



CTCMPANL Advertising Guidelines

SECTION 1 - General Parameters

1. Members may use only professional titles when advertising
2. An advertisement may only contain information pertaining to activities that are within the Members scope of practice as defined by the CTCMPANL
3. Members shall notify CTCMPANL of certifications in the use of modalities such as laser etc. by forwarding certified copies of their certificates to CTCMPANL.
4. Public notifications specific to a Member and/or their clinic are regarded as advertising and should follow the CTCMPANL advertising Guidelines
5. A Member shall not advertise or allow advertising on their behalf, of a product or equipment unless it is related to the Profession and the Member is qualified to use that product or equipment.
 - a. advertising is compliant with the Advertising Guidelines
6. Members who advertise their fees for service must specify any add on fees for extra services and specify the nature of those services.
 - a. Members and patients may mutually agree on prices for services which are lower than those publicized

SECTION 2 - Advertisements may contain

1. The name of the Member, his/her partners and associates as well as the name of the facility in which the practice is located
2. The Members title, i.e: owner, president, CEO etc.
3. The Members credentials as recognized by the College
4. The Member's address, accessibility, neighbourhood, telephone number, fax, email address and website
5. Hours of operation
6. Languages spoken by the Member
7. Employment opportunities in the Members specific establishment
8. A change in address or telephone number
9. The opening or closing of the Members establishment
10. The commencement or termination of a partnership or associateship

Ref. for #9 & 10 (See "Briefing on Closing Practice" www.nlchp.ca)

Use the Education/Resources tab to locate the title and use the link once opened.

11. Conditions/disorders that are amendable to TCM and acupuncture as long as they are within the educational scope of the Member
12. The logo of the Members establishment
13. Modalities and specialties performed by the Member:
 - a) If supported by specific training of the Member.AND
 - b) The Member has complied with Section 1.3 of these guidelines.
14. Information on the types of services available at the facility
15. Membership with the CTCMPANL

SECTION 3 - Advertisements shall not

1. Contain false, deceptive or misleading claims, promise of results, statements or illustrations (by the inclusion or omission of information) that cannot be accurately supported or be demonstrated as a statement of fact
2. Contain guarantees
3. Discredit other Members, professions, clinics or groups relating to abilities, services, fees, claims, titles or positions
4. Contain endorsements for products
5. Omit relevant information in a manner so that the result is deceptive
6. Breach practitioner-patient confidentiality in any manner such as disclosing names, identifying features, addresses/places of employment of patients
7. Contain license or Membership numbers

SECTION 4

4.1 Modes of Advertising

1. Business cards – Refer to General Parameters (Section1)
2. Yellow pages
 - a. Where a Member is included in a multidisciplinary clinical advertisement the information presented regarding the Member must adhere to the General Parameters (Section 1)
3. Website
 - a. Additional information contained within may reference Traditional Chinese Medicine studies, documents, links of interest, etc. as long as the material is professional and tasteful
 - b. Should contain references for inclusive information where applicable
4. Email
 - a. Can only be used for existing patients or those requesting such information or it will be considered as coercing and will contravene boundaries of confidentiality as stipulated in the Personal Health Information Act (PHIA)

- b. Should contain references for inclusive information where applicable
- 5. Signage (establishment and vehicular)
 - a. Establishment
 - b. Vehicular
- 6. Brochures/Pamphlets
 - a. Must include the date of publication on the document
 - b. Should contain references for inclusive information where applicable
- 7. Newspaper/magazine/website ads
- 8. Posters
- 9. Mail-outs
 - a. These documents may only be sent to existing patients
 - b. Must include the date of publication on the document
 - c. Should contain references for inclusive information where applicable
- 10. Magnets/pens/buttons-
- 11. Hand-outs
 - a. Should contain references for inclusive information where applicable
- 12. Facebook page
- 13. Trade shows
- 14. Television/ radio ads
- 15. Article/book/paper writing
- 16. Presentations/Interviews
 - a. Only a College representative may speak to College business
 - b. Special circumstances may be considered only upon the approval of the Board

Associated position statement

NLCHP Briefing statement: **Closing a practice, Re-locating and Referring Care**

(See "Briefing on Closing Practice" www.nlchp.ca - Use the Education/Resources tab to locate the title and use the link once opened)

REFERENCES

http://www2.publicationsduquebec.gouv.qc.ca/dynamicSearch/telecharge.php?type=3&file=/A_5_1/A5_1R3_A.HTM

http://www.qp.alberta.ca/documents/Regs/1988_042.pdf

<http://www.cpsnl.ca/default.asp?com=Policies&m=360&y=&id=7>

http://www.arntl.ca/documents/publications/Advertising_Nursing_Services%20updated%202011.pdf

http://app.reach.gov.sg/Data/adm05%5Cc6%5Cp1024%5Ccurr_adv_guidelines.pdf

<http://www.sma.org.sg/cmep/professionalism/PFA/PFA2.html>

<http://www.adstandards.com/en/Standards/canCodeOfAdStandards.aspx>

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