

**SENATE . . . . . No. 221**

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The Commonwealth of Massachusetts

PRESENTED BY:

***Mark C. Montigny***

*To the Honorable Senate and House of Representatives of the Commonwealth of Massachusetts in General Court assembled:*

The undersigned legislators and/or citizens respectfully petition for the adoption of the accompanying bill:

An Act regulating alternative healing therapies.

PETITION OF:

NAME:	DISTRICT/ADDRESS:	
<i>Mark C. Montigny</i>	<i>Second Bristol and Plymouth</i>	
<i>Maura Healey</i>	<i>Attorney General</i>	
<i>Michael S. Day</i>	<i>31st Middlesex</i>	
<i>Michael O. Moore</i>	<i>Second Worcester</i>	<i>3/8/2021</i>
<i>Eric P. Lesser</i>	<i>First Hampden and Hampshire</i>	<i>3/16/2021</i>

**SENATE . . . . . No. 221**

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By Mr. Montigny, a petition (accompanied by bill, Senate, No. 221) of Mark C. Montigny, Maura Healey, Michael S. Day, Michael O. Moore and others for legislation to regulate bodyworks. Consumer Protection and Professional Licensure.

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[SIMILAR MATTER FILED IN PREVIOUS SESSION  
SEE SENATE, NO. 168 OF 2019-2020.]

The Commonwealth of Massachusetts

\_\_\_\_\_  
**In the One Hundred and Ninety-Second General Court  
(2021-2022)**  
\_\_\_\_\_

An Act regulating alternative healing therapies.

*Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:*

1           SECTION 1. Section 98 of chapter 13 of the General Laws, as appearing in the 2020  
2 Official Edition, is hereby amended by striking out subsection (a) and inserting in place thereof  
3 the following subsection:-

4           (a) There shall be within the division of professional licensure a board of registration of  
5 massage therapy and alternative healing therapies. The board shall consist of 7 members who  
6 shall be appointed by the governor for terms of 3 years, 3 of whom shall be licensed massage  
7 therapists who have been actively engaged in the practice of massage therapy in the  
8 commonwealth for not less than 5 years immediately before their appointments, 2 of whom shall  
9 be a licensed alternative healing therapist represented within the advisory council established  
10 pursuant to section 99 and who has been actively engaged in the practice of an alternative

11 healing therapy in the commonwealth for not less than 5 years immediately before their  
12 appointments; 1 of whom shall be a law enforcement representative whose area of focus is  
13 human trafficking and 1 of whom shall be a consumer who is familiar with the massage therapy  
14 or alternative healing therapy fields. The members shall be residents of the commonwealth and  
15 shall be subject to chapter 268A.

16 SECTION 2. Said chapter 13 is hereby further amended by striking out section 99, as so  
17 appearing, and inserting in place thereof the following section:-

18 Section 99. (a) The board shall: (i) administer and enforce sections 227 to 235, inclusive,  
19 of chapter 112; (ii) adopt rules and regulations governing the licensure of massage therapists, the  
20 practice of massage therapy, and the approval and operation of massage schools and to promote  
21 public health, welfare and safety; (iii) adopt rules and regulations, in consultation with the  
22 advisory council set forth in this section, governing the licensure of alternative healing therapists,  
23 the various and distinct practices of alternative healing therapies, and the approval and operation  
24 of alternative therapy training and certification programs; (iv) establish standards of professional  
25 and ethical conduct for massage therapy; (v) establish standards of professional and ethical  
26 conduct for alternative healing therapies that reflecting national, state, or other recognized  
27 professional organization or certification standards of each discipline; (vi) establish standards for  
28 continuing education reflecting acceptable national, state, or other recognized professional  
29 organization or certification standards of each discipline; and (vi) investigate complaints,  
30 conduct inspections, review billing and treatment records and set and administer penalties as  
31 defined in sections 61 to 65E, inclusive, and sections 232 to 235, inclusive, of said chapter 112  
32 for fraudulent, deceptive or professionally incompetent and unsafe practices and for violations of  
33 rules and regulations promulgated by the board.

34 (b) The board shall make available to the public a list of licensed massage therapists and  
35 alternative healing therapists, as well as a list of each licensed facility under its jurisdiction.

