



## **POLICY STATEMENT**

### **Saskatchewan College of Podiatrists**

<b><u>Policy Number:</u></b>	2008-002
<b><u>Policy Title:</u></b>	Advertising Standards
<b><u>Approved:</u></b>	_____ (PRESIDENT) _____ (DATE)

#### **DESCRIPTION:**

##### *Forms of Permitted Advertising*

(1) Members who hold a general or restricted practice license from the Saskatchewan College of Podiatrists, may use the following forms of advertisement:

- (a) The authorship of books on scientific or professional subjects, or the publication of articles or correspondence in professional journals;
- (b) Newspaper or other media notices of commencement of practice, individually or in a group practice or of a recent change of office location, at the time of such commencement or relocation, for a period of up to six weeks;
- (c) The use of private professional cards;
- (d) The issuance of accounts, receipts and prescriptions;
- (e) The issuance of appointment cards;
- (f) The mailing to patients of recall notices;
- (g) The mailing to patients, acquaintances and colleagues announcements of the podiatrist's commencement of practice, change of office location or cessation or sale of practice;
- (h) Websites and e-mails, under the control of the member developed to disseminate information regarding podiatry services offered.

(2) It is permissible for members who hold a general or restricted practice license from Saskatchewan College of Podiatrists, may include the following

information on letterhead, private professional cards, accounts, receipts, prescriptions, recall notices or on the entrance to office premises and in permitted announcements:

- (a) Their name;
- (b) Their academic certificates, degrees and diplomas;
- (c) Their professional titles in accordance with the Podiatry Act and the bylaws;
- (d) Their clinic's postal, email and web-site address';
- (e) Their telephone, fax, pager and mobile numbers;

#### *Advertising by members*

(1) The only members who are permitted to advertise are those members who hold a general or restricted practice license, who do not have a restriction on advertising imposed upon their membership or license. The content of advertising by third parties must still meet these standards.

#### *Nature of Advertising*

(1) Advertising, promotion and other marketing activities must be in good taste, accurate and not capable of misleading the public, and observe the dignity and ethics of the profession. Any conduct, either directly or indirectly, or through any medium or agent that:

- (a) Misinterprets facts;
- (b) Compares either directly, indirectly or by innuendo, the member's services or ability with any other practitioner, or promises or offers more effective service or better results, than those available elsewhere;
- (c) Deprecates another member as to service, ability or fees;
- (d) Creates an unjustified expectation about the results the member can achieve;
- (e) Is made under any false or misleading guise, or takes advantage either physical, emotional or financial of any patient or uses coercion, duress or harassment;
- (f) Is undignified, in bad taste or otherwise offensive so as to be incompatible with the best interest of the public or members under the Podiatry Act, or tend to harm the standing of the profession;
- (g) Discloses the names of patients; or
- (h) Makes a statement which are not statements of fact or makes statements that cannot be proven to be accurate by the member is to be strictly avoided as such conduct is contrary to the interests of the public and the profession;

will be considered a contravention of this policy.

Any complaint received by the College regarding violation of this standard will be forwarded to the Professional Conduct committee for investigation.