

## 2020-05-05 Advertising

Dear Registrant:

First of all, we hope that you are well. It was gratifying to have more than 600 of you join us at the AGM.

We know that the profession is looking forward to a return to re-opening in-person services and, in that regard, it has come to our attention that some naturopathic doctors have begun to advertise future dates for 're-opening'.

Further to our email of April 22 regarding expectations of health professionals, the message from the Provincial Health Officer continues to be that "all nonessential and elective services involving direct physical contact with patients and clients should be reduced to minimal levels, subject to allowable exceptions, until further notice." Timelines concerning when non-urgent in-person care can resume remain unknown.

As you know, the Provincial Health Officer has provided this message to protect the health and safety of all British Columbians. The College has been following up on any information received regarding possible violations of the restrictions on nonessential services by naturopathic doctors on an urgent, high-priority basis. We will continue to take all such breaches very seriously, and any party intentionally advertising misinformation will be subject to disciplinary action by the College.

In the course of our inquiries, we have also learned that some naturopathic doctors have begun scheduling future appointments tentatively, intending to cancel such appointments on a rolling basis until restrictions on nonessential services are lifted.

Naturopathic doctors who take this approach are expected to explain it clearly in all marketing concerning 're-opening', resumption of business, and/or the return of some in-person services. This will help patients to clearly understand potential limitations on services, and will assist the College in determining where to direct investigative resources.

We thank you in advance for your anticipated cooperation. Should you have questions that are not addressed on our website or in our communications, please send them to [office@cnpbc.ca](mailto:office@cnpbc.ca).