36 (c) The board shall adopt rules and regulations to define and differentiate among varying  
37 scopes of practice within alternative healing therapies, as defined by section 227 of chapter 112,  
38 unless otherwise defined by section 227 of chapter 112; provided, that the board shall adopt  
39 appropriate licensure restrictions to ensure that an alternative healing therapist operates within  
40 the authorized scope of practice for which the alternative healing therapist has demonstrated  
41 satisfactory competency to the board; provided further, that the board shall consult with the  
42 advisory council set forth in this section to ensure appropriate standards and scopes of practice  
43 for alternative healing therapies identified by said council..

44 (d) To inform the standards set forth above, there shall be a Massachusetts alternative  
45 healing therapies advisory council to study and make recommendations to the board on the  
46 regulation of alternative healing therapies. The council shall consist of licensed alternative  
47 healing therapists, as defined in section 227 of chapter 112, who have been actively engaged in  
48 the practice of their respective disciplines for not less than 3 years immediately before their  
49 memberships. The commissioner shall appoint one licensed practitioner of each discipline that  
50 expresses an interest to the commissioner in participating on the council which may include but  
51 not be limited to Asian bodywork therapy, reflexology, structural integration, the Feldenkrais  
52 Method; the Trager Approach; Ayurvedic Therapies; Polarity or Polarity Therapy; Qi Gong;  
53 Body/Mind Centering; and Reiki, levels II and above.

54           The commissioner shall, from time to time, designate one of the members as chair of the  
55 council. The chair shall serve for no more than 1 year and the position shall rotate among  
56 practitioners of each discipline.

57           Members shall serve on the council for terms of 3 years. Members whose appointments  
58 have expired may continue to serve until a replacement is appointed. Members of the council  
59 shall not be state employees under chapter 268A by virtue of their service on the council and  
60 shall serve without compensation.

61           (e) The council shall: (i) inform the board on the scope of practice of each discipline and  
62 current standards adopted by each discipline’s respective national, state or otherwise recognized  
63 professional organization or certification process; (ii) advise on the preparation of regulations  
64 under this chapter; (iii) consider all matters submitted to it by the board; (iv) on its own initiative,  
65 recommend to the board guidelines, rules and regulations and any changes to guidelines, rules  
66 and regulations that the council considers important or necessary for the board’s review and  
67 consideration; and (v) advise and make recommendations to the board regarding new and  
68 emerging alternative healing therapies that may fall under the scope of the boards’ authority.

69           SECTION 3. Section 227 of chapter 112 of the General Laws, as so appearing, is hereby  
70 amended by inserting after the word “therapy”, in line 4, the following words:- and alternative  
71 healing therapies.

72           SECTION 4. Said section 227 of said chapter 112, as so appearing, is hereby further  
73 amended by inserting before the definition of “Board”, the following 2 definitions:-

74           “Alternative healing therapist”, a person licensed by the board who instructs or  
75 administers an alternative healing therapy or therapies for compensation.

76 “Alternative healing therapy” or “alternative healing therapies”, a series of separate and  
77 distinct complementary health practices that include Asian bodywork therapy, bodywork,  
78 reflexology, structural integration or Rolfing, and energy and somatic healing practices as  
79 identified by the advisory council established pursuant to section 99 of chapter 13; provided  
80 further, that alternative healing therapy shall not include diagnoses, the prescribing of drugs or  
81 medicines, spinal or other joint manipulations or any services or procedures for which a license  
82 to practice medicine, acupuncture, chiropractic, massage therapy, naturopathy, occupational  
83 therapy, physical therapy or podiatry is required by law.

