



FAQ

Professional Standard: Communication and Professionalism

Introduction

The [Professional Standard: Communication and Professionalism](#) sets out the *minimum* expectations that licensees must meet for professional and ethical conduct to ensure they provide respectful, equitable and inclusive care for all patients.

Below are frequently asked questions by licensees.

Q: Is a licensee responsible for the outcomes of care they delegate to another person?

Yes. Professional Standard: Communication and Professionalism, Principle 1.3 states licensees **must**:

1.3 Accept accountability for their individual decisions and actions, as well as for the outcomes of the care they provide and the care they delegate to others.

Q: If a licensee becomes aware that another health care practitioner is practising out of scope, does the licensee need to report them?

Yes. Under the [Health Professions and Occupations Act \(HPOA\)](#), licensees have a legal duty to report concerns about another licensee's conduct or practice, including information suggesting sexual misconduct and/or sexual abuse, significant incompetence, impairment that may affect safe practice, and/or conduct that may pose a risk of harm to the public.

Professional Standard: Communication and Professionalism, Principle 1.5 states licensees must:



1.5 Report unsafe behaviour or unethical conduct by colleagues or other health care practitioners to appropriate authorities, prioritizing patient safety and well-being.

Failure to comply with the HPOA and the Professional Standard could lead to disciplinary action.

Q: How much should a licensee charge for their services? Does the College have a fee schedule licensees can follow?

The College does not set a fee schedule for licensees to follow. Licensees must use their *professional discretion* to develop fees that are *fair and reasonable*. The fees must be clearly displayed and explained to a patient *prior* to the provision of professional services.

Professional Standard: Communication and Professionalism, Principle 5.1 states licensees must:

5.1 Set and charge fees that are fair, reasonable, accurate and clearly displayed and explained to the patient prior to providing any service.

Q: Can licensees offer packages or membership-based care models for their services?

Package or membership-based care that requires pre-payment for treatment and/or incentivizes patients to receive inappropriate or unnecessary treatment are not permitted.

Professional Standard: Communication and Professionalism, Principle 5.2 states:

5.2 Not accept payment for health care services not yet rendered to a patient.

Further, [Professional Standard: Advertising and Marketing](#), Principle 2.3 states licensees must **not**:

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



Q: What should a licensee do if they suspect that there has been fraudulent billing to insurance under their license number?

If a licensee suspects or knows that their license number has been compromised or misused, they are advised to *follow the guidance of their liability insurance provider*. Additionally, the licensee should notify their employer and/or clinic owner, any third-party insurers, and if necessary, they may inform or file a report with local law enforcement.

Professional Standard: Communication and Professionalism, Principle 5.5 states licensees must:

5.5 Accept responsibility for all billing under their licence number and report any fraudulent use of their licence information by others to the appropriate authorities.

For further guidance on preventing identity theft and reporting benefits fraud, consult these online resources:

- Canadian Life & Health Insurance Association (CLHIA) | [How Healthcare Providers can protect themselves from identity theft](#)
- [CLHIA | How to report benefits fraud and abuse](#)
- Province of BC | [Billing Integrity Program](#)
- ICBC | [Preventing insurance fraud](#)