

Professional Standard: Advertising and Marketing



College of
**COMPLEMENTARY HEALTH
PROFESSIONALS OF BC**



| Principle | Outcome Statement |
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| As a licensee, you must meet the following Principles within the Professional Standard: Advertising and Marketing. | People receiving health care services from a CCHPBC licensee expect that their health care practitioner will: |
| Principle 1: CCHPBC licensees must ensure their advertising and marketing is professional, accurate, clear, and verifiable. | Promote and advertise their services professionally, accurately, clearly and honestly. |
| Principle 2: CCHPBC licensees must ensure their advertising and marketing practices are free from conflicts of interest. | Ensure their advertising and marketing practices are free from conflicts of interest. |

Definitions

advertising and marketing: any communication or promotional activities, whether paid or unpaid, made orally, in print, through electronic media, social media or via the internet by or on behalf of a licensee (i.e., by a third party) that has as its primary purpose the promotion of the licensee, the licensee's health services, and/or the clinic or group where the licensee practices or which the licensee is associated.

conflict of interest: a situation in which a licensee's personal interest, or an interest of any person related to or closely associated with a licensee, may affect or influence, or reasonably be perceived to affect or influence, a licensee's clinical treatment of a patient.

efficacy: refers to statements made about a product, drug, device or treatment's effectiveness in achieving a specific therapeutic or functional outcome.

health care services: encompasses a wide range of treatment modalities that can be provided by a licensee as part of a patient's treatment plan.



testimonial: a personal statement or testament which may include before-and-after photos to illustrate the results of the service, from an individual patient or former patient about the service received from a licensee.

Principle 1: CCHPBC licensees must ensure their advertising and marketing is professional, accurate, clear, and verifiable.

To meet this standard, CCHPBC licensees must:

- 1.1. Comply with all applicable legal and regulatory requirements governing advertising and marketing.
- 1.2. Ensure the information included in advertising and marketing is accurate, clear, and verifiable.
- 1.3. Not make false, deceptive, or misleading statements about health care services, drugs, devices or other health products, including
 - 1.3.1. making unsubstantiated claims that create an unjustified expectation for efficacy.
- 1.4. Not use comparative language that infers superiority to that of another health care practitioner.
- 1.5. Ensure their use of reserved titles complies with College bylaws, the *Health Professions and Occupations Act*, and the *Complementary Health Professionals Regulation*.
- 1.6. Not use reserved titles to promote services or activities that fall outside their scope of practice.
- 1.7. Not use the term “expert,” “specialist,” or any similar designation implying special status, accreditation, or expertise in their advertising or marketing.
- 1.8. Clearly differentiate advertising and marketing for each professional designation when licensed in more than one health profession.
- 1.9. Not engage in advertising and marketing that:



- 1.9.1 takes advantage of the physical, emotional, or psychological vulnerability of intended recipients, or
- 1.9.2 uses pressure-based tactics.

- 1.10 Avoid soliciting testimonials.

- 1.11 Maintain copies of all advertising and marketing for three (3) years from the date of publication or broadcast and, upon request, provide the College with:
 - 1.11.1 a copy of the publication;
 - 1.11.2 a recording of any broadcast made through electronic media (e.g., radio, television, email, social media, or website);
 - 1.11.3 a written record of when and where the advertisement was published or broadcast; and
 - 1.11.4 evidence satisfactory to the College verifying any statements or claims made in advertising and marketing.

- 1.12 Ensure that any third-party conducting advertising and marketing on behalf of the licensee complies with this standard.

Principle 2: CCHPBC licensees must ensure their advertising and marketing practices are free from conflicts of interest.

To meet this standard, CCHPBC licensees must **not**:

- 2.1 Endorse or promote, in their capacity as a licensed health practitioner, any property, product, investment, or service unless it directly relates to their scope of practice.
- 2.2 Solicit or involve patients in selling products or services for the direct or indirect benefit of the licensee, including through multi-level marketing.
- 2.3 Offer incentives or inducements that are reasonably likely to encourage inappropriate or unnecessary health services.