



Research is simply formal
curiosity with a purpose.

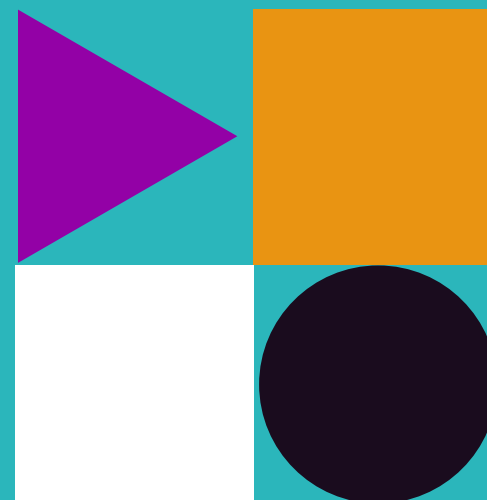
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RESEARCH PROGRAM



YOUR MODERN MASSAGE ASSOCIATION

OUR APPROACH

USOLMT takes a modern approach to shift how we think, communicate, and implement the ideas that shape the future of massage therapy.

Our research considers current industry, market, economic, and political trends. We study, analyze, and apply these trends to massage therapy so we can accurately see what's happening in the industry and where improvement is needed.

Keeping our finger on the pulse of the industry means constant research, active listening, following massage therapy news and interpreting data from other organizations in and related to our field.



Free Clinical Research Kit

Free Annual Research Reports

Custom Local Research Available

**Reimagining A Sustainable Massage
Industry**

COLLECTION METHODS

USOLMT collects data throughout each year using many different methods. Some of our data collection methods include social media listening, monitoring data from other organizations, monitoring massage therapy in the media, collecting data from statistical research firms, universities, and government agencies, and through individual feed back and discussion.

RESEARCH REPORTS

Our profession research reports can be found on the USOLMT website here: <https://usolmt.com/research>

Current Reports Include:

- Massage in the Media - The Year 2022
- Matters of Concern Report - 2021
- Give Your Workplace a Checkup - 2021
- Covid-19 Among Massage Therapists - 2021
- Reimagining A Sustainable Massage Industry Where all Stakeholders Thrive - 2021 (Index)

FOR OUR MEMBERS

Reimagining A Sustainable Massage Industry Where All Stakeholders Thrive, our Workplace Report to help with all aspects of hiring, compensation, and retention is now available free to our members!

Members - Contact Stephanie for custom research related to your local market.