



# Activity Report

2024

*Serving its members for 15 years!*



Association québécoise  
des thérapeutes naturels

Phone: 514-400-7225

Fax: 514-317-4602

<https://AQTN.ca>  
[contact@AQTN.ca](mailto:contact@AQTN.ca)

Social media:

 [fb.com/AQTN.Association](https://fb.com/AQTN.Association)

 [youtube.com/@AssociationAQTN](https://youtube.com/@AssociationAQTN)

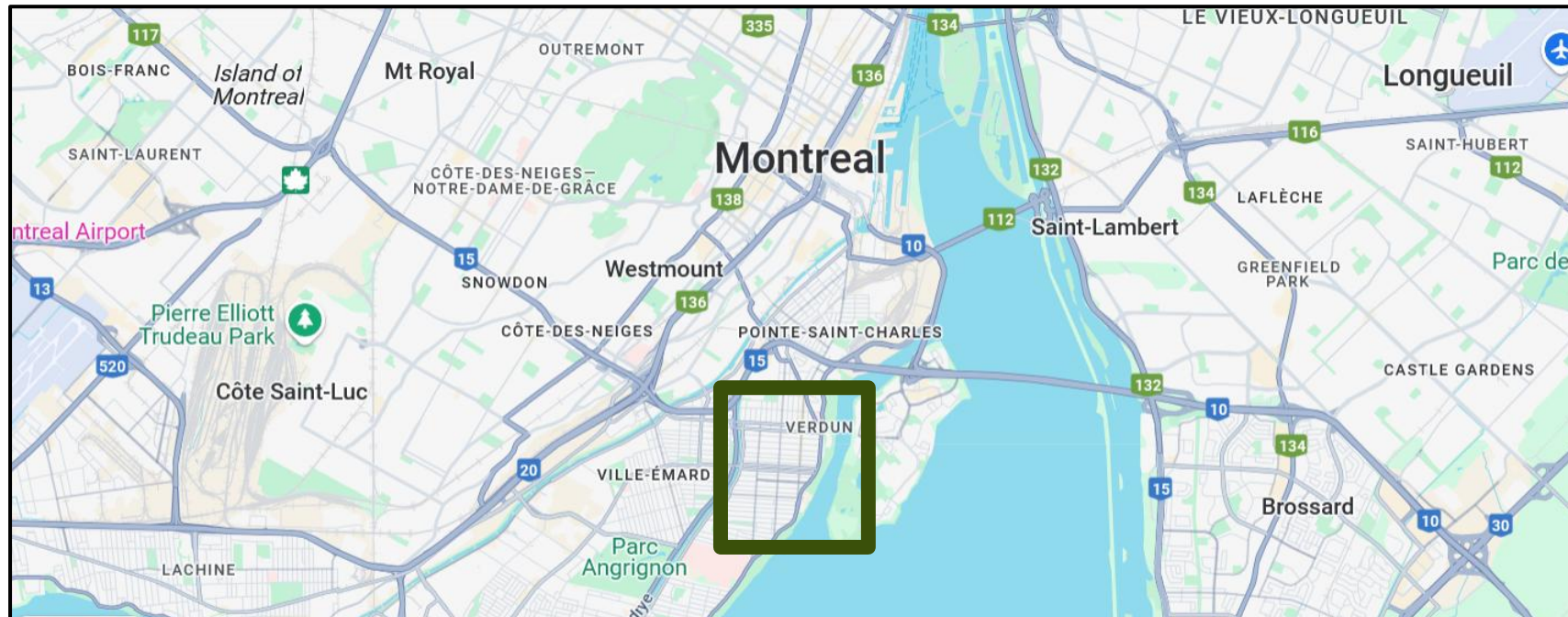
 [twitter.com/AQTNSocialMedia](https://twitter.com/AQTNSocialMedia)



# MOVE: NEW PREMISES

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Since 2010, the association has been using a post office box for correspondence. In 2024, we opened commercial premises through the urban development department of the municipality of Verdun, with a massage studio-style environment. This also makes it easier for members to access the association's products (booklets, DVDs, etc.).



