



**HealthWalkToday**   
Massage and Wellness Institute



## **School Catalog**

6111 120th Avenue • Kenosha, WI 53142  
healthwalktoday@gmail.com • 262.960.0102 • [www.healthwalktoday.com](http://www.healthwalktoday.com)

# CATALOG

## HealthWalkToday Massage and Wellness Institute

Serving SE WI and Northern IL

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Kenosha, WI 53142  
262-960-0102

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### Mission Statement

The purpose of HealthWalkToday Massage and Wellness Institute is to help people have healthier minds and healthier lives by restoring, rejuvenating and revitalizing the body. We will prepare our students to be well rounded; providing the knowledge and skills to help them succeed in their profession.

What HealthWalkToday Students Can Expect to Gain:

- Understand the purpose and function of massage as used in the United States and around the world
- Understand the language, terms and definitions used in massage
- Create and teach specific techniques in massage
- Learn which techniques to use for the appropriate settings
- Meet the standards set by the State of Wisconsin and Illinois for massage
- Participate in continuing education programs
- Develop and deepen your own personal intention of others and yourself regarding physical emotions and health

### Priscilla Horswell, School Administrator and the HealthWalkToday Massage and Wellness Institute School

#### Your Instructors

**Priscilla L. Horswell - ND, CNHP, ANMCB, MFR, CST-C, LMT**

Priscilla is certified in Craniosacral Therapy through Bastyr University in Seattle, WA. Then graduated from the Wisconsin Institute of East West Wellness Massage in Kenosha, WI and is the owner of HealthWalkToday.



Priscilla has a love for helping people of all ages. Her passion is teaching and mentoring other therapists in Craniosacral therapy. She has over ten years experience in the natural health field and nine years of hands-on student clinics/training and is currently working as a craniosacral therapist.



### **Timothy P. Schneider - B.S., N.M.T., DC**

Dr. Schneider is a 1995 graduate of Logan College of Chiropractic in Chesterfield, Missouri. He began his private chiropractic practice in 1996 where he is currently.

He has served as a Safety Supervisor for the Blood Center of Southwest Wisconsin and taught for three years at the Kenosha School of Massage. His passion is physiology, anatomy and pathology where he makes this somewhat difficult subject, come to life. With his creative teaching techniques, you'll love this class.

Dr. Schneider holds his doctorate in chiropractic and his Bachelors Degree in Science from the University of Wisconsin – Milwaukee School of Allied Health Professions.

### **Heide Thorne - NP, BSN, APNP, AANP, ACLS, PALS**

Heide graduated from Alverno College with both her BSN and her NP. She has been working as a nurse since 1992. She currently works at UrgentCare as a Nurse Practitioner. Her real-life experience in emergency situations and every day health issues will help you realize the importance of what you are taught in physiology, anatomy and pathology. She is also experienced in the classroom as an adjunct nursing instructor at the Community College of Lake County.



### **Krystle Rose Street - LMT**

Krystle graduated from the Wisconsin Institute of Natural Wellness in 2006 and has been practicing the art of massage ever since. Her passion lies in anatomy, teaching deep tissue techniques, the importance of self-care, and creating a safe, positive learning environment for students. She is certified through the AMTA and a licensed massage therapist.

## HOLIDAY SCHEDULE

**Easter** (Friday before and Monday after, if in session)

**Memorial Day**

**July 4th week**

**Labor Day**

**Thanksgiving week**

**Christmas week**

## Admission Requirements

1. Applicants must be 18 years or older.
2. Applicants must have a high school diploma or GED certificate.
3. All applicants will need to submit a letter stating why they want to become a licensed massage therapist (or certified craniosacral therapist).
4. Applicants must be willing to develop and apply the principles taught for healthy living.
5. Payment of full tuition or first payment toward a payment plan must be made within one month of first class.

**Additional requirement** for certified Craniosacral Therapy Students (one of the following):

- Licensed Massage Therapist
- Physical Therapist
- Occupational Therapist
- Medical Doctor
- Doctor of Chiropractic

## How to Apply

1. Apply online at [www.healthwalktoday.com/massage-school](http://www.healthwalktoday.com/massage-school) or apply within.
2. Application fee of \$100 (but if accepted, will be applied to tuition). Must be mailed or brought into the office within 10 days of application.

