

**Advertisement by:**

**Reviewed by:**

**Date:**

- Advertisement **COMPLIES** with standard of practice S-016.
- Advertisement **DOES NOT COMPLY** with standard of practice S-016, because it contains the following:

**Comments**

- information that is false, misleading, or not verifiable
- information that is not readily comprehensible by the persons to whom it is directed
- reference to a specific diagnostic or therapeutic procedure, technique, modality, or product that claims superiority, endorses exclusive use, or is not in compliance with Standard of Practice S-001: Chiropractic Scope of Practice
- reference to the member being a specialist contrary to CCO policy P-029: Chiropractic Specialties
- reference to the member being affiliated with a professional association, society or body other than CCO, except on a curriculum vitae (including online), business stationary or recognized public display
- testimonials, contrary to Standard of Practice S-016: Advertising
- guaranteed success of care
- comparison to another member's or other health care provider's practice, qualifications or expertise
- an expressed or implied endorsement or recommendation for the exclusive use of a product or brand of equipment used to provide services
- an endorsement without sufficient knowledge
- fee for chiropractic services** that does not comply with standard of practice (*refer to S-016*)
- exchange of products/services for proceeds/ donations to a charity** that does not comply with the standard of practice (*refer to S-016*)
- material that, having regard to all the circumstances, would reasonably be regarded as disgraceful, dishonourable or unprofessional

**Comments:**