

# EAST-WEST SCHOOL OF MASSAGE THERAPY

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East-West School of Massage Therapy is licensed by the Pennsylvania Department of Education, Division of Private Licensed Schools. EAST-WEST is an *Assigned School for Nationally Certified Massage Therapists and Bodyworkers* by the National Certification Board for Therapeutic Massage and Bodywork.

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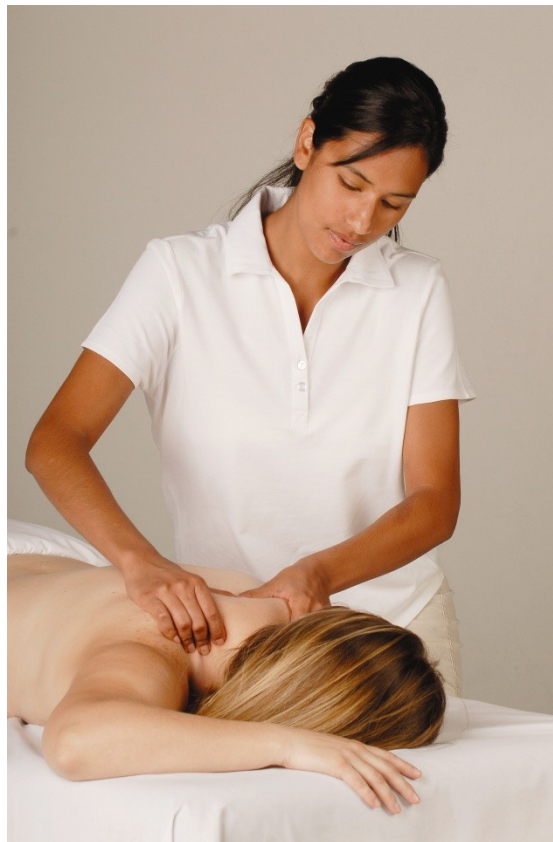
**Approved by the Pennsylvania Department  
of Education, Division of Private Licensed Schools**

## ***ABOUT THE SCHOOL***

### **OUR DIPLOMA PROGRAMS**

A 650 hour Massage Therapy and Bodywork Training Program has been developed to provide a serious course of study for individuals interested in pursuing a career in the massage therapy profession. This course of study provides a strong foundation in Therapeutic Massage, Anatomy and Physiology, Swedish Massage, Professional Development & Business Skills, and related studies. Upon successful completion, the student is awarded a Diploma in Massage Therapy and Bodywork Training.

A separate 600 hour Shiatsu Training Program is available for individuals pursuing a career in Shiatsu Therapy. This program is presented in three (3) graded levels of study, leading to Shiatsu Practitioner status. Course content includes Anatomy and Physiology and Professional Development & Business Skills. Upon completion, the student is awarded a Diploma in Shiatsu Therapy.



### **CONTINUING EDUCATION**

Our continuing education program is available for students wishing to pursue studies in individual courses. CE courses can take the form of weekend seminars and special workshops or over a period of weeks(see page 22).

## **MISSION STATEMENT**

Our goal is to provide quality education using a variety of comprehensive techniques while awakening the unlimited creative potential within each student. As a teaching institute, we are dedicated to the promotion of good health and improved well-being.

To meet our objectives, we have an instructional staff with exceptional qualifications and unique teaching styles that will cultivate the students' growth as therapeutic bodyworkers. Our intent is to provide a challenging and inspirational learning environment, inviting students to combine art and science in their massage and bodywork therapies. We support and promote the healing art of massage and bodywork modalities as an enhancement in all people's lives.



## **HIGHLIGHTS OF EAST-WEST'S PROGRAMS**

- Our class size is limited—ensuring personal attention with our low student/teacher ratios.
- All instructors have extensive bodywork training and teaching experience.
- Our tuition fees are maintained at a reasonable low level, and extended payment plans are available. If you are considering enrollment at EWSMT, you should visit our facility and talk with the school director to ensure that our programs and instructional philosophy meet your expectations.
- Arrangements can be made for you to attend a current class session and we can also put you in touch with our graduates for their impressions of our programs.

## **FACILITY**

East-West School of Massage Therapy is conveniently located at 510 Park Road North, Wyomissing, Pennsylvania (approximately two (2) miles west of the city of Reading). It is easily accessible from Philadelphia, Allentown, and Lancaster via Routes 422, 222, and the Pennsylvania Turnpike.



## ***EDUCATIONAL OBJECTIVES***

- ◆ Each student will be eligible for an entry-level position as a Massage Therapist or Shiatsu Practitioner.
- ◆ Each student will demonstrate a high level of proficiency in Therapeutic Massage and Swedish Massage and/or Shiatsu Therapy.
- ◆ Each student will demonstrate professional attitudes and ethical practices in all interactions with clients, students, and others.
- ◆ Each student will have a working knowledge of anatomy and physiology within the theory and practice of massage modalities.
- ◆ Each student will be knowledgeable of the requirements necessary when establishing a private practice and when working in an established setting.
- ◆ Each student will be aware of self-care and wellness measures necessary to establish the strength and health necessary to practice massage therapy.