Applications are due no later than one month before spring or fall session begins. Early application is encouraged because spaces are limited. No more than 10 students per class session will be accepted in the program.

## Acceptance and Notification

You will be contacted within 10 business days upon receipt of your application (which includes the \$100 application fee). An admissions call will be scheduled once your application fee is received. After the call, you will be notified within 2 weeks of your acceptance into the program.

## Program Description

Course Number	Areas of Study	Course Title	Hours of Training	Passing/ Fail
Massage 01	Anatomy and Physiology	Foundations of Massage Therapy I	70	Passing
Massage 02	Kinesiology and pathology	Foundations of Massage Therapy II	70	Passing
Massage 03	Business and Law	Business, Law, Ethics, marketing, social media and portfolio	50	Passing
Massage 04	Massage Theory, Bodywork Theory, and Techniques	Theories of Massage Principals and Techniques I Theories of Massage Principals and Techniques II Swedish Massage Spa Technique Tui Na Technique Gua Sha Technique Indian Head Massage Deep Tissue Massage Hot Stone Massage Lomi Lomi Massage Infant Massage Pregnancy Massage Reflexology Sports Massage Thai Massage Neuromuscular Massage Craniosacral Therapy Myofascial Release	325	Passing
Massage 05	Student Clinic	Student Clinic (after hours)	100	Passing
Massage 06	CPR/AED	Adult CPR/AED Standard First Aid	5	Passing
Massage 07	Additional Course Offerings Meeting Massage Therapy or Bodywork Objectives	Theories of Traditional Chinese Wellness I Theories of Traditional Chinese Wellness II Theories of Traditional Chinese Wellness III	100	Passing

**TOTAL hours offered: 720**

We offer a 9 month program with two different start/end options. Session A: September - May, Session B: April - December.

## Grading System

Grades are based on assignments, tests and performance examinations given with each course. The minimum acceptable passing grade for each course is 70%. Grading scale below:

Alpha	Numeric
A	90-100
B	80-89
C	70-79
Pass	70-100
Fail	0-69
I	Incomplete

## Course Incompletes

An “incomplete” cannot be given as a final grade. However, at the end of the program a student may, with the Administrator’s approval, be granted an extension. This extension of time will be determined by the Administrator in order to complete all the required course work and assignments. The extension cannot be used to make-up accrued absences from class. If the student does not complete the required course work and assignments within the extension period, he/she will fail.

## Satisfactory Progress

Students will receive a progress report at the end of each semester via email from the school administrator. Satisfactory progress is defined as a minimum passing grade of 70% in all levels of the training program. In the event that a student does not achieve the established criteria for determining satisfactory progress, the student will be allowed to present justification or evidence of extenuating circumstances as to why he/she should be allowed to continue training. The student will be considered to be making satisfactory progress during any probation period. If the student has not achieved the criteria as set forth in this section at the end of the probationary period he/she may be terminated from the training program. The probationary period is defined as the time between each end of course grade.



A student must repeat a section of study due to academic failure or failure to meet attendance requirements. The maximum time allowed for repeats will be determined by the school Administrator. The grade earned in the repeat section of study will prevail.

Once the program has been completed and payment has been paid in full for the school year, students will receive a final progress report with all grades along with a certificate/ diploma of completion.

## Academic Advising

A student’s educational objectives, grades, attendance and conduct are reviewed on a regular basis. A one-on-one student evaluation meeting will be held after each semester. If academic standing or conduct is unacceptable, the student will be advised. Failure to improve academic standing or behavior may result in further action being taken up to and including expulsion. Students are encouraged to seek academic advising through their instructor.





## Completion Requirements and Policies

- Attendance at all scheduled classes and make-up of any missed sessions
- Plan and teach a short class on a specific type of massage
- Display all techniques of massage on approved staff for final exam
- To pass the Wisconsin and/or Illinois State Board of Massage
- Passing grade at the end of each semester exam (3 total)
- Payment of all school fees/tuition required to meet completion requirements

## Student Records

An electronic summary of the student's classes taken with course grade will be kept on file with HealthWalkToday Massage and Wellness Institute for a period of six (6) years (this applies to students and former students). An electronic copy of the student's grades and/or completion certification/diploma will be kept on file with HealthWalkToday Massage and Wellness Institute and can be obtained by the student or a designated person in writing. A duplicate certificate/diploma fee may be charged. Records are private and can be accessed only by the Administrator, staff or faculty of HealthWalkToday Massage and Wellness Institute.

