



ADVERTISING POLICY

This Advertising Policy has been established by the Board of the College of Naturopathic Physicians of British Columbia under the College Bylaws and the *Health Professions Act*.

1. Definitions

- a. "Registrant" - see Bylaws Part 4 Sections 45, 46, 49.
- b. "Advertisement" means the use of space or time in a public medium or the use of a commercial publication such as a brochure or handbill to communicate with the general public, or a segment thereof, for the purpose of promoting professional services or enhancing the image of the advertiser.
- c. "Marketing" includes:
 - i. an Advertisement,
 - ii. any publication or communication in any medium to any patient, prospective patient or the public in general, in the nature of an Advertisement, promotional activity or material, a listing in a directory, a public appearance or any other means by which professional services are promoted, and
 - iii. contact with a prospective client initiated by or under the discretion of a Registrant.

2. Titles and Designations

2.1 A Registrant

- a. may use the title "Doctor" or "Dr." as a prefix to their name and must use the title in a manner which denotes they are a naturopathic physician.
- b. if writing about an individual doctor of naturopathic medicine, the term naturopathic or initials ND need to be attached to the word doctor at least once. Subsequent use of the term doctor or initials Dr. does not need further reference to naturopathic.
- c. when using the term physician, the designation naturopathic physician must be used each time for NDs. Physician, as a stand alone term, could imply another type of physician, for example an MD, even in a naturopathic setting.
- d. may use degrees or degree abbreviations as a suffix to their name if the degree is from a recognized institution, for example Jane Doe, BSc, ND.



- e. must use appropriate vocabulary to describe the naturopathic profession to the public, government and medical peers.
- f. the terms "naturopath" and "naturopathy", where possible, are to be replaced with "naturopathic physician" and "naturopathic medicine" respectively.
- g. must ensure that representation and Marketing by a second party about the Registrant conforms to the CNPBC advertising policy. References to the Registrant such as "author, speaker, educator or counselor" should be factual, accurate and verifiable.

3. Claims

3.1 Any Marketing undertaken or authorized by a Registrant in respect of his or her professional services must not be:

- a. false,
- b. inaccurate,
- c. reasonably expected to mislead the public,
- d. unverifiable or
- e. contrary to the public interest in the practice of the profession.

3.2 Marketing violates section (3.1) if it:

- a. is calculated or likely to take advantage of a weakened state, either physical, mental or emotional of the recipient or intended recipient;
- b. is likely to create in the mind of the recipient or intended recipient an unjustified expectation of the results which the Registrant can achieve;
- c. implies that the Registrant can obtain results
 - i. not achievable by other Registrants,
 - ii. by improperly influencing a public body or official or any corporation, agency or person having any interest in the welfare of the recipient, or
 - iii. by any other improper means;
- d. compares unfairly or in bad faith the quality of services provided with those provided by:
 - i. another Registrant,
 - ii. a person authorized to provide health care services under another enactment, or
 - iii. another health profession; or
- e. is a patient testimonial and/or review of the Registrant and/or the Registrant's place of practice.

4. Representation

4.1 A Registrant must not:

- a. state publicly that he or she speaks on behalf of the college unless he or she has been expressly authorized by the board to state the official position of the college;
- b. endorse or lend himself or herself as a Naturopathic Physician to the Advertisement of any property, investment or service for sale to the public [unless such property, investment or service relates directly to the profession];
- c. involve a patient or solicit a patient to become involved in selling products or services for the direct or indirect benefit of the Registrant;
- d. solicit or involve a patient to sell multi-level Marketing products for the direct or indirect benefit of the Registrant; and
- e. engage in, condone, and/or be included in any advertising and/or marketing that could mislead a member of the public to believe that an unregulated individual is a regulated health professional.

4.2 A Registrant is encouraged to represent the profession with the use of the CNPBC logo to promote uniformity within the profession and to assist the public in recognizing unlicensed practitioners.

- a. a Registrant must take all reasonable steps to discourage the misuse of the CNPBC logo and must report any misuse to the CNPBC Board.
- b. personal logos are also appropriate but not at the exclusion of the CNPBC logo.

5. Fees

5.1 A Registrant who, in any Advertisement, includes a statement of fees for a specific service

- a. must ensure that the statement sufficiently describes the fees and services so as to enable the recipient or intended recipient to understand the nature, cost and extent of the services to be provided;
- b. must not compare the fees charged by the Registrant with those charged by another Registrant;
- c. may advertise that naturopathic physician services may be subsidized by the Medical Services Plan of British Columbia or that he or she is authorized by the Workers Compensation Board of British Columbia to perform or provide services, but must clearly state in the Advertisement the cost to the patient of the services to be provided; and
- d. may advertise prices only in short term Advertisements such as newspapers. Long term advertising of prices such as in the yellow pages is strictly prohibited.

6. Scope

6.1 Certifications

A Registrant, unless he or she has a notation of certification entered into the register in relation to his or her name under section 53 of the Bylaws,

- a. must not use the term “certified” or any similar designation suggesting a recognized special status or accreditation on any letterhead or business card or in any other Marketing, and
- b. must take all reasonable steps to discourage the use, in relation to the Registrant, by another person of the term “certified” or any similar designation suggesting a recognized special status or accreditation in any Marketing.

6.2 Specialties

A Registrant, unless he or she has a notation of specialty entered into the register in relation to his or her name under section 54,

- a. must not use the term “specializing in”, “specialist” or any similar designation suggesting a recognized special status or accreditation on any letterhead or business card or in any other Marketing;
- b. must take all reasonable steps to discourage the use, in relation to the Registrant, by another person of the term “specializing in”, “specialist” or any similar designation suggesting a recognized special status or accreditation in any Marketing;
- c. may not designate as a specialty nor use terms or terminology such as “specialist” or “specialties” in reference to areas of practice other than those designated and approved by the CNPBC Board; and
- d. may not list aspects of practice generally recognized as having special training such as, but not limited to, designations like cardiology, neurology and gastroenterology.

6.3 Diagnosis

A Registrant

- a. may advertise a “primary diagnostic procedure” as such and the procedure must be generally accepted by the board, other professions and/or insurance companies; and
- b. may advertise a “non-diagnostic/ information gathering procedure” but not related to a specific condition or diagnosis (e.g. stating “Clinic services include Darkfield microscopy and Meridian Stress Assessment” is acceptable whereas stating “Darkfield microscopy for cancer diagnosis or Meridian Stress Assessment for allergies” is not).

6.4 Treatment

Registrants who limit their practices to certain modalities or areas of the profession may state in any Marketing the modalities or areas to which the practice is restricted.

- a. Advertisement regarding the treatment of specific conditions is appropriate.
- b. a Registrant may indicate specific modalities approved by the CNPBC Board such as, but not limited to, manipulation, nutrition, classical homeopathy or counseling. These modalities may be listed but not as “specialties” as they are not approved as specialties by the Board.

7. Records

7.1 A Registrant must retain for one year after the date of publication or broadcast, any Advertisement or brochure and must provide to the board upon request:

- a. a copy of any such publication;
- b. a recording of any such broadcast made by use of any electronic media, including radio, television and microwave transmission; and
- c. a written record of when and where the publication or broadcast was made.

7.2 A Registrant must, when called upon by the Discipline Committee, the Inquiry Committee or the Board to do so, provide evidence satisfactory to the committee or Board verifying the statements made in his or her Marketing.

8. Responsibility

It is the responsibility of the Registrant to ensure that these advertising policies are adhered to. If the Registrant is uncertain whether an Advertisement fits within this policy or not, the Registrant is responsible for submitting the Advertisement to the Advertising Committee for approval.

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