—May 4-6. For more information and details, see www.reflexology-usa.org, Home Page—in the middle of page, toward the bottom.

Hope to see YOU there! Support the Associations that are supporting you.

Why A Reflexology Law

Christine Issel

Members often demand to know why their state organization is not working on a reflexology law. However, when a member presses for a law, he or she may not understand the legislative process, what is involved beyond the idealism of how the process should work, nor do they stop to ask why—what is to be gained or lost? Usually it is just assumed a law will solve all of their problems. While the primary reason for a law is to protect public safety, in reality most often a law is passed to protect special interests. For reflexology this means credibility and or acceptance by other professions and the public.

Current Status

Since 1990 the field of reflexology has gained 28 exemptions from state massage laws; has had state laws passed in North Dakota, Tennessee, and New Hampshire; and had several local reflexology ordinances enacted. Gaining an exemption can be viewed as the first step in the recognition of reflexology as an independent practice. The danger of relying on exemptions is that unless an exemption is specifically written into the law it can be revoked easily at any time. Exemptions also do not set any standards of practice or method of regulation, nor provide means of ensuring public safety. A law therefore becomes a logical step beyond exemption.

5 Reasons for Licensure

There are several very important reasons for licensure.

1. Licensure safeguards reflexology from being thought of as massage and taken over by it or any other profession.
2. Licensure grants reflexologists the opportunity to “play with the big boys.” It gives us the opportunity to sit on the National Institutes of Health’s (NIH) National Center for Complementary and Alternative Medicine (NCCAM) Board. Only representatives of licensed disciplines are allowed to sit and participate in policy making decisions for NCCAM.
3. Another advantage to licensure is that most hospitals and public and private agencies will not hire people who do not have a license due to liability and other issues. This limits our ability to even work as volunteers in these agencies as well as to volunteer in the case of disaster relief.
4. Beyond the liability issue, usually when working with national support groups for chronic conditions (one of the areas where reflexology shines and conventional medicine has nothing to offer besides drugs), the first question asked is: Are you licensed? If not. They will not take you seriously for inclusion in their referral systems.
5. Taking insurance payments is a separate issue, which needs to be explored; the pros and cons of which are beyond the scope of this article (see the separate article that follows). Briefly although many reflexologists do not want to take insurance payment from their clients, those who would like to would have a better chance only when reflexology is licensed within that state.

State laws vs. a national law

Logically it would appear easier to work toward a national law once rather than 50 times. However, unlike other countries, and despite Obama’s health care plan, the United States has no national health care law so licensing is a function of the state and laws must be enacted on that level.

Educate Yourself

Truly, though to us it is hard to believe, reflexology is in its infancy as a profession. We are all pioneers and entrepreneurs in this exciting field, so we have the responsibility of creating public awareness, and the **credibility and acceptance** of reflexology as a separate profession. We can only choose wisely our own future when we are educated in the legislative process. Plan to attend the RAA conference in Orlando (May 4-6, 2012) and the Legislative Workshop to further educate yourself by exploring what is meant by legislative action and how it can invigorate a state reflexology association. If you serve on the board of a state association, are a state leader, or just curious, you are encouraged to attend the workshop.

Insurance: Other Views

In fairness there are always two sides to any issue. Having the ability to bill through insurance may not prove to be the blessing we would hope it to be. What are some of the pitfalls to taking insurance payments? We may find that our efficacy rate goes down. When the client pays for reflexology there is a vested interest in getting well. He or she is paying out of his/her own pocket and this provides the motivation for the individual to take an active part in their healing process and not to put the

responsibility on the reflexologist to 'fix' what's wrong. The paying client is usually better educated and is knowledgeable about the benefits of reflexology to some extent before beginning. Rather than being sent for a procedure they know nothing about, clients make a conscious decision to use reflexology and believe it has something to offer them.

There are many hidden costs in taking insurance. It is actually unlawful to charge clients using insurance more than those who pay for services out of pocket. So while the practitioner's hourly rate is the same, he or she actually earns more income with clients paying at the time of service because less time is spent on paperwork. Not billing for insurance ultimately lowers costs to the client. The client is not paying for the processing time it takes to fill out the paperwork, or the waiting time it takes to receive payment. Or if the practitioner doesn't handle his or her own insurance billing, less staff time is devoted to paperwork since this task is avoided. Louise Rosen, N.D. and past president of the Reflexology Association of California, feels strongly about the insurance issue. "I cringe when I hear people talking about being paid by insurance companies. My husband was a M.D. and the largest expense our office had was the clerical support it took to complete the paperwork for the insurance companies, plus the follow-up, because they never pay on the first go around, and you have to re-submit and re-submit. Sometimes it took months and many hours of clerk time to collect on a bill for less than \$100! Surely this is an exercise in frustration. I personally have no intention of ever wanting to be in that situation again," stated Louise.

Another argument made by some is that not taking insurance discriminates against the client who cannot afford to pay. This is not true. The reflexologist is free to use a sliding scale in such cases.

The above arguments are not to be taken as a position for or against insurance reimbursement. That is a decision each practitioner must make for him or herself. However, if one thinks billing insurance companies will generate more income the practitioner may want to re-think this idea. In truth, the ability to make money is probably tied directly to our self-esteem and entrepreneurial skills, not whether we receive insurance reimbursement.

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Nancy Bartlett, NBCR

*If you're dedicated, if it's something that lives and breathes in your heart, then
you've simply got to go ahead and do it. ... Rodney Crowell*

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