



THE INTEGRATED VETERINARY CARE INITIATIVE

Clinical Canine Massage as Part of the Multidisciplinary Veterinary Team

*Evidence-based musculoskeletal support, delivered by therapists
trained to OFQUAL-regulated Level 5 clinical standard*

Susan Finlay | Owenbeg
Clinical Canine Massage Therapist, Canine Massage Guild



WHO YOU'RE WORKING WITH

Trained, Regulated, Accountable



Level 5 Diploma, Ofqual-regulated

Clinical Canine Massage Therapy, Gatehouse Awards (ref 610/6519/5) trained with Natalie Lenton @ Canine Massage Therapy Centre- a two-year clinical training programme, not a weekend course.



A structured, evidence based, clinical technique blend

Neuromyofascial release, myofascial release, deep tissue, sports and Swedish massage, combined with the Lenton Method® published in Vet Record over 60 techniques + Advanced CPD



Professional code of conduct

Strict code of ethics and conduct, with a minimum 25 hours/year continuing professional development with Canine Massage Guild



Trained to know scope of practice

Assessed throughout training to recognise findings that need veterinary investigation - and to refer back to you promptly.



Professionally insured & accountable

Full professional indemnity cover; most policies allow inclusion under 'complementary therapies' (owners should check their own policy).



Continuity of Client care

I will always provide you with a written report for your files on the clients progress with their clinical canine massage sessions



**Canine Massage Guild
MEMBER**

ACCOUNTABLE, INSURED, REGULATED

Professional, fully trained and
assessed, insured, accountable,
trained specifically to work as part of
your Multi Disciplinary Team

THE EVIDENCE BASE

The only method of Canine Massage Built on Clinical Evidence, & published in the Vet Record

The Lenton Method® is the world's first clinically trialled canine massage methodology

527

dogs studied across the cohort

95%

showed a positive response to
treatment

0.1%

margin of error - equivalent to human
clinical trial standards



Effect of massage therapy on pain and quality of life in dogs: a cross-sectional study

Published in Vet Record, the official journal of the British Veterinary Association (2021) - a collaboration between the Canine Massage Guild, Canine Massage Therapy Centre, and the University of Winchester and University Centre Sparsholt.

Owner- and practitioner-rated pain severity scores fell significantly after just one massage session, and continued to reduce with subsequent treatment - across a diverse range of ages, breeds and musculoskeletal conditions representative of everyday practice caseloads.



Vet Record



The Lenton Method; Not Generic Massage: A Structured Clinical System



A three-tiered clinical system

Advanced Palpation, Bodymapping, 7 Direct Myofascial Release Protocols + 60 other techniques across 4 massage disciplines



Taught exclusively by CMTC

The Lenton Method® is only taught to graduates of the Level 5 Diploma by the Canine Massage Therapy Centre - it isn't available to therapists outside this training pathway.



Repeatable, consistent findings

Built around the 5 Principles of Pain framework, so findings are comparable session to session and across therapists.



Designed to sit alongside veterinary diagnosis

Built to integrate with veterinary diagnosis and the wider care plan, not to replace it - every finding is reported back to you.





Complementary, Not Competing

Modality	Primary focus	How it works alongside clinical massage
Veterinary physiotherapy	Rehabilitation exercise, joint mobilisation, functional movement retraining	Massage releases and prepares soft tissue, so gains made in physio sessions are quicker and more effective
Hydrotherapy	Low-impact, buoyancy-supported cardiovascular and joint exercise	Massage addresses compensatory muscular tension and trigger points that water-based exercise alone doesn't reach
Clinical canine massage (Lenton Method®)	Evidence based hands-on assessment and treatment of muscular and myofascial pain results 1-3 sessions	Identifies primary and compensatory soft tissue findings early, feeding them back to the wider team for a coordinated plan. Produces results quickly to break the patients pain cycle



All delivered under veterinary referral or consent - one coordinated team around the patient.