## ***ADMISSION REQUIREMENTS***

Admission to our programs is limited to 10 students per practice class in order to provide the best quality training between student and teacher. Applicants will be evaluated on the basis of educational background, the applicant's ability to express herself/himself both orally and in writing, reasons for requesting admission, financial stability, and other criteria. EWSMT does not discriminate on the basis of age, race, color, sex, national origin, religion, or marital status. Applicants must meet the following eligibility requirements:

- \*be 17 years of age or older
- \*be a high school graduate or have a G.E.D.
- \*be able to study and practice outside of class time
- \*be able to afford tuition
- \*be motivated to succeed
- \*be committed to participate in all course work, including clinic
- \*purchase student insurance coverage within 30 days of start date.

*Before submitting an application, make arrangements to meet with the School Director for a personal interview.*

### ***TO APPLY FOR ADMISSION***

#### ***SUBMIT IN ONE ENVELOPE:***

- ◆ \$75.00 application fee made payable to East-West School of Massage Therapy (this is a non-refundable fee), along with enrollment application (see p.28).
- ◆ A high school diploma, G.E.D., and/or college diploma.
- ◆ A completed physician's statement (see p. 30)
- ◆ A copy of your driver's license
- ◆ Two (2) letters of recommendation from non-family members, preferably professionals, describing the applicant's character, personal stability, intentions, level of responsibility, relationship to massage therapy as a career, and any other relevant information
- ◆ An autobiographical essay giving a brief personal history, your interests, your reasons for wanting a career in massage therapy or bodywork, your professional goals, any special area of interest you may want to pursue, any massage training or related experience you have had, and why you want to attend EWSMT.

### ***ENROLLMENT***

- ◆ Once the completed application is received, you will be notified of acceptance or denial of admission. If accepted, you will receive an Enrollment Agreement which you will need to complete, sign and date.
- ◆ Mail in the signed and dated Enrollment Agreement with either your full tuition or initial payment plan deposit (SEE PAGE 19 or 20). This is required to secure your placement in the program.

### ***CREDIT FOR PREVIOUS STUDIES***

We allow credit where appropriate for your previous studies. If a prospective student has had previous training at an accredited educational institution, and can show proof with written documentation, an adjustment may be made to the number of hours required for completion of either program provided the following requirements are met:

1. You may be required to take a written exam in anatomy and physiology.
2. You may be required to take a written exam in other subjects for which you are requesting an exclusion.
3. Be prepared to demonstrate any skills in a practical evaluation, if you are requesting an exclusion in that particular skill.
4. The fee for a Previous Studies Evaluation is \$45.00.
5. Review and approval is at the discretion of the School Director.
6. If previous credits/training are accepted, you will receive a prorated tuition fee reduction.

### ***TRANSFER OF CREDITS TO OTHER SCHOOLS***

East-West does not guarantee that it's credits will transfer and that the decision regarding such transfer is at the discretion of the receiving institution.

### **STUDENT HANDBOOK**

Our Student Handbook is available to anyone who wishes to receive a copy. It highlights the policies and procedures of EWSMT.

### **SCHOOL CALENDAR**

#### ***650 HOUR THERAPEUTIC MASSAGE PROGRAM:***

**DAY CLASS STARTS:** FOLLOWING LABOR DAY(GRADUATION IN JUNE),  
OR IN FEBRUARY(GRADUATION IN NOVEMBER)

**CLASS MEETS MONDAY THROUGH THURSDAY EACH WEEK**

**EVENING CLASS STARTS:** FOLLOWING LABOR DAY(GRADUATION

IN AUGUST/SEPTEMBER), OR IN FEBRUARY (GRADUATION IN JANUARY

/ FEBRUARY) CLASS MEETS 2 EVENINGS PER WEEK + EVERY OTHER SATURDAY  
9:00 to 4:00

#### ***600 HOUR SHIATSU PROGRAM:***

**EVENING CLASS ONLY, STARTING 1ST TUESDAY IN FEBRUARY(GRADUATION  
IN NOVEMBER). CLASS MEETS 2 EVENINGS PER WEEK + 1 SUNDAY PER MONTH  
(9 TO 4)**

HOLIDAYS (NO CLASSES) ARE NEW YEARS DAY, CHRISTMAS, THANKSGIVING,  
MEMORIAL DAY, JULY 4TH, AND THE DAYS BETWEEN CHRISTMAS & NEW YEARS.

## ***650 HOUR MASSAGE THERAPY AND BODYWORK TRAINING PROGRAM***

### **THE ROLE OF A MASSAGE THERAPIST**

The massage therapist is a health care practitioner who provides massage therapy, bodywork, and/or energy work. Massage is defined as the art and science of the assessment of and the manual application to the soft tissues of the body including the skin, muscles, tendons, ligaments, and fascia by using the hand, arm, elbow or forearm, through the systematic application of effleurage, petrissage, friction, vibration, tapotement, stretching, compression, or passive and active joint movements. Also included are the external application of water, heat, and cold to establish good physical condition and health through normalizing and improving muscle tone, promoting relaxation, stimulating circulation and lymph, and producing therapeutic effects on the respiratory and nervous systems, and the subtle interactions between all body systems. These effects are accomplished through the energetic and mind/body connections in a safe environment that respects the client's outcome for the session.

A professional massage therapist has a deep commitment to the service of others and is healthy in mind, body, and spirit. He or she possesses knowledge of medical terminology, scope of practice, communication skills, community relations, anatomy and physiology, business practice, charting skills, and ethics. The top-notch massage practitioner also has sensitive hands and good observation skills.



New morning & evening sessions in Therapeutic Massage begin every September and every February. The morning session is from 9:15 to 1:15PM, Monday thru Thursday. The evening session meets 2 evenings per week, 6 to 10PM, and 2 or 3 Saturdays per month, from 9AM to 5PM.

