

Initial Approval:

Effective Date: January 1, 2019

Standards of Practice of Medicine set out the requirements related to specific aspects for the quality of the practice of medicine. Standards of Practice of Medicine provide more detailed information than contained in the *Regulated Health Professions Act*, Regulations, and Bylaws. All registrants must comply with Standards of Practice of Medicine, per section 86 of the *Regulated Health Professions Act*.

This Standard of Practice of Medicine is made under the authority of section 82 of the *Regulated Health Professions Act* and section 15 of the CPSM Standards of Practice Regulation.

1. Advertising in Medical Practice

1.1. “Advertisement” means any communication made orally, in print or through electronic media, by or on behalf of a registrant, to the public generally or to one or more individuals, that has as its substantial purpose the promotion of the registrant or a non-institutional setting or a group with which the registrant is associated and includes:

- 1.1.1. signs;
- 1.1.2. nameplates;
- 1.1.3. professional cards;
- 1.1.4. announcements;
- 1.1.5. letterheads;
- 1.1.6. listings;
- 1.1.7. facility names;
- 1.1.8. brochures;
- 1.1.9. media appearances and announcements.

1.2. An advertisement must not:

- 1.2.1. misrepresent fact;
- 1.2.2. compare directly, indirectly or by innuendo, the registrant’s services, prices or ability with that of any other registrant, facility, clinic or group;
- 1.2.3. promise or offer more effective services or better results than those available from another registrant;
- 1.2.4. deprecate another registrant, facility, clinic or group as to service, ability, result or fees;

- 1.2.5. create an unjustified or unreasonable expectation about the result the registrant can achieve;
- 1.2.6. be made under any false or misleading guise or take physical, emotional or financial advantage of a patient, or use coercion, duress or harassment;
- 1.2.7. be undignified, in bad taste, or otherwise offensive so as to be incompatible with the best interests of the public;
- 1.2.8. tend to harm the standing or reputation of the medical profession generally;
- 1.2.9. disclose the name or identifying features of a patient, unless the patient's prior consent has been obtained, and if any inducement or benefit is given or provided to the patient the nature of the inducement or benefit must be disclosed in the advertisement;
- 1.2.10. display "before and after" photographs except where the registrant has personally performed the procedure or provided the treatment to the patient depicted in the photograph.

2. Services Offered on Web Site

2.1. A registrant who offers medical services by a web site must:

- 2.1.1. clearly disclose on the web site the registrant's identifying information, including name, practice location, all jurisdictions in which licensure is held, the registrant's financial interest in any products recommended or sold, and the registrant's fees for providing the medical services.
- 2.1.2. ensure that any transmission of information to or from the registrant's web site complies with confidentiality and privacy requirements.