

EXCERPT FROM CPSM PRACTICE DIRECTION – MEDICAL CORPORATIONS

4. Facility, Clinic, and Business Names

- 4.1. The name of a medical corporation must comply with the provisions of the CPSM General Regulation s. 11.7.
- 4.2. No member or medical corporation may practice medicine under any name other than the name that is registered with the College, unless the Registrar has approved, in writing, the name under which the member or medical corporation intends to practice medicine. A member or medical corporation desiring to practice under the name of a clinic, facility or business name that is not registered with the College, must send a written request to the Registrar to approve the name the member or medical corporation wishes to practice under.

5. Consideration for Medical Practice Name Approval

- 5.1. When considering a request for approval to carry on the practice of medicine under a name other than the name of a licensed member or medical corporation registered with the College, the Registrar shall take into account the following:
 - 5.1.1. The proposed facility, clinic or business name must not imply expertise inconsistent with the qualifications of the licensed members practising at the facility.
 - 5.1.2. The proposed facility, clinic or business name must not mislead persons as to the nature of the facility, clinic or business by using terms intended to impress rather than inform.
 - 5.1.3. The proposed facility, clinic or business name must not so closely resemble the name of an existing approved facility, clinic, or business name so as to be, in the opinion of the Registrar, likely to create confusion.

EXCERPT FROM CPSM GENERAL REGULATION s. 11.7

Name of corporations

- 11.7(1) The registrar must not approve the name of a medical corporation unless
- (a) the name of the corporation includes the words "medical corporation"; and
 - (b) the name of the corporation includes only the surname or the surname in any combination of the given names or initials of one or more regulated members who are voting shareholders of the corporation.

11.7(2) If a medical corporation will be practising through more than one regulated member, the registrar may approve a name that does not contain the surname of any voting shareholders but only if satisfied that the proposed name

- (a) does not contain any reference that is offensive, not in good taste or contrary to the interests of the public or the honour and dignity of the profession or contravene the code of ethics;
- (b) does not refer to any person who is not a regulated member;
- (c) does not imply expertise inconsistent with the qualifications of the regulated members through whom the medical corporation will be practising;
- (d) is not false or misleading; or
- (e) does not so closely resemble the name of an existing approved medical corporation so as to be likely to create confusion.

11.7(3) A medical corporation that carries on the practice of medicine as a part of a general partnership of medical corporations or of medical corporations and regulated members under a name that is not comprised of the names of the partner corporations or members must display the full name of each partner corporation or member

- (a) at each location where the practice of medicine is carried on; and
- (b) on the medical corporation's letterhead and, if it has one, on its website.