# BOARD OF DIRECTORS, PERMANENT STAFF, AND SUBCONTRACTORS

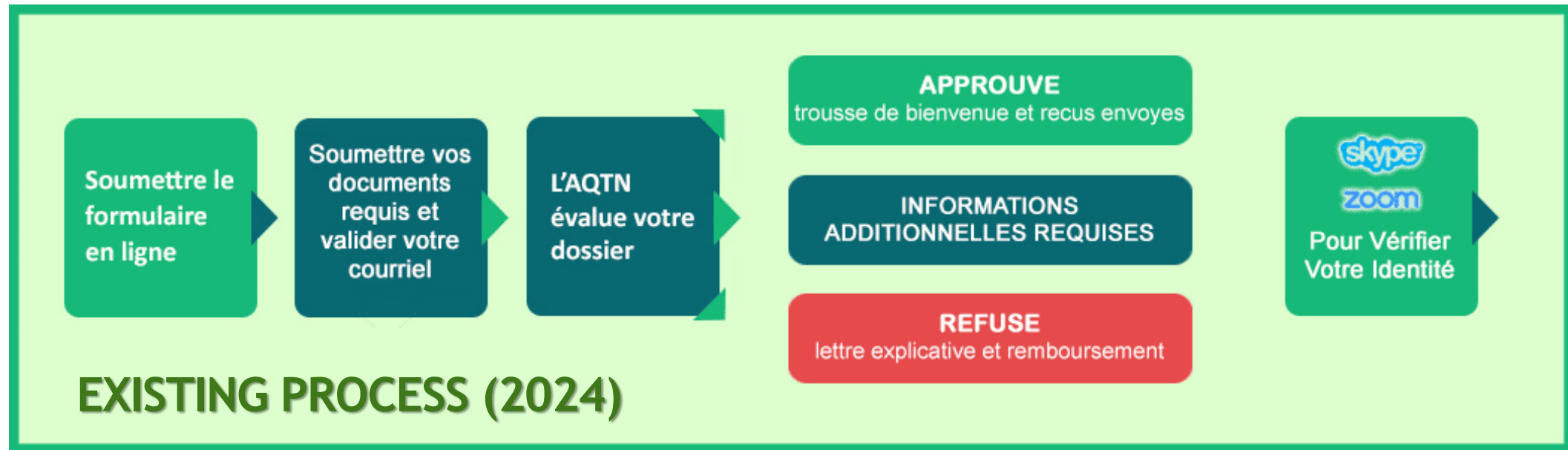
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- In 2024, the AQTN had only three active directors. They have programmers at their disposal who work to maintain the digital receipt platform and produce tutorial videos and other IT tools for members.
- We also have editors who format articles and review and publish new content. Finally, the AQTN is proud of its many partners who provide advice and market research, with whom we can collaborate to advance our ultimate goal: promoting measures that lead to better health for Quebecers.



# CERTIFICATION PROCESS

Our successful certification procedure is once again undergoing transformation with advances in technology and artificial intelligence. It is no longer possible to perform a simple identity check by visual inspection via Zoom or Skype. We are in the process of finalizing and adopting a new procedure in 2025 to continue to secure memberships, which will once again demonstrate innovation in the association's process architecture.



# ARTIFICIAL INTELLIGENCE WILL CHANGE EVERYTHING

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## Existential question:

How can we use artificial intelligence to address humanity's major challenges, namely equity and universal access to:

- ❖ nutritious food;
- ❖ education and love;
- ❖ security and housing.

And massage therapy: AI will reduce the cost of developing new training programs, leading to more competition and less expensive programs. AI will serve as a tool for therapists by replacing apps and search engines. It will also facilitate access to the profession and improve the quality of care provided by naturopaths.

The Gemini logo features the word "Gemini" in a blue and purple font, with a small purple star above the letter "i".The ChatGPT logo consists of a black interlocking knot icon above the text "ChatGPT" in a black sans-serif font.The deepseek logo features a blue whale icon to the left of the word "deepseek" in a blue sans-serif font.The Grok 3 logo shows a black square icon with a white "X" inside, followed by the text "Grok 3" in a black sans-serif font.The Claude logo features an orange starburst icon to the left of the word "Claude" in a black sans-serif font.



No AQTN member reported a claim that was not reimbursed, with more than 500,000 receipts outstanding from all insurers in Canada. Blue Cross has removed kinesiology from its group insurance plans (hopefully this will be temporary).

