

# The LadyBug

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## A WORD FROM THE LADYBUG...

I would like to thank all of our dedicated clients, service providers, staff and especially Elke for her role in the success of LadyBug Massage Therapy. As well, without the support of our families, we wouldn't have made it this far. With our third anniversary on May 3rd, we have enjoyed great success. As the days, months and years have gone by we have had many milestone moments. We were nominated for Emerging Business of the Year 2006 in the Town of Cobourg and Northumberland Central Chamber of Commerce Business Achievement Awards and were rewarded for all our hard work by winning this award. That win was followed by my nomination for Business Woman of the Year for 2006, sponsored by The Cobourg Daily Star. I was one of five finalists and while I did not win, I was, and still am elated to have been considered for such an award. Just recently we were again nominated in the Business Achievement Awards, this time for Health and Wellness Business of the Year 2007. We were once again rewarded for all our hard work by winning this award. As well as these accomplishments, we have added new services at the clinic including a website and continue to provide a visible presence in the community with our support of many local events. We look forward to continuing to grow our business, add to our community involvement and expand our ladybug collection!

Many thanks again to everyone for your support.

Jessica

## Clinic Hours

Door open by chance or appointment.

Jessica:

Monday-Thursday 12-8pm,  
Friday 9am-6pm

Elke:

Wednesday and Friday 10 am – 8 pm

Holidays

The clinic will be closed on the following dates:

Good Friday March 21

and Easter Monday March 24

Victoria Day Monday May 19

Canada Day Holiday Monday June 30  
and Tuesday July 1

Civic Holiday Monday August 4

Labour Day Monday September 1



## Policy on Receipts...

Massage therapists are legislated and mandated by our provincial body, The College of Massage Therapists of Ontario (The College). The College provides guidelines in many areas of our daily practice. Recent policy changes have occurred that affect the issuing of receipts.

When a client attends the clinic for a treatment and pays for this service themselves, a receipt will be issued in their name.

When person A attends the clinic and person B pays for the treatment, the receipt is to be issued to person B stating it was a treatment for person A and paid for by person B. This would be the case when a husband and wife would be treated one after the other and one person pays the bill for both.

When a person purchases a gift certificate from the clinic, they have the option of receiving a receipt. This receipt will be marked in such a way that it indicates a gift certificate was sold. When the client redeems their gift certificate the receipt issued will be marked Gift Certificate Redeemed.

As explained in our last newsletter and as posted in the clinic, when the case arises where an appointment is missed or cancelled without 24 hours notice, a client may be charged the full fee. The receipt issued will indicate that the fee paid was for a missed or cancelled appointment.

When products are sold at the clinic, the receipts issued for the sale of such items will indicate which product was sold and its value.

From our experience we know that insurance companies will not pay for missed or cancelled treatments or for the purchase of gift certificates. Some companies may pay for products purchased but that is on a case by case basis. With regards to third party payment and receipts issued for those treatments we can only assume that insurance companies would also not pay for those treatments.

As we all adjust to these new policies that The College has implemented, please keep in mind that they are in place because The College has a responsibility to regulate massage therapists and protect the public's perception of and trust in the profession.

Please watch our website,  
www.ladybugmassagetherapy.com

for information on  
Jessica's extended  
holidays in late  
July and August.

## ON THE ROAD AGAIN...

As usual we have been hauling our tables around town and have more plans to do so!

Last November we attended a Wellness Fair at Cameco in Port Hope at their Conversion Facility. On February 19th we "rocked, rolled and massaged" at the Northumberland Hills Hospital in support of their musically themed February Blues event.

On April 27th, catch us once again at Victoria Park for the 7th Annual Waumer Walk for A.L.S. Pledge sheets are available at the clinic so if you're up for it come on out for the 5 km walk. Take part in all the Walk has to offer such as a barbeque, silent auction, raffle draws and of course massages. Help support local families affected by A.L.S. and raise funds for the battle against this devastating disease.



## YOU ASKED....

"What type of person do you see most often for massage?"

Just so that we can seem really smart next time someone asks, we decided to take a look at our 'client demographics' and figure it out. We guessed that the higher percentage of our clientele was female, and we were correct - 63% to be exact. We have also noticed that the 37% of our clients who are male, all seem to show up on the same day, making us work extra hard on their hardworking muscles! In terms of age, we currently treat clients who range from 7 to 83 years young, with the average being around 45 years. As far as their career choices go, well we thought that was just getting too specific, but one thing we have learned over the years is that there is no such thing as an easy job, and everybody can use a massage!

## FROM THE RETAIL CUPBOARD:

### Epsom Salts

Epsom salts are used to help eliminate lactic acid build up in muscles caused from deep tissue massage, heavy exercise and stress. Lactic acid is a natural by-product of the metabolic process (energy consumption) in the muscles, and is commonly blamed for muscular aches and pains. Use 2-3 cups of Epsom salts in a hot bath for at least 20 minutes and drink plenty of water to replenish your fluids. When used after a massage, gardening, sports activities or other intense physical activity you are less likely to experience discomfort. Epsom salts should be used at maximum 3 times per week and preferably not two days in a row.

## SELF CARE...Stretching

With the new season of outdoor events coming soon, we are here to help you get ready. Ask us about stretches that you can do to keep you fit, participating for the full season and give you that competitive advantage. For example a specific program can be created for the avid golfer, gardener, or lawn chair warrior.

## EXTENDED HEALTHCARE RESPONSIBILITY...

At LadyBug Massage Therapy, whenever possible we provide a direct billing service for our clients. Generally this means that instead of a client being responsible to pay for their treatment at the time the service is provided, we submit billing directly to their insurance company and payment is then mailed to us.

If a client's insurance company will not send payment to us, we will not be able to provide direct billing. We have unfortunately discovered in some cases where the insurance company sends payment to the client, it can be a complicated and lengthy affair for the clinic to receive payment for services provided.

As well, due to our clinic privacy policy and the new Federal Privacy Act, we are unable to ask for any information from insurance providers about our clients. Please keep this in mind as each client is responsible for knowing:

- how much coverage is available to them
- the maximum value or percentage per treatment
- the yearly schedule that this amount is available in
- whether or not a doctor's prescription is required prior to receiving treatment
- if direct billing is available.

When a client is treated, the receipt will be issued in the name of the person receiving treatment. We are unable to bill one person's treatment under another person's name because to do so would constitute insurance fraud.