

Workbook

Advertising and Marketing

Module 2



College of
**COMPLEMENTARY HEALTH
PROFESSIONALS OF BC**

Table of contents

Introduction	<u>3</u>
Professional Standard: Advertising and Marketing	<u>4</u>
Learning Outcomes	<u>5</u>
Principle 1 and Outcome Statement	<u>6</u>
Apply to Practice	<u>7</u>
Principle 2 and Outcome Statement	<u>13</u>
Apply to Practice	<u>14</u>
Identify Areas for Growth	<u>16</u>
Explore More: Reflection Questions	<u>18</u>
Support	<u>19</u>
Feedback Survey	<u>19</u>
Apply to Practice: Answer Key	<u>20</u>

Introduction

As a licensee of the College of Complementary Health Care Professionals of BC (CCHPBC), you are responsible for producing professional, accurate, clear, and verifiable advertising and marketing materials in accordance with the [Professional Standard: Advertising and Marketing](#). This workbook is designed to help you understand and apply the Professional Standard: Advertising and Marketing in your day-to-day practice.

HOW TO USE THIS WORKBOOK

This workbook has been designed to review one Principle at a time. Make sure you have a copy of the professional standard open as you go through the workbook and reflect on how you meet the professional standard in your day-to-day practice.

Please download and save the workbook to your device. Alternatively, you may print the workbook. Be sure to use the fillable text boxes throughout the workbook to record your answers and reflections. As you complete the questions, save your work to avoid losing your progress. Answers to the “Apply to Practice” questions can be found in the Answer Key at the end of the workbook. There is **no** requirement to submit the workbook or report completion to the College.

Resources are available to support you. See the [orientation video](#) and the resources at the end of the workbook for more information.

Professional Standard Advertising and Marketing



Learning Outcomes

After reviewing the [Professional Standard: Advertising and Marketing](#) and engaging with the workbook, licensees will demonstrate practical understanding of the legal and ethical requirements for advertising and marketing in professional practice.

Specifically, licensees will be able to:



- Describe the requirements for information and claims made in advertising and marketing materials for health care services, devices, and drugs.
- Identify ethical advertising and marketing principles, including avoiding testimonials and pressure-based tactics.
- Evaluate when separate advertising and marketing materials are required based on reserved titles and scope of practice.
- Identify conflicts of interest in advertising and marketing activities, including endorsements, product sales, and incentives that may influence clinical judgment.
- Describe requirements for maintaining records of advertising and marketing activities.

Principle 1 and Outcome Statement

Principle 1	Outcome Statement
<p>CCHPBC licensees must ensure their advertising and marketing is professional, accurate, clear, and verifiable.</p>	<p>People receiving health care services from a CCHPBC licensee expect that their health care practitioner will promote and advertise their services professionally, accurately, clearly and honestly.</p>

Why is professional, accurate, clear, and verifiable advertising and marketing important?

Advertising and marketing are often a person's first point of contact with a licensee. Professional, accurate, clear and verifiable messaging helps ensure the public is provided with information about health care services they can trust. By meeting the Professional Standard: Advertising and Marketing, licensees support public safety through transparent and accountable practices; uphold the integrity of their profession; and maintain public trust.

As you review Principle 1, think through and respond to the following questions. Answers to the questions with a  (key icon) can be found in the Answer Key, while questions with a  (light bulb icon) are for your own reflection.

1

You want to develop an advertisement that states, “Don’t wait until your pain becomes unbearable. Book now before it’s too late! Your health depends on it.” .

 CHECK YOUR UNDERSTANDING

(a) What type of advertising and marketing tactic is being used in this scenario?

(b) Why should you **not** engage in this type of advertising and marketing?

 IN YOUR PRACTICE...

...how might the language you use in advertising and marketing materials influence or create patient expectations related to health care services? What are the ethical implications of using language that does not meet the requirements of the Professional Standard?

2

You are designing and developing advertising and marketing content.

 CHECK YOUR UNDERSTANDING

When describing your content, which of the following options best align with the professional standard?

- A.** Attractive and persuasive
- B.** Verifiable and accurate
- C.** Strategic and targeted
- D.** Supported by testimonials

 IN YOUR PRACTICE...

...how do you ensure that the advertising and marketing you engage in is accurate, clear, and verifiable?

3

You are reviewing your advertising and marketing materials from the past year.

 CHECK YOUR UNDERSTANDING

(a) What are you required to keep?

(b) How long must you keep advertising and marketing materials?

 IN YOUR PRACTICE...

... do you meet the Professional Standard: Advertising and Marketing requirement for maintaining advertising and marketing materials? If not, identify which areas require attention and develop a plan for implementation.

4

You are designing advertising and marketing materials to promote the health care services you provide.

 CHECK YOUR UNDERSTANDING

When are you **not** permitted to use your reserved title in advertising and marketing materials?

 IN YOUR PRACTICE...

...how do you ensure that you are using your reserved title to promote only those health care services and activities that fall within your scope of practice?

5

You are developing advertising and marketing materials for health care services that you provide and want to use language that aligns with the requirements of the Professional Standard: Advertising and Marketing.

 CHECK YOUR UNDERSTANDING

Which of the statements below should you **not** use? Select all that apply:

- A. “Specializing in chronic pain.”
- B. “Evidence-based therapy to support health; results may vary.”
- C. “Better than physiotherapy—try us today!”
- D. “100% success rate in all cases.”

 IN YOUR PRACTICE...

...how do you review the language used in your advertising and marketing materials?

6

You ask patients for testimonials and reviews.

 CHECK YOUR UNDERSTANDING

When can you solicit testimonials or reviews?

- A.** When compensation is provided
- B.** If consent is obtained
- C.** All the time
- D.** None of the time

 IN YOUR PRACTICE...