When to Consider a Referral

- ✓ Musculoskeletal pain or intermittent lameness
- ✓ Chronic pain management - arthritis, hip dysplasia, spondylosis
- ✓ Pre- and post-operative support, e.g. TPLO
- ✓ NSAID-intolerant patients, or as an adjunct alongside NSAIDs
- ✓ Sporting or performance dogs - agility, flyball, working dogs
- ✓ Inconclusive X-ray, MRI or CT findings
- ✓ Subclinical signs - subtle changes in activities of daily living
- ✓ Pain-based behaviour change
- ✓ Mobility support for neurological cases, e.g. CDRM/IVDD
- ✓ Unresponsive to other modalities of therapy



The 5 Principles of Pain*

A simple, structured way for owners and vets to flag the signs of muscular pain at the consult



Gait

Lameness, reduced range of movement, single tracking, pacing



Posture

Coat changes, kyphosis/lordosis, twitching or 'shivery' skin



Activities of Daily Living

Struggling on stairs or with the sofa, slowing down on walks



Behaviour

Reluctance to be handled, isolating, disinterest, self-mutilation



Performance

Early fatigue, reduced drive, changes in working or sport ability



Working Under Your Clinical Governance



Governed by statute

Operating under the Veterinary Surgeons Act 1966 and the Veterinary Surgery (Exemptions) Order 2015.



Never without your sign-off

Every case is treated only under veterinary consent and referral - no session proceeds without it.



Full continuity of care

A written report is provided after every session so findings sit alongside the rest of the patient's notes.



Properly insured

Professional indemnity insurance held; most insurance policies allow inclusion under 'complementary therapies' (owners should confirm with their own insurer). Canine Massage Guild registered specifically with Pet Plan

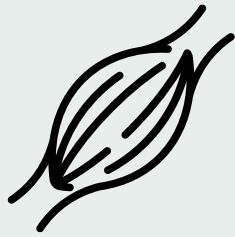


Held to a professional code

Guild Code of Ethics and Conduct, with a mandatory annual CPD commitment.



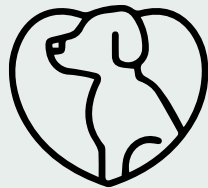
Common Post-Treatment Outcomes with the Lenton Method



Improved motor output or Reduced or resolved musculoskeletal pain, e.g. lameness, stiffness, reluctant to go on walks



Improved mobility, posture, gait and range of movement



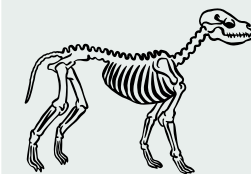
Quicker post-operative recovery, offloading and overcompensation patterns addressed



Return to/improved normal exercise, work or sport



Improved sensory input - More settled, more willing to be handled, petted groomed and examined



Exceptional chronic pain management for orthopaedic conditions, e.g. arthritis/HD/ED/LP



Case Study: Soft Tissue



*Insert before/after or
in-session photo here*

PATIENT

[Name, age, breed]

PRESENTING CONDITION

[Add presenting condition]

FINDINGS

[Add clinical findings]

RESPONSE TO TREATMENT

[Add response over sessions]



*“[Insert owner quote here - and a vet quote too, if you have one. This is the most
persuasive line on the slide.]”*



Case Study: Arthritis / Orthopaedic



*Insert before/after or
in-session photo here*

PATIENT

[Name, age, breed]

PRESENTING CONDITION

[Add presenting condition]

FINDINGS

[Add clinical findings]

RESPONSE TO TREATMENT

[Add response over sessions]

“*[Insert owner quote here - and a vet quote too, if you have one.]*”



I look forward to working with you!



[Your Business Name]

[Relevant qualifications / years in practice]



Areas covered

[Where are you based? What areas do you travel to?]



Visit type

[Home visits / clinic-based / both]



Fees

[What do you charge? First session vs follow-up]



Other services

[Any other related services, if appropriate]



[phone]



[email]



[website]



Thank You

Let's build a referral pathway that works for your patients and your team

-  Can we agree how you'd like to receive approaching patients? By phone or email with the attached consent form?
-  Would a case in your current caseload benefit from a trial referral?
-  Could I leave flyers or a 5 Principles of Pain guide for your waiting room?
-  Any questions on the evidence, the legal framework, or a specific case?
-  I will leave you with the IVCI brochure and some 5 Principles of Pain Consultation aids

[Your Business Name] · [phone] · [email] · [website]