

## Membership Benefits

The following advantages are available to CMA Registered Members only:

### **The Prestige of Belonging to The CMA**

As a Full CMA Member you'll be recognised by the public and doctors alike as the elite force in professional, ethical complementary medicine.

### **Tell The World How Professional YOU Are**

Your CMA Membership tells the world that you are dedicated to excellence in this field and that you are committed to professionalism and ethical practice.

### **Inclusion on The CMA Website**

Your details will be included in our online database, enabling people looking for your services to find you more easily.

The CMA website gets between 650,000 to 1 million hits each month which is an extraordinary figure and this means that The CMA site receives more visitors than 99.99% of all the websites in the entire world and is certainly one of (if not the) top ranking health sites in the world.

### **Get Involved!**

As a CMA Member You'll Have the Opportunity to Contribute to The CMA Website and our Outstanding Monthly e-Newsletter – tell the world about your experiences with complementary or conventional medicine or any important news that you would like to disseminate widely and rapidly.

### **The CMA Referrals Scheme**

The CMA is the only organisation which runs a referral scheme to help you build your business.

CMA Registered Members are automatically entitled to join The CMA Referral Scheme. As well as being directly available to the the public, your details will be accessible to every doctor and healthcare worker in the UK - directly on their desk via The CMA web site and also via a number of other high profile sites that link in to The CMA including the Discovery Channel web site.

### **Your Own Free Web Page on The CMA Site**

We provide you with your own page on The CMA website (think of it like a mini website)

where you can update your information, add testimonials, a picture or logo and we can guide you through the set up process.

### **Search Engine Optimisation for YOUR Site**

You can link to your own website and you should link from your website to The CMA site too - this will drive your own website up the page rankings by dramatically increasing your own site's 'visibility' to search engines - because of your association with The CMA site.

### **Tell YOUR Story: Media**

The opportunity to contribute to the media with articles, TV and radio appearances. We are constantly approached by members of the media for information about complementary medicine and the latest updates – why not get involved?

### **Low Cost Insurance**

The CMA has developed the ultimate insurance package for practitioners and training schools to protect YOUR business.

### **Links to Conventional Medicine**

Recent research in GP Magazine showed that over 70% of doctors would like to be able to refer many of their patients to complementary medical practitioners. Also, we've noticed an upswing in the number of doctors and nurses looking for complementary medical training. The

doctors' magazine "Pulse" has already set up a website link to The CMA site so that doctors can access The CMA Referrals Scheme easily.

The General Medical Council regularly refers journalists to us at The CMA as the GMC recognises that The CMA is a responsible, ethical organisation that is the 'voice of reason' within the complementary medical field. The British Medical Journal (BMJ) regularly reports on articles and press releases produced by The CMA.

### **Government Liaison**

As a Member of the All Party Parliamentary Group for Complementary and Alternative Medicine, we keep you informed about what's going on in the Government and Europe.

What's more, if you want to have your say why not come along to the House of Lords with us as a guest of The CMA?

### **Monthly e-Newsletter**

We send you a stunning monthly e-Newsletter to keep you bang up to date with the latest developments in research, politics and any number of issues that affect you directly as a health professional.

We also keep you abreast of the vast number of activities in which The CMA is involved.

### **What Our Members Say:**

*"As a practitioner I endorse the membership of the CMA wholeheartedly.*

*I have been a Full Member of The CMA for the last 12 years. In that time I have had the privilege and honour of being a part of something very special. The CMA is undoubtedly the best and the most important organisation in the world for promoting ethical and responsible complementary medicine. The quality of information provided by the CMA researchers on the CMA website is truly breathtaking.*

*CMA Members are looked after incredibly well with a wide range of amazing courses, lectures and workshops on offer. I have attended many workshops over the years and gained an enormous amount of knowledge, insight and confidence. The professionalism and personal care behind the organisation are astonishing. Highly recommended!"*

*Bianca Madison- Vuleta, Integrative and Holistic Medicine Practitioner, London, UK*

### Exhibitions and Conferences

The CMA is a major player in the Exhibition scene – we support all the high profile exhibitions and have a wonderful exhibition stand that you can come along to and get involved with – it will help you to promote and grow your business.