84 “Asian bodywork therapy”, “bodywork” or “bodywork therapy”, the practice of a person  
85 who treats the human body/mind/spirit, including the electromagnetic or energetic field, which  
86 surrounds, infuses and brings that body to life, by pressure and/or manipulation. Asian  
87 Bodywork Therapy is based upon traditional Chinese medicine principles for assessing and  
88 evaluating the body’s system of energy (Qi or Ki). Asian Bodywork Therapy uses traditional  
89 Asian techniques and treatment strategies primarily to affect and balance the energetic system for  
90 the promotion, maintenance and restoration of health. Asian Bodywork Therapy is one of the  
91 three professional branches of Chinese Medicine nationally recognized by the National  
92 Certification Commission for Acupuncture and Oriental Medicine (NCCAOM). ABT Qi  
93 assessment and treatment may include, but is not limited to: touching, stretching, pressing or  
94 holding meridians (channels of Qi) and/or acu-points, primarily with the hands. Appropriately  
95 trained practitioners may also use external application of medicinal plants, heat or cold; dietary  
96 and exercise suggestions; cupping; gua sha; moxibustion and other Asian-based techniques or  
97 practices; provided further, that “Asian bodywork therapy”, “bodywork”, or “bodywork therapy”  
98 shall not include diagnoses, the prescribing of drugs or medicines, spinal or other joint

99 manipulations or any services or procedures for which a license to practice medicine,  
100 acupuncture, chiropractic, massage therapy, naturopathy, occupational therapy, physical therapy  
101 or podiatry is required by law.

102 “Energy and somatic healing practices”, a series of separate and distinct alternative  
103 healing practices identified by the advisory council established pursuant to section 99 of chapter  
104 13 and defined by the board under said section that may include but not be limited to the  
105 Feldenkrais Method; the Trager Approach; Ayurvedic Therapies; Polarity or Polarity Therapy;  
106 Qi Gong; Body/Mind Centering; and Reiki, levels II and above.

107 SECTION 5. Said section 227 of said chapter 112, as so appearing, is hereby further  
108 amended by striking out the definitions of “Licensed massage school” and “Licensed massage  
109 therapy salon” and inserting in place thereof the following 2 definitions:-

110 “Licensed massage school” or “licensed alternative healing therapy program”, a facility  
111 or program that is licensed by the office of private occupational school education pursuant to  
112 section 263 or any other state or federal agency or department after meeting minimum standards  
113 for training, facilities, instructors and curriculum as determined by the board in accordance with  
114 sections 228 to 235, inclusive.

115 “Licensed massage therapy facility” or “licensed alternative healing therapy facility”, a  
116 place, office, clinic or establishment licensed by the board to offer massage or alternative healing  
117 therapy services.

118 SECTION 6. Said section 227 of said chapter 112, as so appearing, is hereby further  
119 amended by inserting after the definition of “Massage therapist”, the following 2 definitions:-

120 “Reflexology”, the use of alternating pressure applied to the reflexes within the reflex  
121 maps of the body located on the feet, hands, and outer ears; provided, that “reflexology” shall not  
122 include diagnoses, the prescribing of drugs or medicines, spinal or other joint manipulations or  
123 any services or procedures for which a license to practice medicine, acupuncture, chiropractic,  
124 naturopathy, occupational therapy, physical therapy, massage therapy or podiatry is required by  
125 law.

126 “Structural integration” or “Rolfing”, the restoration of postural balance and functional  
127 ease by systematically aligning and integrating the human body in gravity; provided, that  
128 structural integration may use manipulation of the connective tissue matrix, enhancement of  
129 awareness, and education techniques; provided further, that “structural integration” shall not  
130 include diagnoses, the prescribing of drugs or medicines, spinal or other joint manipulations or  
131 any services or procedures for which a license to practice medicine, acupuncture, chiropractic,  
132 naturopathy, occupational therapy, physical therapy, massage therapy or podiatry is required by  
133 law.

134 SECTION 7. Said chapter 112, as so appearing, is hereby further amended by inserting  
135 after section 227 the following new section:-

136 Section 227A. A city or town may adopt ordinances or by-laws relative to health and  
137 safety of the practice of alternative healing therapies not inconsistent with sections 227 to 235,  
138 inclusive; provided, however, that local ordinances pertaining to alternative healing therapies in  
139 effect prior to the effective date of this Act and that are consistent with and that may exceed the  
140 requirements of said sections 227 to 235, inclusive, may remain in effect.



141 SECTION 8. Said chapter 112 is hereby further amended by striking out section 228, as  
142 so appearing, and inserting in place thereof the following section:-

143 Section 228. (a) A person shall not hold the person's self out to others as a massage  
144 therapist or alternative healing therapist or practice massage, massage therapy, or any alternative  
145 healing therapy unless the person holds a valid license issued in accordance with this chapter. A  
146 person licensed to practice massage or massage therapy or an alternative healing therapy shall  
147 not perform: (i) diagnosis of illness or disease; (ii) high velocity, low-amplitude thrust applied to  
148 a joint; (iii) electrical stimulation; (iv) application of ultrasound; (v) exercise and prescription of  
149 medicines.