Recognition includes naturopathic practitioners for Blue Cross, Beneva and many others. In addition, our annual membership fee is the lowest of more than 150 associations across Canada<sup>1</sup>.

Canada 

Québec 

<sup>1</sup> Source: Beneva, November 2024.



# INNOVATIONS

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- ❖ During the Canada Post strike, we used Amazon to reduce costs and speed up delivery.
- ❖ A first: the AQTN now has a 32x24 poster available for purchase (muscles, reflex points, autonomic system, trigger points, and more), introduced at the Massage Therapy Summit.
- ❖ Jonathan—our new virtual agent.

<https://aqtn.ca/questions/chatbot/>

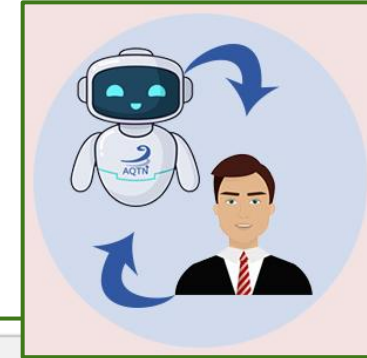


# JONATHAN, NEW VIRTUAL EMPLOYEE

In 2024, we developed and trained an effective virtual agent that provides quick and accurate answers. We named him Jonathan.

He provides better service than some of the AQTN's previous employees thanks to his listening skills and ability to summarize the answers provided.

Jonathan assists with reception and customer service at AQTN. Many of his conversations are audited.



Rating For Conversation

Mastery of the Language	★ ★ ★ ★ ★
Courteous and Attentive	★ ★ ★ ★ ★
Clarity and Coherence	★ ★ ★ ★ ★
User Satisfaction	★ ★ ★ ★ ★
Accurate Information	★ ★ ★ ★ ★

# A WORD FROM THE ACTIVITIES COORDINATOR

"It is becoming increasingly clear that it is in the association's best interests to launch its own comprehensive naturopathy program. In order to achieve the greatest possible success, we will seek recognition from other naturopathy associations so that we can offer students the widest possible choice.

Ethical question: all online training, including practical cases, can be done free of charge with Chat GPT: to what extent is it in our interest not to make this service available to as many people as possible?

# A WORD FROM JONATHAN

Jonathan is the result of extensive data compilation work and is the first instance of artificial intelligence designed to meet the needs of internet users in the massage and naturopathy industry in Quebec.

Jonathan's conversations go through an audit system, and he excels in communication and patience compared to employees and secretaries hired since 2010.

Mastery of the Language	★ ★ ★ ★ ★
Courteous and Attentive	★ ★ ★ ★ ★
Clarity and Coherence	★ ★ ★ ★ ★
User Satisfaction	★ ★ ★ ★ ★
Accurate Information	★ ★ ★ ★ ★

# YEAR IN FIGURES

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AT THE END OF 2024, THERE WERE



535  
members



17  
partners



4  
sub  
committees



550  
articles  
on the blog



# ACKNOWLEDGEMENTS

Thank you to our members for their trust and collaboration in advancing and modernizing services.

Thank you to the insurance companies that recognize the value our members bring in helping people achieve better health and well-being in all provinces where we are legally permitted to operate.

Thank you to Soins Personnels Québec, which brings together leaders of massage therapy associations in an evolving and neutral environment.



	2024	2023	2022
Blog article publications (source of knowledge)	555	450	410
Participation in conferences	2	0	6
Social services (outdoor massage activities or free website creation)	2	0	3
Webinars, workshops, presentations at massage therapy schools in Greater Montreal	8	5	5
Incoming calls answered within 24 hours	99.9%	99.9%	99.9%
Complaints received against members	8	3	0
Disciplinary sanctions	2	1	0

**The AQTN has decided to shift its focus away from outdoor massage activities, given that demand and interest among members is declining.**



