



Think It Through

an online resource
created to accompany

Pre- and Perinatal Massage Therapy:

*A Comprehensive Guide to Prenatal, Labor
and Postpartum Practice*
(Third Edition)

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Chapter 8, page 292





Think It Through

Below you will find a list of questions that will test what you have absorbed from this chapter. Below each question are the possible answers (as you will see, nearly all of these questions have multiple answers). All of the answers are things discussed within this chapter. Read each question and try to answer, in as much detail as you can, before you look further. Once you have written down your answers or said them out loud, you should compare your answer to the potential answers given below.

1. List three of the questions that would be helpful to answer to create a foundation for your pre- and perinatal practice or business.
 - What will you call yourself?
 - What gives you credibility as a maternity massage therapy specialist?
 - What modalities will you offer and during what parts of the childbearing cycle?
 - How will you introduce yourself to potential clients and other healthcare providers?
2. List at least three types of marketing activities in the order which they appear to be most successful in promoting maternity massage therapy.
 - referrals
 - networking
 - internet and print promotions



- client education
 - presentations
 - advertising
3. What are the basic pieces of pre- and perinatal client information that you need to know and track to provide safe, effective sessions?
- What do you hope to get from this massage therapy?
 - How far along are you in your pregnancy or postpartum time?
 - Have you had any medical complications or any high-risk factors? If so, what are those concerns? Have they resolved?
 - Are you seeing a care provider regularly? Who?
 - Do you have any general medical conditions or infections?
 - And for postpartum clients: When and how did you give birth? Were there any complications?
4. Organizing your thoughts to create treatment plans that are evidence-based, safe, effective and individualized can feel challenging. What are the four elements of the HERS system to assist your thinking?
- H = Highlights of intake
 - E = Essential safety
 - R = Relevant research and evidence
 - S = Session options/ideas
5. Regardless of your format for session record keeping, what four items are most helpful to document after each session?
- week of pregnancy or postpartum



- client's concerns
 - your session response to them
 - her summary of any tests or diagnosis her midwife or physician has given her
6. What contributions to your practice success and effectiveness might obtaining doctors' and midwives' clearances create?
- Improved decision making and session design from their fuller knowledge of their patient, your client
 - More assurance for all involved that you are providing appropriate care
 - Notification of need for increased or decreased precautions based on provider's in-depth knowledge of their patient, your client
 - Increase in positive, professional impression of your knowledge, professionalism, ethics, and collegial attitude
 - Addition referrals of other appropriate patients
 - Possibility of evidence of your professionalism and attention to quality client care in the unlikely case you need to provide substantive evidence
7. List four types of obstacles to successfully marketing to pregnant and postpartum clients.
- Financial stress
 - Scheduling limitations
 - Clients' or influential or gatekeeping individuals' or agencies' lack of awareness of benefits and/or safety of service
 - Therapist's outdated knowledge of maternity trends
 - Therapist's beliefs, experiences or ethics



8. What are three ethical issues that deserve your ongoing attention to maximize a satisfying practice with childbearing clients?
 - Maintaining scope of practice and other professional boundaries
 - Avoiding dual relationships
 - Being responsible about power differences in the client/therapist relationship
 - Being sensitive to issues of transference and countertransference
 - Maintaining confidentiality in communications
 - Representing oneself honestly and fully

9. List three main themes from research on what makes pregnant people receiving massage feel safe.
 - Autonomy – able to voice my needs and be heard.
 - Pregnancy massage is more than just a massage.
 - When my therapist is experienced and qualified, I feel safer.
 - The continuity of the massage industry's message about the safety of massage
 - Decision-making around massage safety

10. What are three of the additional skills, education and/or credentials you might pursue to enhance your credibility and your business success?
 - birth and/or postpartum doula
 - infant massage instructor
 - pediatric massage therapist
 - pre-conception massage therapist



- lactation consultant
- pre- and postnatal yoga teacher
- childbirth educator
- ultrasound technician
- belly caster
- prenatal photographer
- midwife or midwife's assistant
- nurse