150 (b) The following practitioners shall be exempt from the licensure requirements of this  
151 section:

152 (i) a person who: (A) is otherwise licensed, certified or registered under the General  
153 Laws; (B) is performing services within the person's authorized scope of practice; and (C) does  
154 not hold the person's self out to be a massage therapist, or alternative healing therapist;

155 (ii) a person who is duly licensed, registered or certified in another state, territory, the  
156 District of Columbia or a foreign country when temporarily called into the commonwealth to  
157 teach a course related to massage therapy or an alternative healing therapy or to consult with a  
158 person licensed as a massage therapist or alternative healing therapist or under this chapter;

159 (iii) a student of massage therapy or an alternative healing therapy who is enrolled in a  
160 licensed massage school or alternative healing therapy program for massage or an alternative  
161 healing therapy and is performing work as a required component of his course of study at such

162 school or program; provided, however, that the student shall not hold the student's self out as a  
163 licensed therapist under this chapter and shall not receive compensation for the work;

164 (iv) a person giving massage or alternative healing therapy to a member of that person's  
165 immediate family for which the person received no compensation;

166 (v) a person, duly licensed, registered or certified in another state, territory, the District of  
167 Columbia or a foreign country who is incidentally in the commonwealth to provide service as  
168 part of an emergency response team working in conjunction with disaster relief officials; and

169 (vi) a person giving massage or alternative healing therapy in a sporting, health or other  
170 event, whether on a single day or on consecutive days, that is non-compensatory and under the  
171 supervision of a licensed therapist.

172 SECTION 9. Said chapter 112 is hereby further amended by striking out section 229, as  
173 most recently amended by section 74 of chapter 6 of the acts of 2017, and inserting in place  
174 thereof the following section:-

175 Section 229. (a) A person who desires to engage in the practice of massage therapy shall  
176 apply on a form furnished by the board that shall be signed and sworn to by the applicant. Each  
177 application shall be accompanied by payment of the fee prescribed by the executive office for  
178 administration and finance pursuant to section 3B of chapter 7. Upon submission of a completed  
179 application to the board and the payment of the required fee, the board may issue a license to  
180 practice as a massage therapist to an applicant who: (i) has obtained a high school diploma or its  
181 equivalent; (ii) is 18 years of age or older; (iii) has submitted 2 professional letters of reference,  
182 with at least 1 being from an employer or professional in the massage therapy or medical field;  
183 (iv) is of good moral character, as determined by the discretion of the board; (v) has successfully

184 completed a course of study consisting of not less than 500 classroom hours or an equivalent  
185 number of credit hours of supervised instruction at a licensed massage school; (vi) has not been  
186 convicted in any jurisdiction of sexually-related crime or a crime involving moral turpitude for  
187 the 10 years immediately before the date of application; (vii) provides proof of professional  
188 liability coverage; and (viii) demonstrates the professional competence that may be required by  
189 the board's regulations.

190 (b) A person who desires to engage in the practice of one or more alternative healing  
191 therapies shall apply on a form furnished by the board that shall be signed and sworn to by the  
192 applicant. Each application shall be accompanied by payment of the fee prescribed by the  
193 executive office for administration and finance pursuant to section 3B of chapter 7. Upon  
194 submission of a completed application to the board and the payment of the required fee, the  
195 board may issue a license to practice as an alternative healing therapist to an applicant who: (i)  
196 has obtained a high school diploma or its equivalent; (ii) is 18 years of age or older; (iii) has  
197 submitted 2 professional letters of reference, with at least 1 being from an employer or  
198 professional in the alternative healing therapy or medical field; (iv) is of good moral character, as  
199 determined by the discretion of the board; (v) has successfully completed a course of study,  
200 supervised instruction, or certification process reflecting a national, state, or other recognized  
201 professional organization standard at a licensed alternative health therapy program that has been  
202 determined appropriate by the board; (vi) has not been convicted in any jurisdiction of sexually-  
203 related crime or a crime involving moral turpitude for the 10 years immediately before the date  
204 of application; (vii) provides proof of professional liability coverage; and (viii) demonstrates the  
205 professional competence that may be required by the board's regulations. The board shall require  
206 no more than one application for any applicant seeking to practice multiple disciplines under its

207 jurisdiction; provided, that said applicant can demonstrate competency in each discipline as  
208 determined by the board; provided further, that the board shall collect one fee per application.