## Advanced Standing

The school does not offer any advanced standing for any previous training or coursework from any other massage schools except as laid out in the requirement section for the craniosacral therapist certification program.

## Probation, Dismissal and Re-Admittance

Any criminal activity associated with the training program such as theft or illegal drug possession will result in immediate dismissal from the program.

Students who violate the Student Conduct will receive a written warning and a corrective plan will be discussed with the student. If a second violation occurs, dismissal from the program will result. The school administrator/teacher will implement the dismissal. Re-admittance requirements will include a written essay on proper conduct, make-up of any projects, homework, test(s) or exam(s) missed (fees apply for one-on-one mentoring at \$50 an hour and/or \$25 per test/exam if applicable). Should the student not wish to be re-admitted, refunds will be applied per the refund policy. A student who has been dismissed may apply for re-admission to a future training but acceptance is not guaranteed.

A student will be considered to be in a probationary period if they fail to pass a semester exam. The student will have up to two additional opportunities within a two-month period to earn a "Pass" grade of 70% or more. A student will be considered off probation when the semester exam receives a "Pass" grade. If the student has not taken the necessary measures to obtain and receive a "Pass" grade, the student will be dismissed.

If a student is not grasping the content in the course but wishes to remain in the training without expectation of receiving a completion certificate, the student will sign an agreement to that effect.

A student, who has an expectation of receiving a completion certificate/diploma but is unable or unwilling to participate in any class activities and exams, will be dismissed from the program. Unused tuition will be refunded per the refund policy.

A student who has been dismissed due to inability or willingness to complete program requirements may be re-admitted if all attendance requirements to date are turned in and receive a "Pass."

## Student Conduct

We will work towards an atmosphere of respect for each other, students and teachers alike, to produce an environment conducive to the development of each student. As a student, we expect you to:

- Conduct yourself in a professional and conscientious manner at all times while in the classroom and on school property.
- Refrain from the use of substances that impair your learning or judgment and associations while in the classroom.
- Listen to and respect the other students in the school.
- Create and maintain a safe, clean and comfortable environment for the practice of massage therapy and craniosacral therapy.
- Avoid words and actions that constitute sexual harassment.
- Avoid words, gossip or actions that may harm another student/staff.
- All phones must be silenced and used for emergency purposes only. Any other use will be subject to disciplinary action.



See "Probation, Dismissal and Re-Admittance" for violation of the Student Conduct.

## Leave of Absence

In the event a student must discontinue due to mitigating circumstances beyond the student's control, the refund policy will be applied to any unused tuition. If the student has completed at least 60% of the course instruction, all attempts will be made to assist the student in completing either through participation in another program at another location or with one-on-one mentoring with lead or other designated faculty if that is an affordable option for the student (additional \$50/per hour). HealthWalkToday Massage and Wellness Institute is not responsible for any additional travel costs that a student might incur to attend another program or to do one-on-one mentoring.

If a student takes an approved family/medical leave of absence, the student must return to school within 4 weeks of leave date. The student will be required to make up any projects, homework, test(s) or exam(s) missed (fees apply for one-on-one mentoring at \$50 an hour and/or \$25 per test/exam if applicable). All missed projects, homework, test(s) or exam(s) will be required to be completed two weeks after return from leave of absence. Most likely a student will need one-on-one mentoring which will be at the expense of the student at \$50/per hour.



All short term leave of absences' (illness, doctor's appointments, vacation, etc...) will need to be communicated to the school office via phone or email. A vacation leave of absence of more than two days will need approval from the school administrator.



## School Policies

HealthWalkToday Massage and Wellness Institute does not discriminate on the basis of age, gender, physical ability, marital status, sexual orientation, race or religion.

Local emergency plans for fire or tornado are located in the school office. In case of inclement weather we will follow the KUSD closings; please check the local news.

If you have an extended leave of absence due to illness for more than three days, a doctor's note is required.

## Attendance

Attendance at all sessions is required. Attendance is taken at each scheduled time block on the calendar by the teacher.

