



FAQ

Professional Standard: Advertising and Marketing

Introduction

The [Professional Standard: Advertising and Marketing](#) sets out the *minimum* expectations for professionalism and ethical conduct that licensees must meet to ensure that any advertising and marketing activities undertaken by them are professional, accurate, clear, honest, and free from conflicts of interest.

Below are frequently asked questions by licensees.

Q: What does it mean for information to be verifiable?

Professional Standard: Advertising and Marketing, Principle 1.2 states licensees must:

1.2 Ensure the information included in advertising and marketing is accurate, clear, and verifiable.

In the context of advertising and marketing, the College defines verifiable information as information and/or promotional messaging that is:

- Fact-based, rather than opinion based.
- Supported by documentation (e.g., certificates, educational credentials, etc.).
- Not exaggerated and/or misleading.

For example:

✓ Verifiable:

- “Registered Massage Therapist licensed with the CCHPBC.”
- “Graduate from the Canadian College of Naturopathic Medicine.”



X Not verifiable (or potentially misleading):

- “The best therapist in the city.”
- “Guaranteed results.”

Q: Does the requirement in the Professional Standard regarding testimonials mean that licensees can no longer ask patients for reviews to use on their websites?

Yes. Professional Standard: Advertising and Marketing, Principle 1.10 states licensees must:

1.10 Avoid soliciting testimonials.

This means that licensees must not solicit or actively encourage, request, or influence a person to act in a way that would result in a review or testimonial.

Examples of soliciting include:

- Asking a patient to leave a review.
- Providing patients with a link or prompt to leave a review and/or testimonial.
- Suggesting or implying that feedback on a licensee’s practice would be appreciated and/or result in special treatment and/or reduced fees for services.

Q: Do licensees have to remove testimonials that were solicited prior to April 1, 2026?

No, the Professional Standards that are currently in force are not retroactive. As of April 1, 2026, licensees must refrain from soliciting testimonials and/or reviews from patients. Testimonials and/or reviews obtained prior to April 1, 2026, are not subject to this requirement and do not need to be removed.

However, licensees must be prepared to verify the publication dates of any testimonials if requested.

Q: Is a licensee breaching the Professional Standard if a patient posts a review on an unaffiliated website without the licensee’s knowledge?

Professional Standard: Advertising and Marketing, Principle 1.10 states licensees must:



1.10 *Avoid soliciting testimonials.*

Reviews and/or testimonials that patients or members of the public post voluntarily and independently, without any prompting or influence from a licensee, are not considered solicitation and are not subject to the requirements in the Professional Standard, provided that the licensee:

- Did not ask, suggest, or prompt the review in any way.
- Was not aware the review was being posted at the time.
- Was not involved in the creation of a review and/or determining the review's contents.

In these circumstances, the patient made an autonomous and fully independent decision to post the review.

Q: What are incentives and inducements, and why can't licensee's offer them?

Incentives and inducements are offers, gifts, and/or rewards intended to influence a patient's choice of services, products, or health care practitioner. Examples of incentives and inducements include, but are not limited to: discounts, free items, or referral bonuses. These practices can create a conflict of interest.

Professional Standard: Advertising and Marketing, Principles 2 and 2.3 state:

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

2.3 Licensees must not:

Offer incentives or inducements that are reasonably likely to encourage inappropriate or unnecessary health services.

Q: Can a licensee endorse a healthcare product?

Professional Standard: Advertising and Marketing, Principle 2.1 states that 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.



Licensees who choose to endorse, promote or sell products must ensure that the product or service clearly relates to their authorized Scope of Practice under the regulations that apply to the profession for which they are licensed. The College defines endorsing a product as publicly expressing approval or support for the product. Licensees should ensure that any responses to patient questions align with Professional Standards, and that they remain within their authorized Scope of Practice.

Q: If a licensee has “advanced training” in a “specialized” treatment and/or area of practice, how can they advertise their specific services?

Licensees may choose to list relevant additional training or continuing education and may describe these as a preferred area of practice or area of interest. However, licensees may not use language, such as “advanced” or other terminology that infers *superiority* or special status to that of another health care practitioner.

Professional Standard: Advertising and Marketing, Principles 1.4 and 1.7 state licensees must:

1.4 Not use comparative language that infers superiority to that of another health care practitioner.

1.7 Not use the term “expert,” “specialist,” or any similar designation implying special status, accreditation, or expertise in their advertising or marketing.