209 (c) The commissioner of the division of professional licensure shall determine the  
210 renewal cycle and renewal period for massage therapy and alternative health therapy licenses.  
211 Each person licensed in accordance with these sections shall apply to the board for renewal of  
212 the person's license not later than the expiration date, as determined by the director, unless the  
213 license was revoked, suspended or canceled earlier by the board as a result of a disciplinary  
214 proceeding instituted pursuant to this chapter. Applications for renewal shall be made on forms  
215 approved by the board and accompanied by payment of a renewal fee, as prescribed by the  
216 executive office for administration and finance pursuant to section 3B of chapter 7; provided,  
217 however, that the fee shall not be less than \$100.

218 (d) As a condition of license renewal, a licensed massage therapist or licensed alternative  
219 health therapist shall furnish the board with satisfactory proof that the licensee: (i) has not been  
220 convicted in any jurisdiction of a sexually-related crime or a crime involving moral turpitude  
221 since the original application for licensure; (ii) has professional liability coverage; and (iii) has  
222 completed the continuing education requirements that reflect acceptable national, state, or other  
223 recognized professional organization or certification standards of each pertinent discipline and  
224 have been reviewed and approved by the board.

225 Upon satisfactory compliance with the licensing requirements for massage therapists or  
226 alternative healing therapists and successful completion of the continuing education  
227 requirements, the board shall issue a renewal license showing that the holder is entitled to be  
228 licensed for the renewal period. The board may provide for the late renewal of a license that has

229 lapsed and may require payment of a late fee. All licensing and application fees and  
230 administrative fines collected pursuant to sections 227 to 235, inclusive, shall be deposited into  
231 the Division of Professional Licensure Trust Fund established in section 35V of chapter 10.

232 SECTION 10. Section 230 of said chapter 112, as appearing in the 2020 Official Edition,  
233 is hereby amended by inserting after the word “therapists”, in line 2, the following words:- , or  
234 alternative healing therapists.

235 SECTION 11. Said chapter 112 is hereby further amended by striking out section 231, as  
236 so appearing, and inserting in place thereof the following section:-

237 Section 231. The board may grant a license to an applicant for an alternative healing  
238 therapist license who: (i) (A) provides documentation, acceptable to the board, that demonstrates  
239 that the applicant has provided an appropriate number of hours of an alternative healing therapy,  
240 as determined by the board, to members of the public for compensation; (B) has been authorized  
241 to practice an alternative healing therapy by the municipal board of health within the  
242 commonwealth; provided, however, that the authorization shall be valid not more than 2 years  
243 after the date of application; or (C) provides proof of the successful passage or compliance with a  
244 training or certification process reflecting a national, state, or other recognized professional  
245 organization standard acceptable to the board; (ii) submits a completed application and pays the  
246 necessary fee prescribed by the executive office for administration and finance pursuant to  
247 section 3B of chapter 7; (iii) is of good moral character, as determined by the discretion of the  
248 board; and (iv) provides proof of professional liability coverage.

249 SECTION 12. Said chapter 112 is hereby further amended by striking out section 232, as  
250 so appearing, and inserting in place thereof the following section:-

251           Section 232. (a) The board shall conduct inspections and investigate all complaints filed  
252 that relate to the proper practice of massage therapy or alternative healing therapy, the operation  
253 of a massage therapy or alternative healing therapy facility and any violation of sections 227 to  
254 235, inclusive, or a rule or regulation of the board. Such a complaint may be brought by any  
255 person or the board may, on its own, initiate a complaint.