**mailchimp**



**DeepL**

# Association québécoise des thérapeutes naturels



PARTNERS



# Association québécoise des thérapeutes naturels

## NEWSLETTERS AND COMMUNICATIONS

Teachers wanted (reflexology and naturopathy: unsuccessful)	List of actions taken for the health of Quebecers	New publication - Volume III on blood tests (Free PDF)
12 new videos with tips for overall good health	Support and promotion of the 2024 Massage Therapy Summit (4th year!)	Law 25, CAPTCHAs, and a workshop by the University of Montreal on sustainable health
Promotion of The Co-Operators (free legal advice) and survey	Protection reminder: Renewal - Professional Liability Insurance	Promotion of Shiatsu
Medexa, a preferred business partner	Newsletter 1 - AQTN 2024	Therapeutic massage
AQTN Newsletter: Bulletin for March - April 2024	Bulletin 2 - March 1	AQTN at the Palais des Congrès - Palliative Care
GPT Workshops for therapists (free website creation)	Increase your income with new services	10 massage technique videos
Pro-Santé PLUS: workshop on helping relationships	Training workshop: genetic testing	Herbal medicine - workshop
Government Plan 2024	25-hour continuing education (Anatomy and Physiology)	AQTN Newsletter - Reflexology Week activity



# Association québécoise des thérapeutes naturels

## Social Networks

Association québécoise des thérapeutes naturels - AQTN ...  
25 January 2024 · 🌐

BENEFITS SOUND PRODUCTS FORMATIONS CARRIERS  
BENEFITS SONS PRODUCTS TRAINING CAREERS

Pour le grand public

**SOMMET DE LA MASSOTHÉRAPIE**

THÉRAPEUTES-SPAS-CLINIQUES  
EXPOSANTS  
CONFÉRENCES  
CHAMPIONNAT

THERAPISTS-SPAS-CLINICS  
EXHIBITORS  
CONFÉRENCES  
CHAMPIONSHIP

**MASSAGE THERAPY SUMMIT**

Association québécoise des thérapeutes naturels - AQTN ...  
27 January 2024 · 🌐

**Traditional Thai Massage ITM Course**  
by Master Orachon Meechal  
MONTREAL, Canada

หัตถศาสตร์ ไท้เก๊ก มวลแผนก  
โดย อรชชญ์ อรรถเมธชา  
ณ เมือง มอนทรีออล แคนาดา

Dates:  
Level 1 : Feb 18-21, 2024  
Level 2 : March 17-20, 2024  
Times : 9:00 a.m. to 4:00 p.m.  
Cost : C\$850+tax For each Level  
Certificate : C\$150+tax For each Level

Association québécoise des thérapeutes naturels - AQTN ...  
19 January 2024 · 🌐

Service gratuit de VistaPrint pour la création de logos. Générez en quelques minutes 50+ logos desquels choisir. Idéal pour les cartes d'affaires, les sites web... Une compte n'est pas requis pour générer un logo.

See translation

Association québécoise des thérapeutes naturels - AQTN ...  
16 March 2024 · 🌐

Bonne chance Maurizio! C'est toujours fantastique de voir un de nos membres prendre de telles initiatives!

See translation

Canadian International Massage Therapy Championship  
Reels · 16 Mar · 🌐

**ON AIR**

Follow

Association québécoise des thérapeutes naturels - AQTN ...  
14 February 2024 · 🌐

L'AQTN est heureuse de retourner masser les femmes du centre Chez Doris en ce 14 février, le tout possible grâce à nos membres!

**Joyeuse St-Valentin à toutes les massothérapeutes!**

Association québécoise des thérapeutes naturels - AQTN ...  
8 March 2024 · 🌐

#JournéeInternationaleDesFemmes

"AQTN est ravi d'offrir des massages aux femmes du Centre Chez Doris pour une deuxième fois en 2024, à l'occasion de la Journée internationale des femmes.

Association québécoise des thérapeutes naturels - AQTN ...  
23 May 2024 · 🌐

La Réflexologie pour le bien-être : Découvrez les bienfaits pour la Santé!

✦ Bienfaits de l'... See more

See translation

**Réflexologie des pieds**

Association québécoise des thérapeutes naturels - AQTN ...  
9 February 2024 · 🌐

RENOUVELLER VOS ASSURANCES AVANT LE 1 MARS 2024 (renouvellement pour tous les membres de l'AQTN)!

See translation

**CHAMBRE DE L'ASSURANCE DE DOMMAGES**

Association québécoise des thérapeutes naturels - AQTN ...  
21 February 2024 · 🌐

Savez-vous lequel des trousse (A) ou (B) ne correspond pas aux exigences de la loi (section 1-G)?

