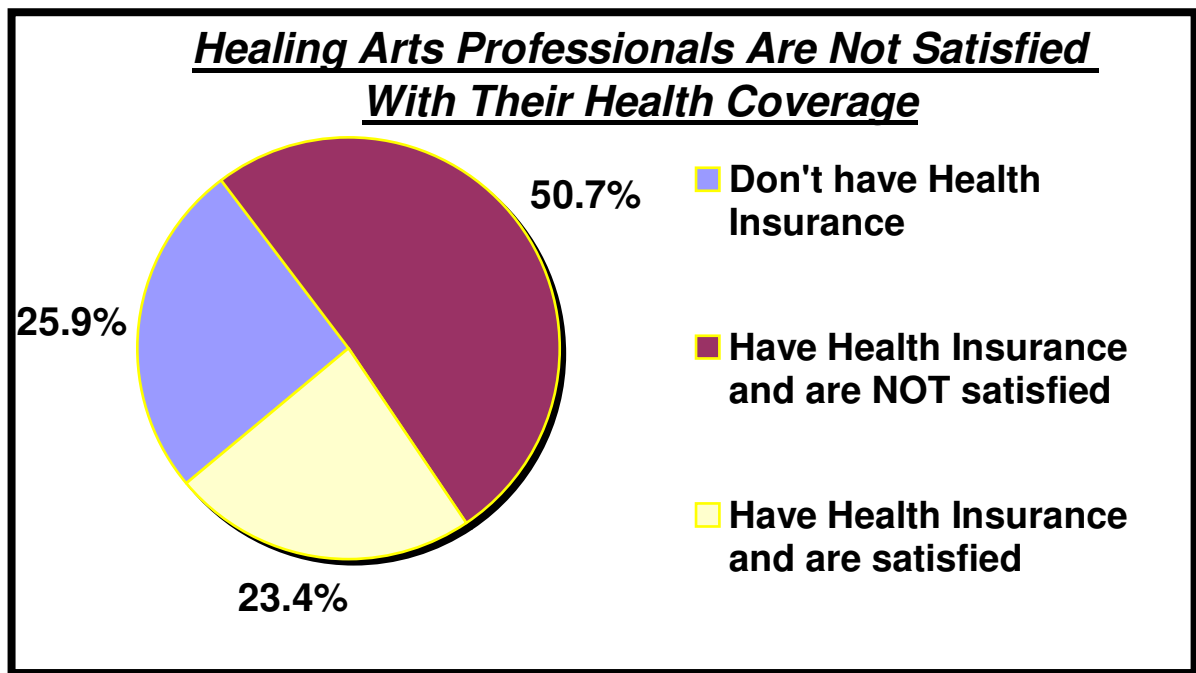




## **NAMASTA SURVEY REVEALS HEALING ARTS PROFESSIONALS ARE ALSO CONCERNED ABOUT THEIR HEALTH CARE COVERAGE**

October 2004

NAMASTA released a survey about health care needs sent to 1182 healing arts professionals in the United States. NAMASTA, the North American Studio Alliance is a membership organization that serves the business needs of healing arts, mind-body, bodywork professionals in the United States and Canada.



Over a quarter of healing arts professionals surveyed do not have traditional health care coverage, which is a higher proportion than the US average. Two factors can help explain this:

- 1. Many healing arts professionals are low-income independent contractors or small businesses that cannot afford traditional health insurance**
- 2. Healing arts professionals tend to live healthier lives than average, their professions have demonstrated preventative benefits and their need for treatment may be less.**

## Demographics

- **79.1% of respondents said they were currently involved in the ownership or management of a healing arts business or intend to**
- **44.0% have employees or are planning to**
- **The overwhelming majority of healing arts professionals are women**

## Methodology

The survey was conducted online between August 12 and September 5, 2004. Respondents included massage and bodywork practitioners, Yoga, Pilates and T'ai Chi teachers and studio owners.

## About NAMASTA

NAMASTA offers healing arts, mind-body and bodywork professionals throughout North America cost-effective access to many benefits including:

- [health benefits](#)
- [liability insurance](#)
- [marketing tools](#)
- [mentoring](#)
- [legal services.](#)

NAMASTA also publishes a [free monthly newsletter](#) and has received [strong endorsements](#) from the mind-body community.



### **For more information about NAMASTA:**

- **contact [info@namasta.com](mailto:info@namasta.com)**
- **visit [www.namasta.com](http://www.namasta.com)**
- **call 1 877 NAMASTA toll-free**