256           (b) The board shall be under the supervision of the division of professional licensure and  
257 shall have all the authority conferred under sections 61 to 65E, inclusive. For the purposes of this  
258 section and sections 61 to 65E, inclusive, conduct that places into question the holder's  
259 competence to practice massage therapy or an alternative healing therapy or operate a massage or  
260 alternative healing therapy facility shall include, but not be limited to: (i) committing fraud or  
261 misrepresentation in obtaining a license; (ii) criminal conduct that the board determines to be of  
262 such a nature as to render the person unfit to practice as a licensed massage therapist or  
263 alternative healing therapist or to operate a licensed massage therapy or alternative healing  
264 therapy facility, as evidenced by criminal proceedings that resulted in a conviction, guilty plea or  
265 plea of nolo contendere or an admission of sufficient facts; (iii) violating any rule or regulation  
266 of the board; (iv) failing to cooperate with the board or its agents in the conduct of an inspection  
267 or investigation; (v) failing to fulfill any continuing education requirements set out by the board;  
268 (vi) violating an ethical standard that the board determines to be of such a nature as to render the  
269 person unfit to practice as a massage therapist or alternative healing therapist or to operate a  
270 licensed massage therapy or alternative healing therapy facility, including, but not limited to: (A)  
271 inappropriate conduct or touching in the practice of massage therapy or alternative healing  
272 therapy; (B) offering medical opinion or diagnosis; or (C) negligence in the course of  
273 professional practice.

274           The board may issue an order to a licensee directing the licensee to cease and desist from  
275 unethical or unprofessional conduct if the board finds, after the opportunity for a hearing, that the  
276 licensee has engaged in such conduct.

277           (c) A massage therapist or alternative healing therapist whose license to practice is  
278 suspended for more than 1 year for professional misconduct with regard to insurance claims shall  
279 not own, operate, practice in or be employed by another massage therapist, alternative healing  
280 therapist or a physical therapist or chiropractor, in any capacity, until the license is reinstated by  
281 the board. A massage therapist or alternative healing therapist whose license is suspended for a  
282 second offense with regard to insurance claims shall have the license permanently revoked and  
283 may not own, operate, practice in or be employed by a business that provides massage therapy,  
284 alternative healing therapy, physical therapy or chiropractic care.

285           (d) Nothing in this section shall limit the board's authority to impose sanctions by consent  
286 agreements that are considered reasonable and appropriate by the board. A person aggrieved by a  
287 disciplinary action taken by the board pursuant to this section or section 235 may, pursuant to  
288 section 64, file a petition for judicial review.

289           SECTION 13. Said chapter 112 is hereby further amended by striking out section 233, as  
290 most recently amended by section 75 of chapter 6 of the acts of 2017, and inserting in place  
291 thereof the following section:-

292           Section 233. The board shall establish standards to be met by the massage therapy  
293 schools as well as alternative healing therapy programs. The board shall approve massage  
294 therapy school and alternative healing therapy program curriculum, training, facilities and  
295 instructors. A school or program shall not teach massage therapy or alternative healing therapies

296 without prior approval by the board unless licensed by the division of professional licensure  
297 pursuant section 263 or other state or federal agency or department.

298 SECTION 14. Section 234 of said chapter 112, as appearing in the 2020 Official Edition,  
299 is hereby amended by inserting after the words “massage therapy”, in line 2, the following  
300 words:- and alternative healing therapies.

301 SECTION 15. Section 235 of said chapter 112, as so appearing, is hereby amended by  
302 inserting after the word “means”, in line 25, the following words:- or through online advertising  
303 means or forums.

304 SECTION 16. Said section 235 of said chapter 112, as so appearing, is hereby further  
305 amended by striking out subsection (b) and inserting in place thereof the following 2  
306 subsections:-

307 (b) Only a person duly licensed under this chapter shall be designated as an “alternative  
308 healing therapist” and entitled to use the terms “alternative healing therapist”, “alternative  
309 healing therapy”, or any term reflecting one of the separate and distinct complementary health  
310 practices defined as alternative healing therapy under section 227” when advertising or printing  
311 promotional material. A person who uses such a term in the person’s professional title without  
312 being authorized to do so shall be subject to discipline by the board. A person who: (i)  
313 knowingly aids and abets another to use such a term when the person is not authorized to do so;  
314 or (ii) knowingly employs a person not authorized to use such a term in the course of the  
315 employment, shall be subject to a disciplinary proceeding before the board. Nothing in this  
316 section shall prohibit a licensed alternative healing therapist from using terms reflecting a  
317 specific discipline for which they are authorized by the board to practice when advertising or



318 printing promotional material; provided further, that such terms shall include, but not be limited  
319 to, Feldenkrais, reflexology, Asian Bodywork Therapy, Acupressure, Amma, Tuina, and Shiatsu,  
320 Trager, Ayurvedic therapy, Rolf structural integration, polarity, acupressure, and reiki.