## **EMPLOYMENT OPPORTUNITIES**

Graduates from this program will receive the education necessary to attain a career in one of today's most exciting and growing fields. There is an increasing acceptance of massage as a complimentary approach to health care and health maintenance. As a result, career opportunities are abundant. Upon completion of the program, the graduate may work in an entry level position as a massage therapist in a variety of facilities: massage clinic, chiropractic office, fitness center, spa, resort, cruise ship, nursing home, and on-site facilities. Many graduates choose to start their own massage therapy practice, either as a sole proprietor or in partnership.



Although we cannot guarantee employment, our position provides many networking elements, and every effort is made to assist graduates in job opportunities as they become available and in recommendations to potential employers. We also have a bulletin board listing of various job opportunities throughout the region and we receive calls from salons, spas, chiropractors, and other health care places asking for recently graduated students.

## **MASSAGE TABLES AND MASSAGE CHAIRS**

For your schooling we provide massage tables and massage chairs. For home practice we can advise you on where to find a good quality massage table or chair at a great price. We have listings of used massage tables and chairs, we have discount catalogs of where to purchase chairs, and we can recommend massage tables or chairs if buying them from E-bay.

## **MASSAGE CREAMS/LOTIONS/OILS FOR CLASS**

We supply all of the massage creams/lotions/oils for the students to use for in house practice. The students will have to supply their own sheets for practice sessions in class.

## 650-HR THERAPEUTIC MASSAGE COURSE OUTLINE

	<u>Hrs</u>
<b>I. CORE BODYWORK COURSES:</b>	
A. THERAPEUTIC MASSAGE	132
B. SWEDISH MASSAGE	44
C. ADVANCED TECHNIQUES	12
D. REFLEXOLOGY	32
E. SEATED (CHAIR) MASSAGE	28
F. SOFT TISSUE RELEASE	24
G. STUDENT CLINICS	<u>30</u>
	302
 <b>II. ADJUNCTIVE COURSES</b>	
A. A&P AND PATHOLOGY	176
B. AROMATHERAPY	24
C. PROF. DEVEL. & BUSINESS	32
D. OUTREACH	12
E. SPORTS MASSAGE	20
F. ALTERNATIVE THERAPIES	<u>28</u>
	292
 <b>IV. SPECIALTY COURSES</b>	
A/B PREGNANCY & INFANT MASSAGE	8
C. GERIATRIC MASSAGE	4
D. HYDROTHERAPY	4
E. TRIGGER PT THERAPY	4
F. MYOFASCIAL RELEASE	8
G. HOT STONE MASSAGE	20
H. CPR and FIRST AID	<u>8</u>
	56

## COURSE DESCRIPTIONS

### I. CORE BODYWORK COURSES

#### A. Therapeutic Massage—132 Hours

This course will introduce the student to the theory and practice of therapeutic massage. Students learn proper body mechanics along with draping and positioning procedures for full sequence massage. Students focus on the major categories of massage movement and learn variations of each. Also covered are rhythm, pressure, and pacing as applied to therapeutic massage. Other topics include history of massage, physiological and psychological benefits of massage, indicators and contraindications, ethics, sanitary and safety procedures, S.O.A.P. charting, and self-practice measures to minimize therapist injury.

*Grade Criteria: Written quiz and hands-on test.*

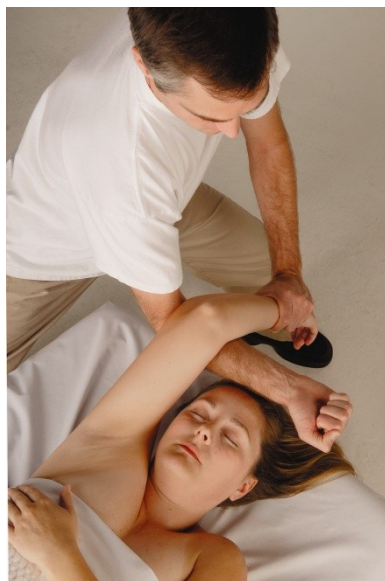
#### B. Swedish Massage—44 Hours

Students learn a full body Swedish massage routine, noting differences between this and Therapeutic massage techniques. Through demonstration and practice, students know the divisions of the 5 main massage strokes and understand the physiological effects.

*Grade Criteria: Written quiz and hands-on test.*

#### C. Advanced Muscle Techniques—12 Hours

This hands-on course provides emphasis is on proper body mechanics, stroke speed and approach angle. These techniques enable the therapist to apply deep tissue work with very little physical effort and, at the same time, minimize wear and tear to wrists and thumbs. These skills can be incorporated into existing sequences, or can be modified to apply in a more superficial manner.



**D. Reflexology—32 Hours**

Principles of Reflexology are studies along with the location of reflex areas and points of both the hands and feet. Students learn how to apply various reflexology and relaxation techniques to balance energy, release tension and increase vitality. Included are thumb & finger walking, procedural sequence, history, theories, anatomical functions, symptoms and disorders.

*Grade Criteria: Written quiz and hands-on test.*



**E. Seated Massage—28 Hours**

Students learn a 20-minute Chair Massage routine. Includes proper body mechanics, mechanical use of massage chairs, benefits, contraindications, marketplace tools, pace and flow of technique.

