



PRACTICE GUIDELINES

ISSUED: November 2003

REPLACES: Draft 1

Interpretation of Advertising Guidelines

Responsibility: College members

Preamble:

To clarify the position of the College in the enforcement of the Act, The Nova Scotia College of Physiotherapists is issuing the following interpretation of the advertising guidelines. These interpretations will be considered in investigations of advertising related complaints. Members are expected to be professional in their advertising and to be clear to the public what services they provide and who is providing the service. (Within the parameters of the Advertising

The advertising guidelines are set forth in the Regulations to the Act in Sections 41 through to 48.

Section 41 states that you should use the title physiotherapist, and may use in association with your name any degrees and certificates approved by the Board. (*For interpretation refer to **Use of Title** policy which states only the professional designation of PT is to be used following the name. Other designations are academic i.e. BScPT, MScPT etc and must be written on a line below the name; membership designations such as MCPA must be written out so as not to confuse the public who may construe many letters with many educational qualifications.*)

Section 42 states that if you are advertising a clinic, or health services center with a non-designated service (i.e. the word physiotherapy is not in the name of the clinic), you must include the names and title of the physiotherapists working there. (*Interpretation... It is not necessary to list names on clinic doors but business cards must be available onsite with the PT's name and title on it. If you advertise in paper or flyers you must list employees by name and title if you offer services other than physiotherapy.*)

Section 43 relates to specialization. (*Interpretation... The College does not currently have a Specialist Register and does not condone the use of any designations that indicate speciality as part of your professional title or practice.*)

Section 45 gives members the option to apply to the Board for approval of any advertisement they feel may not meet the Guidelines as set forth in the Act. (*Board approval prevents the possibility of complaint action due to improper advertising*)

Section 46 sets out the specifics with regard to content...

- no claims of superiority over the practice of another Physiotherapist
- must accurately reflect the practice
- must not be misleading to the public
- cannot be in the nature of a testimonial or a comparative statement
- cannot make claims as to the quality or efficacy of service provided
- should not promote excessive or unnecessary use of the services provided

Section 47 states that a physiotherapist shall only insert their name on exercise programs used specifically for his/her personal patients or they can insert their name on general information sheets distributed by/through them.

Section 48 states that professional signs should be dignified and limited in wording to indicate the location of the practice. *(Interpretation... The Board has already relaxed a bit on these expectations. We still expect signage to be tasteful and professional but it may reflect the services offered [within the limits as stated above] as well as the location. Sandwich Board signs and roadside "Glo" signs are not considered tasteful professional .*