

Proposed Regulation R-016
Under the *Chiropractic Act, 1991*
Approved by Council: October 28, 1995
Amended and Approved by Council: June 22, 2007, November 29, 2007, and September 24, 2009
Submitted to the Ministry of Health and Long-Term Care (MOHLTC) for review and processing
(subject to MOHLTC approval)

Note to Readers: In the event of any inconsistency between this document and the legislation that affects chiropractic practice, the legislation governs.

1. An advertisement must be:
 - (a) accurate, factual and contain information that is verifiable;
 - (b) readily comprehensible by the persons to whom it is directed.
2. An advertisement may:
 - (a) name a specific service, technique and/or product but cannot claim superiority or endorse the exclusive use of such services, techniques or products;
 - (b) make reference to the member being a specialist, provided the member is recognized pursuant to CCO's policy as a specialist, and the specialty is disclosed. Refer to Policy P-029: Chiropractic Specialties, for the list of specialties currently recognized by CCO;
 - (c) make reference to the member being affiliated with any professional association, society or body, other than CCO, only on curriculum vitae, business stationery and recognized public displays;
 - (d) allow an individual or organization to endorse a member provided:
 - (i) the individual or organization proposing the endorsement has sufficient expertise, according to CCO, relevant to the subject matter being endorsed;
 - (ii) the member has been appropriately assessed as providing the subject matter being endorsed;
 - (e) offer an initial complimentary consultation.
3. Any advertisement with respect to a member's practice must not contain:
 - (a) anything false or misleading;
 - (b) a guaranteed success of care;
 - (c) any comparison to another member's or other health care provider's practice, qualifications or expertise;

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- (d) any expressed or implied endorsement or recommendation for the exclusive use of a product or brand of equipment used to provide services;
 - (e) testimonials that refer to a particular member or office;
 - (f) material that, having regard to all the circumstances, would reasonably be regarded as disgraceful, dishonourable or unprofessional.
4. A member may advertise his/her fee for chiropractic services provided:
- (a) the advertisement contains accurate, complete and clear disclosure of what is and what is not included in the fee;
 - (b) there are no hidden fees/costs;
 - (c) the member does not bill a third-party payor for the complimentary portion of the diagnostic or treatment service;
 - (d) the advertisement expressly states the timeframe to be honoured for any complimentary or discounted diagnostic or treatment service;
 - (e) the advertisement does not limit the offer to a certain number of participants;
 - (f) no obligation is placed on the patient for follow-up appointments as a result of the complimentary or discounted diagnostic or treatment service;
 - (g) the advertisement is presented in a professional manner that maintains the dignity of the profession.
5. A member advertising the exchange of products/services for proceeds/donations to a charity may do so as follows:
- (a) the proceeds/donations are being collected for a registered charity, school or other organization that, in the opinion of the Advertising Committee, serves the public's interest ("charity");
 - (b) the charity is disclosed in the advertisement;
 - (c) the member discloses the part of the proceeds/donations to be given to the designated charity and if he/she is taking any proceeds/donations to cover his/her expenses;

- (d) the member may not bill any third-party payor for the diagnostic or treatment services provided in exchange for the charitable proceeds/donation;
 - (e) the member providing diagnostic or treatment services in exchange for the charitable proceeds/donation must comply with all CCO standards of practice.
6. Public presentations or displays are permissible provided:
- (a) member(s) adhere(s) to CCO's regulations and standards of practice (e.g., consent, record keeping);
 - (b) professional conduct is maintained at all times;
 - (c) material distributed complies with the advertising standard;
 - (d) assessment(s) performed are for educational purposes;
 - (e) no controlled acts of diagnosis and/or adjustments are performed;
 - (f) no coercion or pressure tactics are used.
7. (a) Banner advertising on the Internet must comply with CCO's advertising standard of practice.
- (b) A member's website is considered an extension of the member's office. Information on members' websites must be informative, educational and professional.
- (c) Information on a member's website must comply with CCO's standards of practice, except S-016: Advertising.
8. A member must not:
- (a) advertise or permit advertising with respect to his/her practice in contravention of the regulations or standards of practice;
 - (b) contact or communicate with or allow any person to contact or communicate with potential patients via telemarketing or electronic methods.