

**STRATEGIC PLAN**  
**Fiscal Years 2014-2018**

**TABLE OF CONTENTS**

Executive Summary  
Vision and Mission Statements  
Board Description  
Strategic Issue  
Resource Assumptions

## **Executive Summary**

The mission of the Massage Therapy Board is to protect the health, safety, and welfare of the public by regulating the practice of massage therapy. The Massage Therapy Board regulates over 10,000 massage therapists to accomplish this mission.

One of the key qualifiers for an applicant for a massage therapy license is attendance at a board approved school. Attendance at a board approved school is an important requirement to ensure that students learn how to properly perform massages without causing injury to clients. The Massage Therapy Board has worked diligently to ensure that all schools attended by applicants (whether in Arizona or outside Arizona) are credentialed according to Arizona standards set forth in the Board's statutes.

Through its investigations of schools, the Massage Therapy Board has identified schools that may have ties to prostitution and are not bona fide schools. Many of the applicants who claim to have attended these schools do not speak English and are believed to be part of sex trafficking. The Massage Therapy Board does not permit the licensing of these applicants and as a result is seeing fewer applicants of this type.

Some persons who were licensed when the Massage Therapy Board was first initiated also have ties to prostitution related crimes. The Massage Therapy Board has been working closely with law enforcement to make certain these individuals are not allowed to continue conducting such nefarious and illegal activities under the guise of massage therapy licenses.

### **Mission**

**To protect the health, safety, and welfare of the public by regulating the practice of massage therapy**

### **Vision**

**To ensure that all citizens feel confident and safe in their choice of a massage therapist**

### **Board Description**

The Board of Massage Therapy regulates the practice of massage therapy by interpreting and enforcing A.R.S. § 32-4101 et seq. The Board is required to establish the requirements for the education of licensees and applicants, board recognized schools, continuing education, and assessment of continuing competencies of licensees. The Board evaluates qualifications for applications for licensure, issues licenses to persons who meet the qualification requirements, adopts rules to enforce A.R.S. § 32-4201 et seq. requires a national examination, and conducts investigations and hearings into allegations of incompetence or unprofessional conduct, including sexual activity with a client.

The Board consists of three professional and two public members who currently meet every other month.

### **Strategic Issue**

The Board would like to more efficiently process license applications, starting with instituting an online renewal system. The Board renews approximately 300 licenses each month. Currently, the process for renewal requires paper filings, which may extend the time it takes to renew the

license because the application is not complete or the information on the application is erroneous. This requires Board staff to intervene and obtain or correct the information. The Board would like to streamline the process by creating and implementing an online renewal system, which would require the information to be complete and correct upon the date of filing. The Board would like to decrease the turn-around time from no longer than 45 days to no longer than 30 days if filed online.

Goal

To efficiently process license applications.

Strategy

Create and implement an online application process, starting with renewals.

Performance measures

1. Number of massage therapy licenses received for initial licensure and biennial renewal.
2. Average number of days to process an application.

**Resource Assumptions**

Funding and FTE Summary Description	FY2014 Approved	FY2015 Estimate	FY2016 Estimate	FY2017 Estimate	FY2018 Estimate
Full Time Equivalent Positions	5.0	5.0	5.0	5.0	5.0
Other Appropriated Fund	457,200	457,200	457,200	457,200	457,200