Students are required to maintain a minimum of 80% attendance over the length of the program. Students who fall below 80% attendance will be placed on attendance probation until they reach 80% attendance or cannot achieve the 80% attendance by the end of his/her training program completion date, at which time the student must make arrangements with the school to complete his/her program of study. Failure to make such arrangements may result in expulsion. For readmittance to the program, a student must make up their hours via one-on-one mentoring at \$50 per hour at the student's cost and/or during clinical hours.

Tests, exams, assignments and projects not completed on schedule during a course must be made-up within the time frame of that course. A \$25 fee per test/exam will be required for any make-up test/exam; test/exam will be given by the school administrator.

## Tardiness

HealthWalkToday Massage and Wellness Institute expects students to be on time for each class session. A student is considered tardy for class if he/she arrives ten (10) minutes after the scheduled start of class. Any combination of five (5) documented tardies will be considered as one (1) absence. If a student misses more than fifteen (15) minutes he/she will be marked absent for an hour or for the time absent rounded to the next fifteen (15) minute increment if over an hour.

## Leaving Early

HealthWalkToday Massage and Wellness Institute expects students to remain in class for the entire session. A student is considered to be truant if he/she leaves earlier than ten (10) minutes prior to the close of class. A student should tell the instructor prior to the start of class if leaving early. Early departures will be tracked in daily attendance. Any combination of five (5) documented early departures will be considered as one (1) absence. If a student misses more than thirty (30) minutes due to leaving early, he/she will be marked absent for an hour or for the time absent rounded to the next fifteen (15) minute increment if over an hour.

## Student Complaints

If a student has a complaint about an instructor, the program, or another student, the complaint should be brought to the administrator/front office for discussion, documentation and resolution. A meeting between all involved persons will take place in the school administrator's office. If resolution cannot be reached with the administrator, the student may contact the Wisconsin Educational Approval Program for assistance at 608-266-1996 or at <https://dsps.wi.gov/pages/programs/educationalapproval/default.aspx> or Department of Safety and Professional Services located at 4822 Madison Yards Way, Madison, WI 53705.

## Tuition and Fees

### Application Fee

There is a \$100 application fee. Once you have submitted an online application, payment will need to be mailed to the HealthWalkToday office. The application fee may be applied to your tuition total. Application fees are due within ten (10) days of your application.



### Tuition

Tuition is \$16,000 (minus the application fee of \$100) if paid in full one month in advance of the start of training.

Tuition is \$18,000 if a payment plan is used. A payment of \$2000 (minus the application fee of \$100) must be made by one month prior to start. Eight (8) additional monthly payments of \$2000 will be required.

## Required Materials

Students can expect to pay an estimated amount of \$1500 for the required materials (CPR course, school books, massage table, state board fee, licensing fee, notebooks, pencils).

*Required Books (can be purchased at the school book store or on their own)*

1. Massage Therapy Principals and Practice by Susan G. Salvo and/or Netter's Clinical Anatomy 3<sup>rd</sup> Edition by John T. Hansen
2. Business Mastery 3<sup>rd</sup> Edition by Cherie M. Sohnen-Moe
3. Molecules of Emotion by Candace B. Pert, Ph.D.
4. Mosby's Fundamentals of Therapeutic Massage by Sandy Fritz
5. Trail Guide to the Body Textbook 5<sup>th</sup> Edition by Andrew Biel
6. Essentials of Human Anatomy and Physiology by Elaine N. Marieb
7. Ethics and Professionalism for Massage Therapists and Bodywork by Beverly A. Giroud
8. The Anatomy Coloring Book by Wynn Kapit/Lawrence M. Elson
9. The Physiology Coloring Book by Kapit/Macey/Meisami

## Additional Books

1. The World's Best Massage Techniques The Complete Illustrated Guide: Innovative Bodywork Practices From Around the Globe for Pleasure, Relaxation and Pain Relief by Victoria Stone

## Cancellation and Refunds

The student will receive a full refund of all money paid if the student:

1. Cancels within the three-business-day cancellation period under SPS 406.03;
2. Accepted was unqualified and the school did not secure a disclaimer under SPS 409.04;
3. Enrollment was procured as the result of any misrepresentation in the written materials used by the school or in oral representations made by or on behalf of the school.

Refunds will be made within 10 business days of cancellation.

