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THINGS TO KNOW ABOUT CAM THERAPIES

(Complementary and Alternative Medicine)



1 Industry Definition

There is growing demand for the use of complementary and alternative medicine (CAM) by Canadians, to stay healthy and improve their quality of life. The common goal of alternative health practitioners is to restore peoples' health using natural and non-mainstream healing methods. Examples of CAM therapies available in Canada: Aboriginal healing; Chiropractic; Naturopathy; Reiki; Homeopathy; Acupuncture; Massage; Yoga; Reflexology

Sample Job Titles and Salaries

- Dietitians and Nutritionists \$55,000
- Chiropractors \$66,000
- Osteopath \$90,000
- Naturopath \$70,000
- Massage Therapists \$37 hourly
- Acupuncturist \$51,000

Income varies for all therapies and is generally higher for those with their own practice.

How to Get Ready

Skills Needed:

- * Outstanding business and networking skills
- * Good communication skills and problem-solving abilities
- * Service orientation
 - genuine altruism toward clients
 - passion for helping others
- * Active listening skills and excellent record keeping
- * Creative thinking
 - (to identify new methods for symptom relief)

Professional Associations to check:

What Is Integrative Health?:

<http://www.mtroyal.ca/ProgramsCourses/FacultiesSchoolsCentres/IntegrativeHealthInstitute/WhatisIntegrativeHealth/>

Complementary Medical Association:

<http://www.the-cma.org.uk/default.aspx>

National Centre for Complementary & Integrative Health:

<https://nccih.nih.gov/>

How to Start an Alternative & Complementary Health Care business in Ontario:

<http://www.cbo-eco.ca/en/index.cfm/starting/how-to-start-a/how-to-start-an-alternative-and-complementary-health-care-business-in-ontario/>

Canadian Wellness:

http://www.canadianwellness.com/alternative/alternative_associations.asp

Where the Jobs Are:

In general, the demand for alternative healing methods is increasing in Canada, as they become more accepted in the medical community. As more people become aware of the benefits of CAM treatments, the job outlook is expected to be positive.

Available projections

The employment outlook is expected to be good for Chiropractors, Dietitians and Nutritionists; and Fair for Massage Therapists, in Ontario (2015-2016).

“ When our work supports our most important values, each day has a heightened sense of meaning ” - (Moses, 2009, p. 50)

How can the Career Centre Help

- Check out our Career Library Resources including:
 - Career binders for Alternative Medicine;
 - Books on Career Opportunities in Health Care;
 - Career Cruising (in CLN, under Resources)
- Find out how to network with practitioners and obtain career information and advice.
- Learn how to gain volunteer experience in your field of interest.

Sources:

1. Public Health Agency of Canada - <http://www.phac-aspc.gc.ca/chn-rcc/cah-acps-eng.php> | 2. Payscale.com
3. O*Net Online | 4. Job Market Report: <http://www.jobbank.gc.ca>