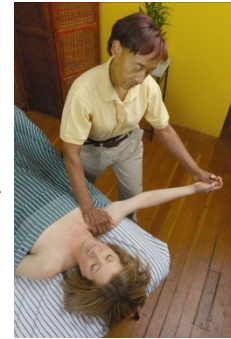
*Grade Criteria: Written quiz and hands-on test.*



**F. Soft Tissue Release—24 Hours**

Students learn methods of combined pressure and stretching to restore contracted or damaged muscle tissue. Specific problems are assessed and techniques applied to relieve pain and problems such as carpal tunnel, lower back ache, frozen shoulder, whiplash, and plantar fasciitis. Soft tissue release can easily be incorporated with other forms of bodywork.

*Grade Criteria: Hands-on test.*

**G. Student Clinics-30 Hours**

Halfway through the school program student start their student clinics which consist of performing 1 hour therapeutic massages on the general public. The massages are done at East-West School. Clinics provide the students with hands on experience performing massage to develop clinical skills.

*Grade Criteria: Written evaluations by clients*

**II. ADJUNCTIVE COURSES**

**A. A&P AND PATHOLOGY-176 Hours** This comprehensive course provides the student with a firm foundation of basic anatomy, physiology, and pathology—skills that are needed to communicate well with clients, therapists, and others associated with the medical profession. Beginning with anatomical terminology, cytology (cells), and histology (tissue), all body systems are then studied in some detail. A strong emphasis is placed on the skeletal and muscular systems.

*Grade Criteria: Written Tests and Quizzes.*

**B. AROMATHERAPY—24 Hours**

This course introduces the student to therapeutic benefits and uses of aromatherapy. Topics explained are the history of aromatherapy and the use of aromatics, the properties of essential oils, blending techniques, choosing the correct carrier methods, and contraindications. Hands-on blending practice and a massage routine are included.

*Grade quiz and*



*Criteria: Written Hands on Test*

### **C. PROFESSIONAL DEVELOPMENT & BUSINESS SKILLS—32 Hours**

This course assists the student in making wise career choices. Students define their goals and prepare to establish a private practice or apply for employment. Other topics include professional ethics, marketing, basics of accounting, creating a business plan, writing resumes and preparation for interviews, computer applications, and communication skills. The accounting class is presented by a professional accountant with years of experience dealing with small businesses. Students also research & present a 20 minute oral report based on a particular facet of massage/bodywork

*Grade Criteria: Written quiz.*

### **D. OUTREACH PROGRAM—12 Hours**

Students participate in outreach programs by providing massage and bodywork at special events. These include such events as Cancer Relay for Life, Reading Area Community College Health Fair, Reading Hospital Nurses Week. These events take place after the student has achieved adequate training and skill in the particular bodywork application

### **E. SPORTS MASSAGE—20 Hours**

This course covers techniques for pre-event, post-event and during-training massage. Students learn fundamentals of assessment for particular injuries and how to effectively apply techniques to the athlete. Stretching techniques are covered in detail—Static, Active Isolated, and PNF approaches to flexibility.

*Grade Criteria: Hands-on test.*



### **F. ALTERNATIVE THERAPIES—28 Hours**

Review and assessment of the many alternative therapies. More detailed introductory topics include Shiatsu Therapy, Chinese Medicine and Acupressure, Thai Yoga Massage, and Lomi-Lomi.

*Grade Criteria: Written quiz.*

## SPECIALTY COURSES

### A. PREGNANCY MASSAGE—8 Hours

Pregnancy massage covers client positioning and contraindications along with basic pregnancy massage techniques. We have business contacts with a local birthing organization which can usually provide expecting mothers for hands on massage work for the students.



### B. INFANT MASSAGE—4 Hours

Students learn how to provide a massage sessions to infants and how to demonstrate to the parent(s) the essentials of infant massage. We typically have a mother and infant come in for the massage demonstration.

### C. GERIATRIC MASSAGE—4 Hours

Geriatric massage emphasizes how our elderly population is in great need of touch therapy and how to modify learned techniques in an appropriate manner for the elderly. We have seniors come in for our students to have hands on practice.

### D. HYDROTHERAPY—4

The use of water in any of its many forms such as ice massage, steam, inhalation, baths, water aerobics, and many others. In addition a field trip will be made to the Aquabilities Center to provide an insight into water massage. This field trip includes hands on work in the pool to acquire some basics of water therapy.

Instructor: Cindy Brown



### E. TRIGGER POINT THERAPY—4 Hours

This class teaches the student practitioner to identify trigger points, and learn to isolate and diffuse these points in sore muscles to provide long lasting effects for the client.

## SPECIALTY COURSES

### **F. MYOFASCIAL MASSAGE— 8 Hours**

Myofascial release is a technique that releases adhesions and knots in the fascia layers surrounding the muscles. In these classes a certified Rolfer therapist will show you how to break up fascial adhesions and how to release frozen muscles from the surrounding tissue.

Instructor: Jason Rambo, Certified Rolfer

### **G. HOT STONE MASSAGE—20 Hours**

Students learn how to give a full body hot stone massage by using hot and cold stones. Emphasis will be on the various methods that stones can be used to give a warm, relaxing massage.

*Grade criteria: Hands on Test*



### **H. CPR and First AID 8 Hours**

Students are taught CPR and the fundamentals of first aid. The use of an external defibrillator is also taught, along with how to deal with breathing emergencies, bleeding, and other injuries. Hands on use of a CPR manikin is utilized.