...how might soliciting testimonials or reviews affect care? Consider power dynamics and conflicts of interest.

Principle 2 and Outcome Statement

Principle 2	Outcome Statement
<p>CCHPBC licensees must ensure their advertising and marketing practices are free from conflicts of interest.</p>	<p>People receiving health care services from a CCHPBC licensee expect that their health care practitioner will ensure their advertising and marketing practices are free from conflicts of interest.</p>

Why are advertising and marketing practices that are free from conflicts of interest important?

Advertising and marketing materials that are free from conflicts of interest prevent situations where the conflict may affect or influence a licensee's clinical treatment of a patient. This maintains professional integrity, transparency, and trust.

As you review Principle 2, think through and respond to the following questions. Answers to the questions with a  (key icon) can be found in the Answer Key, while questions with a  (light bulb icon) are for your own reflection.

1

You are setting up the fee schedule for your practice and want to make sure you are meeting the requirements of Principle 2.

 CHECK YOUR UNDERSTANDING

In accordance with Principle 2.3, which of the following options would represent an incentive or inducement that is reasonably likely to encourage inappropriate or unnecessary health services? Select all that apply:

- A.** Memberships and treatment packages
- B.** Reduced rates to encourage more frequent treatment
- C.** Reduced rates to fill last-minute schedule openings
- D.** A \$25 gift card for first time patients

 IN YOUR PRACTICE...

...how might offering incentives alter your clinical judgement?

2

Outside of your practice you are an ambassador for a health and wellness company that provides you with financial incentives for every new person you refer. You would like to refer and encourage patients to become ambassadors also.



CHECK YOUR UNDERSTANDING

Which requirement of the Professional Standard: Advertising and Marketing addresses this scenario?



IN YOUR PRACTICE...

...how might involving patients in selling products or services affect the practitioner–patient relationship?

Identify Areas for Growth

Referring to your answers from the previous “IN YOUR PRACTICE...” section, use the questions below to identify the areas of your practice where you are consistently meeting the requirements of the standard as well as areas requiring further growth and development.

> What requirements in the Professional Standard: Advertising and Marketing are you consistently meeting?

> What requirements in the Professional Standard: Advertising and Marketing are you **not** consistently meeting?

Explore More

Reflection Questions

On your own or with colleagues, complete the following reflection questions to further explore how the Professional Standard: Advertising and Marketing applies to practice.

- > How do you plan to maintain copies of all advertising and marketing materials for the required three (3) years?

- > How often do you review your advertising and marketing materials to ensure you are meeting the requirements of the Professional Standard: Advertising and Marketing, including:
 - **not** making false or misleading statements
 - **not** using language such as “expert” or “specialist”, and
 - ensuring that any third-party advertising and marketing complies with the requirements?

- > Do your advertising and marketing practices prioritize patient well-being over business interests?

Support

Have questions or need more support?

- > [Review Professional Standards and Frequently Asked Questions.](#)
- > Contact a Practice Advisor at [**practicesupport@cchpbc.ca**](mailto:practicesupport@cchpbc.ca).
- > Refer to the [**Health Professions and Occupations Act \(HPOA\)**](#) and the [**Complementary Health Professionals Regulation**](#) for additional information on reserved titles.

Missed a Module? [Click here to view available modules](#)

Feedback Survey

Please take a moment to provide your feedback to improve future learning activities.

Submit feedback

Apply to Practice

Answer Key



1

QUESTION 1 | PRINCIPLE 1

- (a) This is an example of a pressure-based tactic.
- (b) You should not engage in this type of advertising and marketing because it takes advantage of the physical, emotional, or psychological vulnerability of intended recipients.

Professional Standard: Advertising and Marketing, Principles 1.9 states:

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.

2

QUESTION 2 | PRINCIPLE 1

- B.** Verifiable and accurate.

Professional Standard: Advertising and Marketing, Principle 1.2 states:

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

3**QUESTION 3 | PRINCIPLE 1**

(a) You are required to keep a copy of the publication, a recording of any broadcast made through electronic media, and written record of when and where the advertisement was published or broadcast. (Principles 1.11.1, 1.11.2, 1.11.3, 1.11.4).

(b) You must keep advertising and marketing materials for 3 years.

Professional Standard: Advertising and Marketing, Principle 1.11, states:

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.*

4**QUESTION 4 | PRINCIPLE 1**

Professional Standard: Advertising and Marketing, Principle 1.6 states:

1.6 *Not use reserved titles to promote services or activities that fall outside their scope of practice.*

5

QUESTION 5 | PRINCIPLE 1**A.** “Specializing in chronic pain.”

Professional Standard: Advertising and Marketing, Principle 1.7 states:

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

C. “Better than physiotherapy—try us today!”

Professional Standard: Advertising and Marketing, Principle 1.4 states:

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

D. “100% success rate in all cases.”

Professional Standard: Advertising and Marketing, Principle 1.3.1 states:

1.3.1 *making unsubstantiated claims that create an unjustified expectation for efficacy.*

6

QUESTION 6 | PRINCIPLE 1**D.** *None of the time.*

Professional Standard: Advertising and Marketing, Principle 1.10 states:

1.10 *Avoid soliciting testimonials.*

1

QUESTION 1 | PRINCIPLE 2

All of the following represent an incentive or inducement:

- A. Memberships and treatment packages.
- B. Reduced rates to encourage more frequent treatment.
- C. Reduced rates to fill last-minute schedule openings.
- D. A \$25 gift card for first time patients.


2

QUESTION 2 | PRINCIPLE 2

Professional Standard: Advertising and Marketing, Principle 2.2 states licensees must **not**:

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.



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