



POSITION STATEMENT

Practice Statement
Number: 4.9

Approved by Council: December 12, 2000

Issued:

Updated:

Replaced:

TOPIC: APPROVAL OF CLINIC NAMES

Policy:

All business and clinic names will be approved by the Council in accordance with the Regulations and advertising policies of the College. Letterhead, business cards and referral forms must also receive Council approval.

Procedure:

At least six to eight weeks prior to opening a physiotherapy business or practice, the owner must submit to the Registrar, the name of the business/clinic, letterhead, business cards and referral forms, preferably in draft form, for Council approval. The criteria used by the Council to grant approval includes the following:

1. The title must include the words “physical (or physio) therapist or physical (or physio) therapy.
2. All wording must be truthful, accurate and verifiable.
3. All wording, documents and advertising must be professional.
4. The name and any wording must not imply superiority or compare the quality of services provided with those provided by other physiotherapists. For example, using the title “Best or Superior Physiotherapy” would be considered a competitive statement and therefore not acceptable.

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

5. Businesses or clinics that limit practice to certain areas of physical therapy may state which area is the preferred practice area, but must not use the word or title "specialist" or any similar designation suggesting a recognized special status.
6. The words or name used should not include titles outside of the scope of physiotherapy practice or not pertaining to physiotherapy practice. For example, "Herbal Remedies Physiotherapy" or "Jane Smith Counseling Physiotherapy" are not considered appropriate.
7. The titles or names used should not imply affiliation with CPM or another agency or association (for example, CPM Physiotherapy).
8. The title used should not imply discriminatory practice (e.g. Caucasian Physiotherapy).
9. Any titles or wording should not lead the public to believe that the practitioner has special status or qualifications.

Rationale:

The name of a physiotherapy business or practice is considered to be a form of advertising or marketing activity. Consumers should be provided with appropriate and not misleading information to make an informed choice of practitioner.

Legislative Reference:

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

Regulations: Schedule A – Clause 13