



POSITION STATEMENT

Practice Statement
Number: 4.14

Approved by Council: September 12, 2002
Issued:
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Replaced:

TOPIC: ADVERTISING

Advertising is the use of space or time in a public medium, or the use of commercial publication such as a brochure, to communicate with the general public or a segment thereof, for the purpose of promoting professional services.

In order to maintain the professionalism of physiotherapy in Manitoba, advertising and other promotional activities by physiotherapists must not be capable of misleading the public. Mottoes and text must not appeal to a layperson's fears or lack of knowledge and must be relevant to promoting rehabilitation and wellness within the scope of physiotherapy practice.

The College of Physiotherapists of Manitoba will investigate any complaints or concerns relating to advertising.

As a service to its members, the CPM will review any advertising to ensure adherence to the guidelines and Regulations.

Advertising must be:

1. Truthful
2. Tasteful
3. Non-competitive

Advertising should not call into question the competence of any other physiotherapist. Statements implying superiority of services, equipment or techniques cannot be used. Testimonials or endorsements imply superiority, and are therefore disallowed.

Marketing must be dignified, in good taste and compatible with the best interests of the public. Marketing shall not bring the physiotherapy profession into disrepute.

The above statements relate to all forms of advertising, whether it be in the electronic or print media (including any form of printed material), or on signage. Marketing by physiotherapists, physiotherapy facilities or entities providing physiotherapy services should serve a legitimate purpose in providing the public with relevant information.

A Position Statement is a formal position of the College with which members shall comply.

1. Professional Announcements

The following information can be included in advertising, such as professional announcements:

- names
- qualifications
- title of business
- address
- phone/fax numbers/ e-mail address
- languages
- days/hours of practice
- logo
- Internet sites
- limitations of practice (e.g. limited to musculo-skeletal conditions,
- location information
- services available

2. Telephone Directory

Listings and advertising in telephone directories must conform to all the above.

3. News Media

A member must conform to the above guidelines on advertising.

A member must not state publicly that he or she speaks on behalf of the CPM unless he or she has been expressly authorized by the College of Physiotherapists of Manitoba to state the official position of CPM

4. Signage

Signage must conform to the above.

Signage must allow the public to be aware of the presence and location of a physiotherapist or physiotherapy services. Signs must be informative and should contain only the items contained under "Professional Announcements".

5. Promotional Material

The use of promotional material is permissible, provided that the material conforms with advertising policy.

Newsletters are considered promotional material and their purpose must be to further the public's education and information on issues relevant to physiotherapy, the public's health and services provided by a clinic.

Promotional selling of physiotherapy treatment services in the format of gift certificates, auctions, raffles etc. is considered unethical.

A copy of advertising materials should be retained by the member for a minimum of two years.

Legislative Reference:

The Physiotherapists Act Part 6 50(1)(d)(e)

Regulations: Schedule A, Clause 13

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