



The Medical Massage Seminar Series  
with Gregory T. Lawton, D.N., D.C., D.Ac.



## The Medical Massage Seminar Series, *Your Invitation to Excellence.*

**Medical massage, clinical massage, orthopedic massage, sports massage - whatever you call it. This seminar series is designed to teach you the techniques and protocols of corrective and restorative massage therapy with techniques that really work in your clinic or practice.**

**Gregory T. Lawton, D.N., D.C., D.Ac. has over 30 years of clinical hands-on practice experience using massage and manual therapy for the treatment of a diverse array of acute and chronic musculo-skeletal conditions. You will learn how to identify and to evaluate abnormally tense and stiff soft tissue structures including muscle, ligaments, and the joints - and then apply corrective techniques.**



*Your Invitation  
to Excellence,  
the Journey  
Continues!*

The Medical Massage Seminar Series may include our introductory and advanced training in medical, clinical, orthopedic and sports massage along with our dynamic Scandinavian Mobilization Therapy program and medical acupuncture/dry needling.  
The massage components are approved for CE credit by the NCBTMB and the AMMA NBCA.





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## The Medical Massage Seminar Series, *The Journey Continues...*

The goal of clinical therapy is to release abnormal soft tissue stiffness through a protocol that contains several different techniques including compression, traction/distraction, joint movement with ROM, shaking, oscillation, and joint physics including bony lever, shearing, and accommodation.

The therapist attempts to use these techniques to reduce soft tissue stiffness and ischemia, as well as, to use joint physics to work the deep tissues (ligaments) of the joint complex.

1. Learn to eliminate postural tension and eccentric contraction in treated soft tissues to ease penetration into the tissue and to reduce patient discomfort.
2. Learn how to identify trigger points that have adverse neurological and biochemical "irritation" and to avoid increasing patient nociceptive pain during treatment.

The American Medical Massage Association was founded in 1997 and since its beginning has been a champion of evidence based technique and treatment protocols. The AMMA established the first statistically valid medical massage national certification exam in 1998. The AMMA is a also a state approved and licensed vocational post-secondary school.



*Come prepared to learn techniques for the treatment of soft tissue and joint complex rehabilitation.*



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What makes this seminar series different is that its focus is on manual techniques and clinical protocols that have proven effectiveness and success. The most common response from therapists that have attended this training program is simply, "This really works!" If you are tired of attending seminars where the techniques don't actually work, don't help your patients, and don't help you and your practice to grow - then you need to give this training a try.



Learn to treat with -

- Ergonomically correct technique
- Little or no pain
- A measurable clinical response
- Quicker recovery times
- Using manual therapy and clinical modalities
- A focus on joint therapy

*Our goal is to help you to develop more effective practice skills...*



The Medical Massage Seminar Series provides you with advanced continuing education training and certification, and for the massage therapist meets many state and national requirements for both licensure and certification. The AMMA has state licensed this training program.



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**Call or email us to get  
on our email list and/or  
join AHSCoconnect on  
Facebook.**

## The Medical Massage Seminar Series, *The Journey Continues...*



**We hope that you will join us on this journey. AHS and the AMMA have scheduled seminars at our headquarters training center in Grand Rapids, Michigan and across the US through 2013. If you would like to attend a seminar in your area please contact us. If you would like to host a seminar in your area or at your school please contact us as well.**

**We would love to hear from you:**

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**AMMA National Board Certification Agency (NBCA)**

Therapists that attend these seminars will be eligible to sit for the AMMA NBCA National Certification Exam in Medical Massage Therapy. This examination has been psychometrically validated at Michigan State University and is the first exam to be validated at a major university. This is the only medical massage exam to achieve this distinction. Over 12,000 therapists have taken the NBCA since 1998 and the exam is recognized by several states.