
PUBLIC SCREENINGS



Policy P-017

Quality Assurance Committee

Approved by Council: November 29, 2018

Amended: 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

Chiropractors may perform screenings and provide care in public settings. This policy is intended to provide members with practical approaches to public event planning and implementation and ensure that chiropractic is consistently promoted in a professional manner with personal accountability.

Public screenings can be of value to the public because they can educate the public about chiropractic, build a stronger chiropractic presence in the professional and public communities, and promote chiropractic as a safe and effective health care choice

Members are reminded that in conducting any public screenings or care, they are representing the chiropractic profession, and are expected to conduct themselves in a professional manner, maintain the dignity and integrity of the profession, and adhere to CCO regulations, standards of practice, policies and guidelines.

DESCRIPTION OF POLICY

Definitions

A “public health screening” is a public event where a member conducts assessment procedures on the public to identify possible chiropractic/health concerns that may require attention.

A “health fair” is a community event focused on the promotion of health.

A “trade show” is an exhibition for people or companies to demonstrate products and services.

I. Public Health Screening

Purpose

A public health screening is the application of a test to detect a possible condition in a person who has no known sign or symptoms of that condition. It is performed on in order to identify potential health problems and determine appropriate interventions.

Public health screenings that promote public health and preventative health strategies are commonly used by health professionals. These screenings are of value to the public because they may identify early signs of potential health problems and educate the public about chiropractic.

The purpose of a public screening is not to diagnose, but to identify possible health problems that may need attention. A public health screening may not be used to conduct a full examination, render a diagnosis¹, recommend a plan of care, or solicit patients. A member may not subject the public or participants to undue pressure or duress to participate in a public health screening or follow up with chiropractic care.

Location

A member may only conduct a public health screening at an appropriate and suitable public location, such as a health fair or trade show, and must ensure that he/she has the necessary permission and/or permits from the owners or authority in charge.

Chiropractic Representation

CCO requires that at least one registered member of the CCO be present at a public screening at all times.

Public Screening Set-up/Presentation

All public display material used in a public health screening shall comply with the *Public Screening Setup/Presentation* section of this policy.

Any written material shall include a disclaimer that the public health screening does not constitute an examination, and therefore is not sufficient to render a diagnosis of any condition, or recommend a plan of care.

Screening Procedures

A member shall provide the public and the participant with a clear description and explanation of the purpose of the screening procedure.

For the purpose of this policy, “fully informed” consent means a participant understands that the purpose of the screening is not to conduct an examination, render a diagnosis, or recommend a plan of care, but rather to educate the participant on chiropractic, explain the nature and purpose of the screening procedures, demonstrate the screenings procedures, and screen the participant for potential health concerns that may require further investigation in a formal office setting.

¹ See Standard of Practice S-008: Communicating a Diagnosis

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Prior to performing any screening procedure, a member shall obtain consent that is:

- fully informed;
- voluntarily given;
- related to the patient's condition and circumstances;
- not obtained through fraud or misrepresentation; and
- evidenced in written form and signed by the participant or otherwise documented in the patient health record.

A member shall:

- advise the participant that he/she may withdraw their consent at any time;
- offer the participant the option of having the screening procedure performed in a private area (e.g., separated or sectioned off with a curtain);
- maintain records in accordance with Standard of Practice S-002: Record Keeping; and
- perform a screening in compliance with current privacy legislation.

A member shall not:

- disrobe or gown any participant at a public display/health screening;
- use a method of screening that uncovers, shifts or alters a participant's clothing (e.g., shirts, slacks, dresses, etc.) in a way that would be construed as disrespectful, embarrassing and/or inappropriate; and
- conduct a full examination, communicate a diagnosis or perform therapeutic interventions or care (e.g., soft tissue therapy or massage, stretching, mobilizations, manipulation or adjustment (manual/instrumented)).

A member is reminded:

- if a fee is charged for the screening procedure, the fee shall be disclosed to the participant before the service is provided and be in compliance with section 4 of Standard of Practice S-016: Advertising;
- to be sensitive to the fact that the member may be screening participants who are already receiving chiropractic care; and
- not to compare their services to any other chiropractor, directly or indirectly.

Use of screening procedures shall conform to CCO standards of practice and shall follow generally accepted protocols. Any use of screening equipment shall be for educational and demonstrative purposes only, and shall not be used to conduct a full examination, render a diagnosis, recommend a plan of care, or pressure patients to continue with chiropractic care.

It is recommended that screening procedures be limited to questionnaires, and simple functional and physiological testing.

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A member is reminded that he/she represents a profession with high standards and, when performing any of the above screening procedures, the member may be compared to other professions.

Follow-up

Following a screening, a member may provide the participant with a simple explanation of the results. A member may not render a diagnosis or recommend a plan of care.

If a member of the public wishes to follow up with further chiropractic care, a member may recommend that the participant or member of the public visit a chiropractor of their choice. Any collection of contact information from the public or communication of the member's contact information shall be voluntary. A member may not subject a participant to undue pressure or duress to follow up with chiropractic care. It remains a participant's choice to follow up with a more complete evaluation at a chiropractic office. The participant's right to choose their health care provider shall be respected and thus the member shall provide to the participant or the participant's health care professional upon request any information available from the screening process.

A member shall consider that some of the participants being screened will be under the active care of another chiropractor. In compliance with Guideline G-009: Code of Ethics, a member may not attempt to take over the care of a participants who is under active chiropractic care.

Recommendation to Submit Advertising to CCO

CCO recommends submitting advertising to CCO for review and feedback, with reference to Standard of Practice S-016: Advertising and Guideline G-016: Advertising. CCO will provide a response within approximately 10 business.

Professional Conduct

A member shall adhere to CCO regulations and standards of practice, policies and guidelines at all times when participating in a public outreach. A complaint of professional misconduct may occur if, having regard to all the circumstances, a member's conduct would reasonably be regarded as disgraceful, dishonourable or unprofessional.