321 It shall be a violation of this chapter for a person to advertise: (i) as an alternative healing  
322 therapy facility, as defined by section 227, unless the person has an employee who holds a valid  
323 license under this chapter; (ii) by combining advertising for a licensed alternative healing therapy  
324 service with escort or dating services; (iii) as performing alternative healing therapy in a form in  
325 which the person has not received training or of a type that is not licensed or otherwise  
326 recognized by law or administrative rule;.

327 As used in this section, the term “advertise” shall include, but not be limited to: (i) the  
328 issuance of a card, sign or device to another; (ii) the causing, permitting or allowing of a sign or  
329 marking on or in a building, vehicle or structure; (iii) advertising in a newspaper or magazine, on  
330 television or through electronic means or online advertising means or forums; (iv) a listing or  
331 advertising in a directory under a classification or heading that includes the word “alternative  
332 healing therapy”, “bodyworker”, “bodywork therapy”, or “alternative healing therapist”; or (v) a  
333 commercial broadcast by airwave transmission.

334 (c) A person who: (i) is otherwise licensed, certified or registered under the law; (ii) is  
335 performing services within the person’s authorized scope of practice; and (iii) does not hold the  
336 person’s self out to be a massage therapist or alternative healing therapist, shall be exempt from  
337 this section.

338 SECTION 17. Section 51 of chapter 140 of the General Laws, as so appearing, is hereby  
339 amended by inserting after the word “therapy”, in lines 1 and 8, each time it appears, the  
340 following words:- or any alternative health therapy.

341 SECTION 18. Subsection (a) of said section 51 of said chapter 140 is hereby amended  
342 by striking out the last sentence and inserting in place thereof the following:-

343 Any premises used to offer massage therapy or any alternative health therapy under said  
344 section 227 to 236, inclusive, of said chapter 112 shall be subject to inspection by local boards of  
345 health, and their respective agents, in addition to the department of professional licensure and  
346 board of registration of massage therapy and alternative healing therapies. Nothing in section  
347 shall require a license from a municipal authority in addition to the license required pursuant to  
348 said section 227 to 236, inclusive, of chapter 112.

349 SECTION 19. Subsection (b) of said section 51 of said chapter 140 is hereby amended by  
350 striking out the last sentence and inserting in place thereof the following sentence:-

351 A massage therapist or alternative healing therapist, whose license to practice massage  
352 therapy or alternative healing therapy is revoked or suspended for more than 1 year with regard  
353 to insurance claims, shall not own, operate, practice in or be employed by a massage therapy or  
354 alternative healing therapy office, clinic or other place designated for the practice of massage  
355 therapy, alternative healing therapy, physical therapy or chiropractic.

356 SECTION 20. Said chapter 140 is hereby further amended by striking out section 52, as  
357 so appearing, and inserting in place thereof the following section:-

358           Section 52. A member of the police department of a town may, upon appropriate legal  
359 process, enter and inspect any premises in that town used for massage, alternative healing  
360 therapy or the giving of vapor baths.

361           SECTION 21. The board of registration of massage therapy and alternative healing  
362 therapies established under section 98 of chapter 13 of the General Laws shall promulgate  
363 regulations not more than 180 days after a quorum of the board is appointed.

364           SECTION 22. All orders, rules and regulations duly made and all licenses and approvals  
365 duly granted that are in force immediately before the effective date of this act shall continue in  
366 force and shall thereafter be enforced until superseded, revised, rescinded or cancelled in  
367 accordance with law by the appropriate board.

368           SECTION 23. The board of registration of massage therapy and alternative healing  
369 therapies established under section 98 of chapter 13 of the General Laws shall receive  
370 applications for licenses under section 231 of chapter 112 of the General Laws on or before July  
371 1, 2023.

372           SECTION 24. This act shall take effect upon its passage.