
HEALTH CARE CLAIMS IN ADVERTISING, WEBSITES AND SOCIAL MEDIA



Guideline G-023

Quality Assurance Committee

APPROVED BY COUNCIL: NOVEMBER 25, 2021 (CAME INTO EFFECT FEBRUARY 25, 2022)

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

INTENT AND OBJECTIVES

To establish CCO procedures for enforcing CCO standards of practice related to health care claims in members' advertising, websites and social media. This guideline should be read in conjunction with Standard of Practice S-023: Health Care Claims in Advertising, Websites and Social Media.

DESCRIPTION OF GUIDELINE

CCO will be conducting thorough reviews of members' online websites, social media sites and marketing material on an ongoing basis. The focus of these reviews will be to ensure members are in compliance with established CCO standards, policies and guidelines, and specifically Standard of Practice S-023: Health Claims in Advertising, Websites and Social Media, Standard of Practice S-016: Advertising and Guideline G-016: Advertising.

Members are required to take regular steps to confirm all their advertising, websites and social media are in compliance with CCO standards of practice. Below are some methods and online resources to assist in that process (list is not exhaustive):

- Carefully review the content of websites, social media posts and other online advertising material;
- Search online material using the following tools:
 - Google search your website using the "site" function
 - Search Facebook pages by term using "choose a source"
 - Search Twitter pages with filters for tweets:
- An in-depth review of websites, social media posts and other online advertising material during the peer and practice process;

It is recommended that members contact their IT providers for specific assistance and explanations needed to ensure compliance.

If, during the process of the CCO review, a member is found to be non-compliant with Standard of Practice S-023: Health Care Claims in Advertising Websites and Social Media, Standard of Practice S-016: Advertising or Guideline G-016: Advertising, CCO will take one or more the following actions:

Guideline G-023: Health Care Claims in Advertising, Websites and Social Media

- Communication from CCO to the members who are found to be non-compliant with the standard of practice directing them to comply with the standard of practice;
- Referral of the matter to the Inquiries, Complaints and Reports Committee for further review; or
- Other action as necessary, consistent with the *Regulated Health Professions Act, 1991*, with consideration to the breach of the standard of practice and the risk to the public interest.

LEGISLATIVE CONTEXT

Regulation 852/93: Professional Misconduct

The following are acts of professional misconduct for the purposes of clause 51.1(c) of the Health Professions Procedural Code:

2. Contravening a standard of practice of the profession or failing to maintain the standard of practice expected of members of the profession.
14. Providing a diagnostic or therapeutic service that is not necessary
33. Engaging in conduct or performing an act that, having regard to all the circumstances, would reasonably be regarded by members as disgraceful, dishonourable or unprofessional.

This standard of practice should be read in conjunction with:

- Standard of Practice S-001: Chiropractic Scope of Practice
- Standard of Practice S-016: Advertising
- Standard of Practice S-023: Health Care Claims in Advertising, Websites and Social Media
- Guideline G-012: Use of Social Media
- Guideline G-016: Advertising