

Assembly of Delegates Discussion Topic Proposal

Individual/Group submitting proposal, Chapter (if applicable):

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Proposed Discussion Topic:

How can massage therapists responsibly integrate artificial intelligence (AI) and emerging technology into practice while maintaining ethical standards and client-centered care?

Summary Rationale:

Artificial intelligence (AI) and emerging technologies are increasingly influencing healthcare and wellness professions, including massage therapy. Therapists may encounter or adopt AI tools for documentation (such as SOAP notes), treatment planning support, research, client communication, scheduling, marketing, and business operations.

These technologies offer potential benefits such as improved efficiency, reduced administrative burden, and greater access to information. At the same time, they raise important considerations related to accuracy, data privacy, HIPAA compliance, ethical responsibility, and the preservation of the therapeutic relationship.

The impact of AI may vary across practice settings, from solo practitioners to spa environments to integrative healthcare systems.

This discussion will provide an opportunity for the Assembly of Delegates to explore how AI is shaping the profession, identify both opportunities and risks, and consider how massage therapists can adopt technology responsibly while maintaining high standards of care. It also aligns with AMTA's mission to support professional growth, ethical practice, and the advancement of massage therapy within the broader healthcare and wellness community.

List up to two questions you'd like to pose for discussion by the AOD:

1. What ethical, professional, and scope-of-practice standards should guide AI use in massage therapy?
2. What role should AI play in the profession, and how can therapists preserve client-centered care?

**Is there any action that you feel AMTA should consider taking regarding this proposal?
If so, what?**

AMTA could consider:

- Developing guidance or best practices for ethical AI use in massage therapy practice
- Identifying educational needs and providing resources or training on emerging technologies
- Offering resources to help therapists evaluate AI tools for privacy, security, and clinical appropriateness
- Exploring opportunities for research on AI's impact on client outcomes, therapist workload, and professional standards

What do you want to accomplish with this discussion?

- Increase awareness of how AI and emerging technology are being used in the profession
- Encourage thoughtful dialogue around risks, benefits, and ethical considerations
- Identify areas where additional guidance, education, or research may be beneficial
- Gather input to help inform future AMTA resources, standards, or direction