



# Press release

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## NHS 70: what's the future?

It's a huge question and many are asking it as we celebrate the incredible contribution of the NHS to public health in its 70<sup>th</sup> year.

Is there a way that public health services can be supported with other types of care? Are there conditions that are actually better served in ways other than the traditional medical route?

It's a question doctors and patients, along with complementary and alternative medical (CAM) practitioners, are asking at this year's [Integrative Health Convention](#), on 13<sup>th</sup> and 14<sup>th</sup> October in London.

Set up by a group of GPs, the convention will look at ways in which all parties can work together more effectively to provide a greater standard of care.

GPs and hospitals are increasingly working with CAM therapists to ease their workload and help some common issues that haven't been resolved with medical intervention.

As Level 4 and 5 massage therapists, at the [Massage Training Institute](#) we are proud of our members' work within the NHS.

Doctors refer to our members for issues such as: lower back pain, depression, chronic muscular aches and sciatica.

Aided by guidelines from the [National Institute for Health and Care Excellence](#) (NICE) and the register of qualified practitioners from the [Complementary and Natural Healthcare Council](#) (CNHC), doctors can be assured they are putting their patients in good hands. For example, in November 2016, NICE published guidelines for doctors, [recommending massage as a treatment option for low back pain and sciatica](#).



This is just one small example of integrative health: conventional and complementary health professionals working together to provide the best outcome for patients and clients.

In its 70<sup>th</sup> year and on the edge of a crisis, is it time for the NHS to look further beyond its boundaries to meet patient needs? Does privatisation need to be negative? Can bringing in outside therapeutic interventions actually help the NHS and relieve some of its burden?

CAM practitioners don't just treat, they also offer preventive advice, and help their clients to a better standard of overall wellbeing. This has been recognised by the Royal Society for Public Health, [in its report published in November last year](#). It called practitioners on accredited registers such as the CNHC an 'untapped resource' for public health.

MTI Chair Earle Abrahamson will speak at the Integrative Health Convention on this and advocate massage therapy as a professional, therapeutic intervention, that can have outstanding results for clients. MTI member Gerry Andrews is also speaking at the convention on the mind/body connection and how he is bringing integrative health into his massage practice.

## Notes

- [Earle Abrahamson](#) is an internationally renowned therapist, educator, author and speaker. He was part of the medical team for the London 2012 Olympics and the World Athletic Games 2017. He is a senior lecturer at the University of East London and on the massage profession specific board of the CNHC.
- [The Integrative Health Convention](#) creates a forum for medical and therapeutic health professionals to meet and work towards providing truly holistic care. [Watch Earle's interview](#) with one of its founders, Dr Toh Wong, giving an overview of his conference speech.
- [Background information on MTI](#).
- Our website: <https://www.massagetraining.co.uk>
- Contact MTI Marketing Officer Jenny Hampton on 07790 330531, or by email: [marketing@massagetraining.co.uk](mailto:marketing@massagetraining.co.uk) for more details, case studies and to arrange an interview with Earle Abrahamson. Case studies of MTI members working in the NHS are available on request.