### Speaking Opportunities

We are constantly contacted by exhibition companies and product manufacturers who are looking for top level speakers.

If you would like to get involved in speaking on the national and international circuits please let us know so that we can promote you properly.

### Continuing Professional

**Development (CPD)** This is a vital factor when working in the complementary medical field.

In order for you to offer your clients or students the very best service, it is essential that you are kept up to date with all the developments in the field and therefore we require our members to undertake ongoing personal and professional development and we assist you in doing this.

### Marketing and Business Development Support

The CMA is a huge resource of information for you to take advantage of. We have regular business development seminars and are happy to give our members guidance when faced with business development issues. We are passionate about helping you to become as successful as you can possibly be.

### CMA Approved Suppliers

We have an ongoing process of selecting the very best companies in the complementary medical field and awarding them with our CMA Approved Supplier Award – so that you know which of the many thousands of companies out there are actually offering the most ethical and professional service and have a strong commitment to developing the complementary and natural healthcare industries.

### What Our Members Say:

Our college has been a CMA member for over a decade and in that time we have benefited greatly from our association with this caring yet pioneering organisation.

Not only do they bring public awareness to the field through CMA President Jayney Goddard's prolific media presence but we can also rely on them to champion many causes close to the heart of modern therapists.

Many of our graduate practitioners have gone on to become CMA members themselves, taking advantage of opportunities to write articles or get involved in public events.

Blue Marsden, Holistic Healing College

### What Our Members Say:

Our Training School has been a Member of The Complementary Medical Association for a number of years and has benefitted greatly from membership and from the services they provide.

When looking to undertake a course students are keen to see that they are taking courses that have recommendations and that are recognised by professional bodies. As a member we have been proud to use the CMA logo on all our registered courses.

We value the high standards that the CMA set in their membership and would highly recommend them.

Joe Baker, Principal  
Omega Therapies Training School

### What Our Members Say:

Recently there have been many attempts to undermine the credibility of Complementary Medicine.

It is reassuring to be affiliated and associated with CMA, an organisation which is highly charged, professional and protective of all our interests. Thank you!

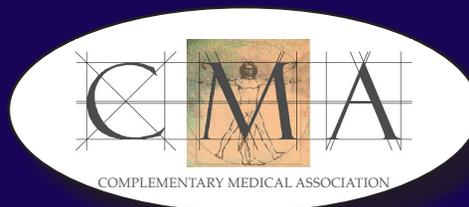
Diana Mossop  
Dean of the Institute of Phytobiophysics

### What Our Members Say:

I began my journey after being seriously ill, and no longer being able to work as a sports and remedial massage therapist. Fortunately, I recovered well, and wanted to stay in the Health and Fitness Industry, but knew I needed to diversify. I phoned various bodies to find out about teaching, but didn't feel that they were supportive or helpful until I telephoned Roberta at the CMA. Her friendly advice, encouragement and help was invaluable and, more importantly, gave me HOPE.

Today, with the CMA's assistance, I am running a successful school of complementary therapy, and we are now at various locations across the UK. The CMA are also at the forefront of complementary medicine and I know, if I have a question, I can telephone and get an efficient service and valid response. I would thoroughly recommend being a part of the CMA.

Helen Myers, Director, Body & Soul  
School of Complementary Therapy



As a Full Member of The CMA You could have all the benefits of CMA membership for less than 41 pence per day!

Plus, you also have the option of spreading your membership fee payment over the year if you choose to pay by standing order.

Remember – The CMA is a not-for-profit organisation – working for you. It's up to you to take advantage of all the support this prestigious organisation can give you.

Get the professional recognition your skills deserve

Join THE CMA now!

Call us on 0845 129 8434 or apply for Full CMA Membership online at [The-CMA.org.uk](http://The-CMA.org.uk) or email [Admin@The-CMA.org.uk](mailto:Admin@The-CMA.org.uk)