## Homework

Students are required to study lecture material and to practice massage techniques outside of class. Documented homework assignments include making a business card and resume, preparing for the oral presentation, and S.O.A.P. charting on massage clinic sessions.

**CPR/First Aid**-Students are required to have an up-to-date certification in CPR/First Aid. This is included in the 650 Hour Program.

## Graduation Requirements:

**Attendance: 95% of total program hours**

**Grade Point Average: "C" or better (70-79%)**

**Hands-On Testing: PASS**

**Financial: All tuition monies & textbook fees must be paid.**

## Required Textbooks

- ◆ *Massage Therapy, Principles and Practice*, Susan G. Salvo, W.B. Saunders Co., 1999. \$56.95.
- ◆ *Save Your Hands*. Lauriann Greene. Infinity Press, 1995. \$19.95
- ◆ *The Anatomy and Physiology Learning System and Workbook*. Edith J. Applegate. W.B. Saunders Company, 1995. \$56.95.
- ◆ *Massage Therapist's Guide to Pathology*, Ruth Werner & Ben Benjamin, Williams & Wilkins, 1998, \$42.95
- ◆ *The Ethics of Touch*, Ben Benjamin & Cherie Sohnen-Moe, SMA, Inc, 2003, \$28.00
- ◆ *The Reflexology Manual*. Pauline Wills. Healing Arts Press, 1995. \$19.95.
- ◆ *The Complete Illustrated Guide to Shiatsu*, Elaine Liechti. Element Inc., 1998, \$24.95.
- ◆ *The Complete Book of Essential Oils & Aromatherapy*, Worwood, New World Library, 1991. \$19.95
- ◆ *An Illustrated Atlas of the Skeletal Muscles*, Bowden & Bowden, Morton Publishing Co., 2002, \$29.95.
- ◆ *Business Mastery, 3rd Ed*, Sohnen-Moe. Sohnen-Moe Associates, 1998. \$25.00.

**Grading:** Student progress will be evaluated by written examinations and practical applications. The grading scale for written quizzes and tests is as follows:

A: 100%-90%	D: 69%-60%
B: 89%-80%	F: 59%-0%
C: 79%-70%	

Students are required to maintain a "C" average or better in order to graduate. Students falling below a "C" average are placed on academic probation and may be dismissed from the program.

Bodywork Hands-On Testing is on a Pass/Fail Basis. Students must pass the Hands-On Massage Testing in order to graduate.

## ***THERAPEUTIC MASSAGE TUITION AND EXPENSES***

A one-time application fee of \$75 is required for admission into the program.

### **650 HOUR MASSAGE THERAPY AND BODYWORK TRAINING PROGRAM**

TUITION - \$7450  
TEXTBOOKS - \$300  
APPLICATION FEE - \$75

### **PAYMENT OPTIONS**

#### **PAYMENT OPTION A**

1. Pay the \$75 application fee when applying to the program.
2. Once accepted, pay all fees ***one month prior to first class session.***

#### **PAYMENT OPTION B**

1. Pay the \$75 application fee when applying to the program.
2. Once accepted, pay text book & 1/2(one-half) tuition ***one month prior to first class session.***  
Pay remaining 1/2 tuition at mid-point of program.

#### **PAYMENT OPTION C**

1. Pay the \$75 application fee when applying to the program.
2. Pay monthly over the length of the program (see page 20).

### **ADDITIONAL EXPENSES**

Students need to provide the following items for massage and bodywork training:

- \*a set of twin sized sheets (fitted and flat sheet, and pillowcase)
- \*1 spill proof container of each lubricant (oil, lotion, cream)
- \*pillow and/or bolsters with coverings
- \*1 blanket
- \*2 hand towels and 1 wash cloth

***Massage Table:*** Although a massage table is not mandatory for training, EWSMT recommends that students acquire a table for practice out of class.

### **Refund Policy**

If any applicant withdrawals prior to the start of classes, tuition monies will be refunded. Students who withdraw, or are dismissed after the start of classes, but before the program is completed, shall receive a pro-rated refund based on the number of class hours completed. Students who withdraw, or are dismissed after one-half (1/2) of the program is completed receive no refund. The termination date for refund computation purposes is the last date of recorded attendance of the student. Refunds shall be made within 30-calendar days of the date the student fails to enter, leaves the program, or fails to return from a leave of absence.

**FINANCIAL ASSISTANCE INFORMATION**

1. Tuitions payments can be spread over the length of the program.

Example: THERAPEUTIC MASSAGE PROGRAM

TUITION	\$7450
TEXT BOOKS	<u>350</u>
TOTAL	\$7800

INITIAL PAYMENT	\$500
TEXTBOOK COST	<u>350</u>
TOTAL	\$850

DAY CLASS:  $(7800-850) \div 10$  months = \$695 payment per month

EVE CLASS:  $(7800-850) \div 12$  months = \$579 payment per month

2. EWSMT accepts VISA, MasterCard, American Express, and Discover.
3. Funding for job training is offered through Local, State, and Federal Agencies, such as Office of Vocational Rehabilitation (610 916-2316, or 800 442-0949), or Veterans Administration
4. Another option is to join (if not already a member) a local credit union and apply for a personal and/or co-signer loan. Currently, these loans are offered at 10% interest and up to 60 months payment term. Using the above examples, with an initial payment of \$850, the monthly payment over 60 months would be \$148. With an initial payment of \$2350, the monthly payment over 60 months would be \$116.

Please contact the school director if you need more information regarding financial assistance.