A student who withdraws or is dismissed after attending at least one class, but before completing 60% of the instruction in the current enrollment period, is entitled to a pro rata refund as follows:

<b><u>At Least</u></b>	<b><u>But Less Than</u></b>	<b><u>Refund of Tuition</u></b>
1 unit/class	10%	90%
10%	20%	80%
20%	30%	70%
30%	40%	60%
40%	50%	50%
50%	60%	40%
60%	no	no refund

As part of this policy, the school may retain a one-time application fee of no more than \$100. The school will make every effort to refund prepaid amounts for books, supplies and other charges. A student will receive the refund within 40 days of termination date. If a student withdraws after completing 60% of the instruction, and withdrawal is due to mitigating circumstances beyond the student's control, the school may refund a pro rata amount.

A written notice of withdrawal is not required.

### ***Constructive Notice of Withdrawal***

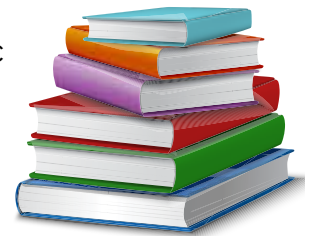
Students are encouraged to withdrawal by written notification or by directly speaking to the school administrator but any mode of withdrawal will be recognized. Students will be administratively withdrawn after missing two weeks of consecutive classes/clinicals. Should a student not attend two weeks of consecutive classes/clinicals the student will be automatically expelled from the school and a refund per the refund policy will be applied if applicable.



## Program Curriculum

### **Anatomy and Physiology – 70 hours**

Anatomy and Physiology is the cornerstone of a good massage therapy school and training. As a massage therapist, you will need to have a basic understanding of how the body works. Anatomy refers to the structure of the body and the relationship between the structures. Physiology refers to the study of the function of body parts. Pathology is also closely related and indicates structural and functional changes associated with diseases.



### **Kinesiology and Pathology – 70 hours**

This study course is designed to enhance your comprehension and working knowledge of the medical terminology, its etymology, and definitions, physiology, the basic functions within the body that are applicable to, kinesiology, movements (bones, ligaments, muscles and tendons used).

### **Business, Law and Ethics – 50 hours**

Business, law and ethics encompasses all of the laws that dictate how to form and run a business. This includes all of the laws that govern how to start, buy, and manage of business. Business laws establish the rules that all businesses should follow. A savvy businessperson will be generally familiar with business laws and know when to seek the advice of a licensed attorney. Business law includes state and federal laws, as well as administrative regulations. Additional topics covered will include marketing, social media and a student's portfolio.

### **Massage Theory, Bodywork Theory, and Techniques – 325 hours**

This core section will cover manual manipulation of soft body tissues (muscle, connective tissue, tendons and ligaments) to enhance a person's well-being. You will be learning many types of massage therapy history and techniques which include Swedish Massage, Spa Technique, Tui Na Technique, Gua Sha Technique, Indian Head Massage, Deep Tissue Massage, Hot Stone Massage, Lomi Lomi Massage, Infant Massage, Pregnancy Massage, Reflexology, Sports Massage, Thai Massage, Neuromuscular Massage, Craniosacral Therapy, Myofascial Release

### **Student Clinic – 100 hours**

Clinics will be held during non lecture hours. Students will be performing massage techniques on other students, staff and volunteers. 30 hours of the 100 hours will be community service massage hours.

### **CPR/AED – 5 hours**

Learning the cognitive skill evaluations in accordance with the curriculum of the American Heart Association Heartsaver First Aid CPR AED Program.

### **Additional Course Offerings Meeting – 100 hours**

Wellness classes will include histories and methods of traditional Chinese medicine, aromatherapy, Ayurveda, hydrotherapy, spa and wellness, and other offerings. Massage Therapy or Bodywork Objectives - to use skills as a professional massage therapist and provide bodywork focusing on pain relief, rehabilitation and recovery from different forms of injury.

## School Hours



### Day Course

Tuesday and Friday  
9:30 a.m. – 6:30 p.m.



### Clinicals

Clinicals will be  
scheduled one Saturday  
a month

## Employment Services

HealthWalkToday Massage and Wellness Institute does not offer job placement services. We will help you progress in your knowledge of and ability to locate a massage therapy position and offer mentoring on your career as you progress through the program. We will make all reasonable attempts (i.e. recommendations/referrals) to connect you with opportunities that come to our attention. We do not guarantee employment placement.



