

CNPBC AGM Ethics Sessions Agenda

9 am AGM and CNPBC Business

10 am - 11 am Risk Reduction Through Recordkeeping

You may be keeping records of your patient visits, but would they contain the appropriate information to demonstrate the care that you provided if you were to be subject to a lawsuit or regulatory complaint? This presentation will: review why maintaining adequate records is an essential part of naturopathic practice; analyze the most common types of complaints that come before regulators; and provide tips on how to maintain proactive documentation to prevent common medico-legal risks. There will be time included for facilitated discussion and a Q&A period.

11 am – 12 pm Conflicts of Interest in Naturopathic Practice

Do you have a relationship with any health-related companies, products or services? This presentation will help you understand where the line is between healthy business and conflict of interest. This interactive presentation will review the types of direct and indirect conflicts of interest that are common in the naturopathic profession; discuss ways to reduce or eliminate conflicts; and analyze how some common patient requests may lead to significant regulatory and legal concerns. There will be time included for facilitated discussion and a Q&A period.

12 pm – 1 pm LUNCH

1 pm - 2 pm Maintaining the Therapeutic Relationship

Maintaining an appropriate therapeutic relationship is the foundation of any naturopathic physician-patient interaction. This presentation will: review the importance of setting and maintaining appropriate boundaries in the therapeutic relationship; provide an overview of examples of boundary crossings in clinical practice; encourage a discussion regarding types of difficult patient encounters and various approaches to managing these situations. There will be time included for facilitated discussion and a Q&A period.

2 pm - 3 pm Advertising and Social Media

Engaging in social media is one of the best ways for naturopathic doctors to market their practice and engage with their community, but it's not without risk. This presentation aims to clarify the most common issues that are relevant to NDs who engage in social media. It will: review the main advertising issues that are negatively affecting the profession across Canada; review the key professional obligations of using social media in practice; and apply ethical guidelines for using social media to reduce risks in your own practice. There will be time included for facilitated discussion and a Q&A period.

Presenter Bio

Dr. Sylvi Martin is a Naturopathic Doctor and a Registered Nurse who has been practicing in the field of professional regulation for over a decade. After earning her Bachelor of Science in Nursing from Laurentian University, in 2004, Sylvi began her nursing practice in acute care psychiatry at St. Michael's Hospital in Toronto where dealing with high-risk clinical scenarios was a daily occurrence.

Sylvi went on to pursue studies in naturopathic medicine, graduating from the Canadian College of Naturopathic Medicine in 2009. Since then, in addition to her naturopathic practice in Toronto, she maintains a nursing practice in professional regulations as an Investigator for the College of Physicians & Surgeons of Ontario. Since 2015 Sylvi has been serving as a professional member of the Inquiries, Complaints and Reports Committee of the College of Naturopaths of Ontario which investigates and reviews concerns regarding the conduct and clinical care of naturopathic doctors in Ontario.

She has also undertaken additional training in Professional Regulation & Discipline through Osgoode Hall Law School, Alternative Dispute Resolution Training through the Stitt Feld Handy Group, and clinical training with Public Health Ontario in Infection Prevention and Control.

Since 2016, Sylvi has been instructing continuing education courses in ethics and jurisprudence for naturopathic doctors for various associations throughout Canada. In 2019 she was invited to design and instruct the *Introduction to Regulated Practice* course at the Canadian College of Naturopathic Medicine where she is part-time instructor.

In her free time she may be found nibbling blueberries and feeding the "trust fund squirrels" in her garden, perfecting her chocolate savouring skills, out in the forest or swimming at the cottage, or on the hunt for more scarves in some corner of the world with her infinitely patient partner Dave.