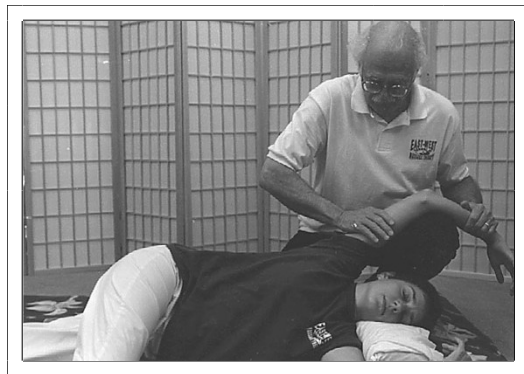
## ***600 HOUR SHIATSU PROGRAM***

### **The Role of a Shiatsu Practitioner**

Shiatsu is an Oriental healing technique that uses application of thumb and palm pressure along the body's acupuncture meridians. Stretching movements and passive rotations also are used to assess flexibility and to help open the energy pathways.

Based on Oriental medical theory, the human body is explained in terms of a network of meridians through which energy flows. This energy is the universal life force, Chi. If the flow of Chi through the meridians is smooth and unimpeded, then the functioning of the body is harmonious, and the person is healthy. But if the flow is sluggish or blocked, harmony turns to disharmony, and the person falls ill.

Shiatsu treatment helps to restore the harmony of the body, mind, and spirit. Like a series of reflecting mirrors, the body reflects the Chi flow, the emotions reflect the body, the mind reflects the emotions, and the spirit reflects the mind. With Shiatsu, the practitioner provides a truly preventative medicine type of session. By balancing the body's energy, the likelihood of a more serious condition or illness is lessened.



The Shiatsu Therapy study program is offered only in evening classes, with new sessions beginning every February. Classes meet two evenings per week, 6-10PM and one weekend day per month, 9AM to 5PM. The Shiatsu program is presented in 3 graded levels of study, requiring 12 months for completion. Upon successful conclusion, the student is awarded a Diploma in Shiatsu Therapy.

Graduates of other massage or health programs will find these studies to be complementary to existing skills, and may want to consider training in only Level-1 and/or Level-2. Those who complete the Practitioner Course (Level-3), are equipped with the necessary skills and confidence to offer Shiatsu to members of the public on a professional level.

**Although we cannot guarantee employment, our position provides many networking elements, and every effort is made to assist graduates in job opportunities as they become available and in recommendations to potential employers.**

## SHIATSU COURSE DESCRIPTIONS

### **LEVEL-1, BASIC SHIATSU—80 CLASSROOM HOURS**

#### **Traditional Chinese Medicine (35 Hours):**

Introductory Chinese Medicine Theory/Philosophy, incl. Yin/Yang, Qi, 5-Elements, Correspondences; Significant Tsubo Locations; Basic Diagnostic Evaluations; Introduction to T'ai Chi and Qigong; Classical Meridians, Locations & Indications.

#### **Shiatsu Techniques (45 Hours):**

Shiatsu History and Theory; Basic Shiatsu Sequence/Techniques; 5-Element Hara Diagnosis; Acupressure Applications; Contraindications; Zen Shiatsu Kyo/Jitsu Concepts; 10-*Out-of-Class* Practice Sessions w/ Documentation

### **LEVEL-2, INTERMEDIATE —130 CLASSROOM HOURS**

#### **TCM Studies (50 Hours):**

Additional Acupressure Point Studies/Applications; 5-Vital Substances; Causes of Disharmony; Diagnostic Techniques (Looking, Listening, Questioning, Touching); Diagnosis/Treatment Approaches, incl. 6 Divisions, Yu (Shu) Points, Bo (Mu) Points (Traditional and Manaka), 8 Principles/Zang-Fu Concepts, Acupuncturist Demo & Lecture; T'ai Chi Yang Style Short Form.

#### **Shiatsu Techniques and Applications (80 Hours):**

Alternate Client Positioning (Seated, Prone, Supine, Side-Lying); Working Meridians with Alternate Methods; Zen Shiatsu Theory; Masunaga Hara Diagnosis; Masunaga Extended Meridians; Advanced Stretching (Shiatsu, Makko-Ho, PNF, AIS); 10-*Out-of-Class* Practice Sessions w/ Documentation.

### **LEVEL-3, PRACTITIONER —210 CLASSROOM HOURS**

#### **TCM Studies (60 Hours):**

Continuing Acupoint Applications (Transporting Points, Source Points, Supplementation & Drainage); Moxibustion Studies & Application; Extraordinary Vessels (Descriptions, Functions, Locations, Acupressure Applications); Magnetic Therapy (Related to 5-Phases, Extraordinary Vessels w/ Manaka Ion Pumping); Vibrational (Sound) Therapy: Qigong Healing & Meditation.

#### **Shiatsu Techniques & Applications (150 Hours):**

Shintai Shiatsu (Postural Assessments, Physical/Energy Relationship, Corrective Techniques); Seitai Shiatsu (Sequence for Stimulating Lymph Flow); Soft Tissue Release Techniques & Applications to Zen Shiatsu; Supervised In-House Clinic w/ Documentation (70 of the 150 Hours).

