

ADVERTISING YOUR SERVICES

The Nova Scotia College of Physiotherapists Issues Advisory Statements to provide guidance to members on practice issues.

This Advisory assists in the interpretation of the advertising legislation as set out in Sections 42 through to 48 of Schedule A “*Registration Regulations*” pursuant to Section 6 of the *Physiotherapy Act*. Members are expected to be professional in their advertising and to be clear to the public what services are provided.

WHAT ARE YOUR OBLIGATIONS?

- **Section 42** states a physiotherapist who advertises or uses the words clinic, institute or health service or any other with a non- personal designation shall include with the designation, the name or names of the physiotherapists working there.

This means ... Only a Physiotherapist can advertise physiotherapy services, and although It is not necessary to list names on clinic doors, business cards must be available onsite with the PT's name and title on it. If you offer services other than physiotherapy and you advertise in newspapers, flyers etc. you must list employees by name and title. Only a service with at least fifty one percent ownership by a registered physiotherapist can use the word physiotherapy in the name of the clinic.

- **Section 43** states no physiotherapist shall use or condone the use of any terms, titles, or designations indicating specialization or expertise in any branch of physiotherapy....unless registered in the Specialist Register.

This means.....The College does not condone the use of any designations that indicate expertise or special interest as part of your professional title. (Unless you are listed in our Specialist Register and using the designation approved by the Board)The College does, however, permit members to indicate on lines below their name and professional designation (which is PT) if they have a practice interest or offer certain services. They cannot refer to it as 'specializing in' or 'certified in'.

- **Section 45** states that the Board can grant, or refuse, permission to publish advertisements that deviate from these regulations.

This means...that if members are uncertain, they should apply to the Board for approval of any advertisement they feel may not meet the regulations as set forth in the Act.

- **Section 46** states that no physiotherapist shall advertise services they provide in a manner that:
 - claims superiority of practice over that of another physiotherapist;
 - is inaccurate;
 - is capable of misleading the public;
 - is in the nature of a testimonial or a comparative statement;

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- makes claims as to the quality or efficacy of service provided;
- promotes excessive or unnecessary use of the services provided; or
- is of a character which could be regarded to bring the profession of physiotherapy into disrepute.

This means... the College does not condone the use of testimonials on websites, in brochures, in flyers etc. Nor the use of terms like 'better' or 'best', There should be no reference to service received at other sites etc..

- **Section 47** states no physiotherapist shall insert their name on exercise programs sheets except those of his/her own personal patients. They can insert their name on general patient information sheets.

This meansthat you should only sign off on exercises that you have assigned, and on general information sheets that you have reviewed and are in agreement with.

- **Section 48** states that professional signs should be dignified and limited in position, size and wording such as is reasonably required to indicate the location of the practice.

This means... signage should be tasteful and professional in size and placement, but it may reflect the services offered [within the limits as stated above] as well as the location.

This Advisory replaces the 2003 Practice Guideline “*Interpretation of Advertising Guidelines*.”