

Professional Standard

Advertising and Marketing



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

Definitions
<p>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.</p>
<p>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.</p>
<p>efficacy: refers to statements made about a product, drug, device or treatment’s effectiveness in achieving a specific therapeutic or functional outcome.</p>
<p>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.</p>
<p>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.</p>



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.