

SWAMTA 2026 Conference Promotional Opportunity:
Running a Music Therapy Practice: Strategy, Structure, and Real-World Systems
Conference "Collaboration is Key" to be held in Houston March 26 - 28, 2026

Date to be offered: March 28, 2026 (5 - 8 PM)

Format: Synchronous presentation

Date submitted to CBMT: 1/18/2026

Name of opportunity: Running a Music Therapy Practice: Strategy, Structure, and Real-World Systems

Number of CMTEs offered: 3

Cost to participant: \$60

Schedule:

5:00 - 5:10 (10 min) Welcome, course overview, learning objectives
5:10 - 5:35 (25 min) History and context of a growing music therapy practice
5:35 - 6:05 (30 min) Strategic Planning Foundations
6:06 - 6:15 (10 min) Break #1
6:15 - 7:00 (45 min) Porter's Value Chain Applied to Music Therapy
7:00 - 7:10 (10 min) Break #2
7:10 - 7:45 (35 min) Deep Dive into Operational Systems
7:45 - 8:00 (15 min) Value Chain Analysis & Course Wrap-Up

Prerequisites: None

Presenters: Mary Altom, MBA, MT-BC

Presenter Qualifications:

Mary Altom is a board-certified music therapist and founder with more than 15 years of experience building and leading a multi-location clinical practice. Since launching her business in 2011, she has developed a strong reputation for operational excellence, team development, and innovative service delivery across center-based, community, and school settings. Mary is passionate about demystifying the business side of music therapy and empowering clinicians with practical systems that support sustainable growth, strong organizational culture, and high-quality client care.

Abstract:

This session offers an inside look at music therapy business operations, exploring strategic planning, organizational structure, and Porter's Value Chain. Attendees will learn how intake, service delivery, marketing, customer service, and supporting systems integrate—and gain practical tools to improve efficiency, growth, and client experience in their own practices.

Learning Objectives:

Participants will:

1. Identify core operational activities within a music therapy practice and explain how documentation systems support continuity of care, ethical decision-making, and clinical evaluation.

3B-1 – Documentation processes and tools

2. Apply strategic planning concepts—including vision, values, and organizational structure—to support effective service delivery, evaluation, and appropriate termination or transition of music therapy services.

4A – Evaluation of services

4B – Termination, transition, and continuity of care

3. Analyze organizational workflows using value chain principles to identify system-level improvements that enhance client experience and organizational sustainability.

5B-10 – Operational responsibilities

Cancellation and Refund Policy:

Refunds requested on or before March 12, 2026 will be returned in full. After March 12, 2026, partial refunds or exceptions for hardship will be given at the discretion of the board.

Statement of Relationship:

Running a Music Therapy Practice: Strategy, Structure, and Real-World Systems is approved by the Certification Board for Music Therapists (CBMT) for 3 Continuing Music Therapy Education credits. The Southwestern Region of the American Music Therapy Association, P-055 maintains responsibility for program quality and adherence to CBMT policies and criteria.