See translation

**TROUSSE DE PREMIERS SOINS**

Au Québec, la Commission des normes, de l'équité, de la santé et de la sécurité du travail (CNESST) fournit des lignes directrices sur les trousse de premiers soins en milieu de travail. Selon la CNESST, l'employeur doit munir son établissement d'un nombre adéquat de trousse qui sont faciles d'accès, le plus près possible des lieux de travail et disponibles en tout temps.

Association québécoise des thérapeutes naturels - AQTN ...  
24 June 2024 · 🌐

Bonne fête à tous! Profitez bien de cette journée spéciale et soyez fiers de notre belle province! 🇵🇶

#stjean #FeteNationale #quebec

See translation

**Bonne St-Jean à tous nos**



Association québécoise des thérapeutes naturels - AQTN ...  
19 July 2024 · 🌐

Trouver un.e massothérapeute :

See translation

**TROUVER UNE MASSOTHÉRAPEUTE PROFESSIONNELLE, CERTIFIÉE ET RECONNUE**

DEVENIR MEMBRE SPECIAL : 135 \$ (première année)

<https://aqtn.ca/trouver-un-massotherapie/>



# Association québécoise des thérapeutes naturels

## AQTN Mission

To create an environment that will enable all our members to provide safe, natural therapies based on the techniques learned during their training in order to help their clients improve their health and ultimately enjoy a better quality of life. Our mission includes:

- ❖ Working toward the professionalization of the modalities represented.
- ❖ Establishing recognition mechanisms.
- ❖ Facilitating the business development of its members.
- ❖ Promoting and representing the interests of members.

## Philosophy

Be passionate, and you will achieve your goals.

## History

Incorporated in Quebec in 2011. In January 2013, the organization restructured as a non-profit association.

Between 2016 and 2019, we saw the highest percentage growth of any association in Quebec.

In 2020, COVID hit, and in 2021, we took a big step back to support our partners in resolving the challenges related to the 1,000 hours of massage therapy.

In 2024, our ideas are evident throughout the industry, but the problem persists.



# Association québécoise des thérapeutes naturels

## Activity in April 2024

The AQTN is participating in the conference of the Ordre régional des infirmières et infirmiers de Montréal/Laval (ORIIML).

Our presence highlights our ongoing support for their mission to represent nurses while promoting a democratic professional life for their members.

VISIT OUR WEBSITE TO LEARN  
MORE

## Activity: Expo Santé Manger

The AQTN visits the conference and shares with its members the discounts, new products, and innovations offered at the conference.



- ❖ International Women's Day at Chez Doris.
- ❖ Quebec naturopaths in favor of Metformin.
- ❖ Integrative Health and Sustainable Health.
- ❖ Massage Therapy Summit.
- ❖ Global Wellness Weekend.

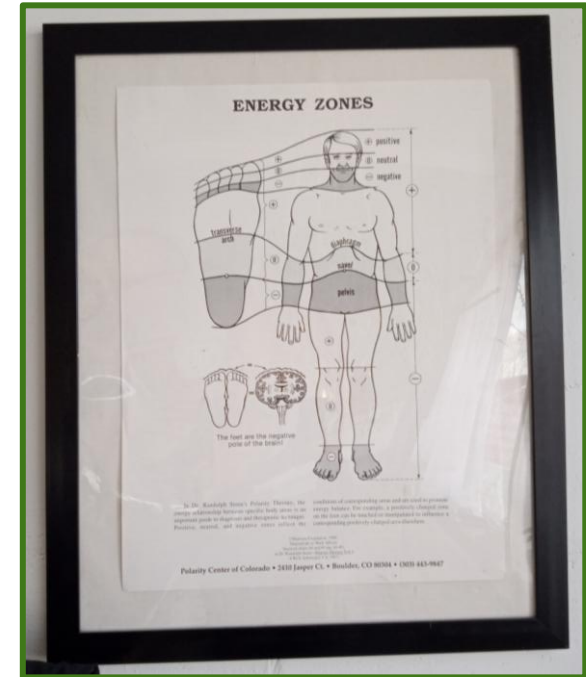
# VIDEO EXPLOSION

## Over 145 videos posted on YouTube!

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# POLARITY TRAINING GROUP AT THE SCHOOL (HUGE THANKS!)





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