**ADDITIONAL COURSE REQUIREMENTS—**

	<u>HOURS</u>
ANATOMY & PHYSIOLOGY—	144
PROFESSIONAL DEVELOPMENT—	36

**NOTE:** Some students may already have these credit hours applied to the 600 Diploma requirements. For those who have not had these additional courses, it is recommended that they be taken with the regular courses scheduled for the Therapeutic Massage program. They can be taken anytime during the 18 month Shiatsu program, prior to, or at the conclusion of the Shiatsu studies. A variety of day & evening sessions and start dates (for A&P) will be available. See page 11, for description of East-West grading system.

**Graduation Requirements:**

**Attendance: 95% of total program hours**

**Grade Point Average: "C" or better (70-79%)**

**Hands-On Testing: PASS**

**Financial: All tuition monies & textbook fees must be paid.**

**Required Textbooks**

- ◆ *Complete Illustrated Guide to Shiatsu, Elaine Liechti, Element Books, 1998, \$20.00*
- ◆ *Acupressure Potent Points, Michael Reed Gach. Bantam Books, 1990. \$17.00.*
- ◆ *Shiatsu - The Complete Guide, Chris Jarmey and Gabriel Mojay. Thorsons, 1991. \$29.00.*
- ◆ *Business Mastery, 3rd Ed, Sohnen-Moe. Sohnen-Moe Associates, 1998. \$25.00.*
- ◆ *The Anatomy and Physiology Learning System and Workbook. Edith J. Applegate. W.B. Saunders Company, 1995. \$52.00.*
- ◆ *Zen Shiatsu, Shizuto Masanaga, \$20.00*

**Grading:** Student progress will be evaluated by written examinations and practical applications. The grading scale for written quizzes and tests is as follows:

A: 100%-90%	D: 69%-60%
B: 89%-80%	F: 59%-0%
C: 79%-70%	

Students are required to maintain a "C" average or better in order to graduate. Students falling below a "C" average are placed on academic probation and may be dismissed from the program.

Shiatsu Hands-On Testing is on a Pass/Fail Basis. Students must pass the Hands-On Testing in order to graduate.

## **600 HOUR SHIATSU PROGRAM TUITION & EXPENSES**

TUITION - \$6200

TEXTBOOKS - \$160

APPLICATION FEE - \$75

### **PAYMENT OPTION A**

1. Pay the \$75 application fee when applying to the program.
2. Once accepted, pay all fees *one month prior to first class session.*

### **PAYMENT OPTION B**

1. Pay the \$75 application fee when applying to the program.
2. Once accepted, pay text book & 1/2(one-half) tuition *one month prior to first class session.* Pay remaining 1/2 tuition at mid-point of program.

### **PAYMENT OPTION C**

1. Pay the \$75 application fee when applying to the program.
2. Pay monthly over the length of the program (see page 20).

**NOTE:** Adjustments to the above payment plans can be made to accomodate those students who take A&P prior to, or after the Shiatsu studies; or for those not wishing to take all 3 levels of Shiatsu Therapy.

### **Refund Policy**

If any applicant withdrawals prior to the start of classes, tuition monies will be refunded. Students who withdraw, or are dismissed after the start of classes, but before the program is completed, shall receive a pro-rated refund based on the number of class hours completed. Students who withdraw, or are dismissed after one-half (1/2) of the program is completed receive no refund. The termination date for refund computation purposes is the last date of recorded attendance of the student. Refunds shall be made within 30-calendar days of the date the student fails to enter, leaves the program, or fails to return from a leave of absence

## ***CONTINUING EDUCATION PROGRAM***

Continuing Education takes the form of weekend workshops, sometimes over a period of weeks.

Eligibility for course enrollment is at the discretion of the School Director. Basis for acceptance may include proper educational background and available classroom space. Contact the School Director for dates, times, fees, and availability. Certificates are awarded upon satisfactory completion of the course.

The current Continuing Education and Weekend Workshops program can be accessed on our web site at [www.eastwest-massage.com](http://www.eastwest-massage.com), or call to have the latest schedule sent to you.

Reflexology  
Deep Muscle Therapy  
Advanced Soft Tissue  
Lomi-Lomi Massage  
Ethics  
Aromatherapy  
Herbology

Tai Chi & Qigong  
Chinese Medicine & Acupressure  
Reiki  
Geriatric Massage  
Pregnancy Massage

Study topics include the following:

## ***EAST-WEST STAFF INSTRUCTORS***

**Marilyn McGrath**, the founder of East-West in 1989, is the School Director of East-West School of Massage Therapy. She graduated with a BS teaching degree from Albright College. Her bodywork career path has focused on Therapeutic Massage, Aromatherapy, and Shiatsu. She is a Reiki Master and a member of Associated Bodywork and Massage Professionals. She has been in the massage field for over 25 years.

**Rodney McGrath**, an Acting Director of our school, is a graduate of Lehigh University with a BS in Engineering. He has been teaching bodywork for 15 years, with emphasis in Shiatsu Therapy, Chinese Medicine and T'ai Chi/Qigong. He has additional studies in Reflexology, Soft Tissue Release, and Myofascial Release. He is a member of AOBTA As a Certified Zen Shiatsu Instructor.

**Heidi Bauder, CMT** is a graduate of East-West and has been practicing massage for 10 years. Her specialties are Therapeutic and Swedish Massage. She also works with Deep Muscle techniques. She presently attends Reading Area Community College.

**Meyers Mary, CMT, NCBTMB** is a graduate of East-West and is a certified Personal Trainer and Lifeguard/CPR Instructor for the Red Cross. She specializes in Therapeutic Massage, Sports Massage and Lomi-Lomi Massage and has been practicing for 7 years.

