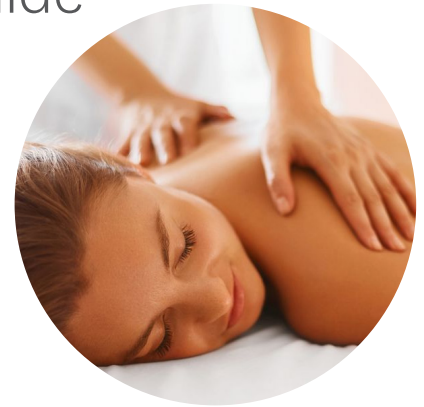


# In Lieu of Service: Massage Therapy

## Carolina Complete Health Provider Guide

Carolina Complete Health is committed to fighting the opioid epidemic in North Carolina by offering evidenced-based alternatives in lieu of opiate therapies for chronic pain. According to the National Institutes of Health's (NIH) National Center for Complementary and Integrative Health, massage therapy has shown to be effective in the treatment of certain chronic pain conditions, including back and neck pain, osteoarthritis/knee pain, and headache.



### We'd Love To Hear From You!

- Do you have members you think would benefit from massage therapy as an alternative pain management therapy?
- Do you actively refer to alternative treatment in lieu of opiate therapies?
- Do you know Licensed Massage Therapists that would be interested in providing care to Carolina Complete Health members?

Contact us: [cchnmedicalpolicy@cch-network.com](mailto:cchnmedicalpolicy@cch-network.com)

### Massage Therapy's Role in Intergrative Care and Pain Management

- Low back pain, neck pain and shoulder pain are the three top areas where national data shows people suffer pain from most. These are the most treated areas in massage therapy.
- Post knee replacement and post hip replacement, once the physical therapy has been completed, is an emerging area of need in massage therapy. There are still soft tissue pain and needs to be addressed, once PT is done and massage therapy greatly helps these patients.
- Research has proven that massage therapy reduces pain and improves patients' ability to perform daily functions which gives them independence and ability to enjoy life.
- Massage therapy is a wonderful compliment to other integrative approaches for acute or chronic pain treatment because it allows you to integrate other experiences and can indirectly impact pain by opening patients up to additional ways to treat pain.
- Massage therapy is a great treatment for pain management. Sometimes pain cannot be cured but it can be effectively managed and reduced by massage therapy, short-term and long-term.

Scan the QR code to view a short video from the American Massage Therapy Association: Massage Therapy's Role in Integrative Care & Pain.



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