**Rod McGrath, Jr** is a graduate of Albright College (BS, Biology), and Thomas Jefferson University (MS, Microbiology). He has served in the medical corps of the US Army and in the US Peace Corps. He is a member of ABMP and is a certified practitioner of Zen Shiatsu as a member of AOBTA (American Organization for Bodywork Therapies of Asia). He has been working in massage for 8 years and is nationally certified in Asian bodywork. He also has training in Craniosacral, Lymph Drainage, Myofascial Release, Lomi-Lomi Massage, Walk on Back Massage, Massage Cupping, Thai Yoga Massage, LaStone, Hot Stone Massage, Tai-Chi and other techniques.

***EAST-WEST STAFF INSTRUCTORS  
(CONTINUED)***

**Jason Rambo** is a certified Rolfer and specializes in Myofascial Release. He is a graduate of the Rolf Institute in Colorado. He maintains a private practice in Rolfing.

**Denise Snook** is a certified herbalist and graduate of Penn State University. She attended the Central Florida School of Herbal Studies and was an assistant to the school's director. Denise is additionally a certified Bach Flower Essence practitioner. She is presently a senior apprentice to Rosemary Gladstar of Sage Mountain in Vermont.

**Karen Reifinger** specializes in Hawaiian Massage and has studied extensively on the different islands of Hawaii. She maintains a practice near Philadelphia.

**Forrest Glass, BS, CPA** is an accountant of Padgett Business Services. He has been an accountant for over twenty years and has extensive experience advising small business owners.

**Cindy Brown, CMT** is the former owner of Aquabilities and is a water massage practitioner. She specializes in Watsu and water therapies for rehabilitation.

***APPLICATION FOR ADMISSION***

**EAST-WEST SCHOOL OF MASSAGE THERAPY  
510 PARK ROAD NORTH  
WYOMISSING, PENNSYLVANIA 19610**

PLEASE PRINT LEGIBLY

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

PHONE DAY: \_\_\_\_\_ EVE: \_\_\_\_\_

DATE OF BIRTH: \_\_\_\_\_ SS#: \_\_\_\_\_

EMERGENCY CONTACT: \_\_\_\_\_ PHONE: \_\_\_\_\_

PROGRAM:

DAY CLASS: \_\_\_\_\_ START DATE: \_\_\_\_\_

EVE CLASS: \_\_\_\_\_ START DATE: \_\_\_\_\_

CURRENT EMPLOYER: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

POSITION: \_\_\_\_\_

ARE YOU A CITIZEN OF THE UNITED STATES? \_\_\_\_\_

ARE YOU AN ALIEN LAWFULLY ADMITTED FOR  
PERMANENT T RESIDENCE IN THE USA? \_\_\_\_\_

TYPE OF VISA? \_\_\_\_\_

EDUCATION:

\_\_\_\_\_ GED CERTIFICATE DATE RECEIVED \_\_\_\_\_

\_\_\_\_\_ HIGH SCHOOL DIPLOMA DATE REC'D \_\_\_\_\_

\_\_\_\_\_ COLLEGE DEGREE DATE RECEIVED \_\_\_\_\_

HAVE YOU EVER BEEN CONVICTED OF A FELONY? \_\_\_\_\_  
DO YOU HAVE ANY PHYSICAL HEALTH PROBLEMS? \_\_\_\_\_  
DO YOU HAVE ANY EMOTIONAL HEALTH PROBLEMS? \_\_\_\_\_  
DO YOU HAVE ANY LEARNING DISABILITY? \_\_\_\_\_  
DO YOU RECEIVE MASSAGE OR BODYWORK? \_\_\_\_\_  
IS THERE ANYTHING ELSE YOU FEEL WE SHOULD KNOW  
ABOUT YOUR BACKGROUND OR YOUR NEEDS (FOR  
EXAMPLE, UNUSUAL FAMILY OBLIGATIONS, ETC.)?  
\_\_\_\_\_

HOW WILL YOU FINANCE YOUR EDUCATION? \_\_\_\_\_  
\_\_\_\_\_

HOW DID YOU FIRST HEAR ABOUT OUR SCHOOL?  
\_\_\_\_\_

I HEREBY STATE THAT THE INFORMATION CONTAINED IN  
THIS APPLICATION IS TRUE. I UNDERSTAND THAT PROVIDING  
FALSE INFORMATION IS GROUNDS FOR DISMISSAL FROM THE  
PROGRAM.

\_\_\_\_\_  
APPLICANT'S SIGNATURE

\_\_\_\_\_  
DATE

## PHYSICIAN'S STATEMENT

I, \_\_\_\_\_, certify that I have examined \_\_\_\_\_ on  
(Physician's Name) (Applicant's Name)

\_\_\_\_\_, and have found him/her to be in good health and free of communicable disease. Additionally, it  
(Date)

is my opinion that he/she is physically, mentally, and emotionally able to perform and receive movements and manipulations required of a massage therapist student.

\_\_\_\_\_  
(Physician's Signature)

\_\_\_\_\_  
(Date)

\_\_\_\_\_  
(Name of Practice)

\_\_\_\_\_  
(Street Address)

\_\_\_\_\_  
(City, State, Zip)

\_\_\_\_\_  
(Telephone Number)

Please return this form directly to:

**EAST-WEST THERAPEUTIC MASSAGE  
510 PARK ROAD NORTH  
WYOMISSING, PA 19610**