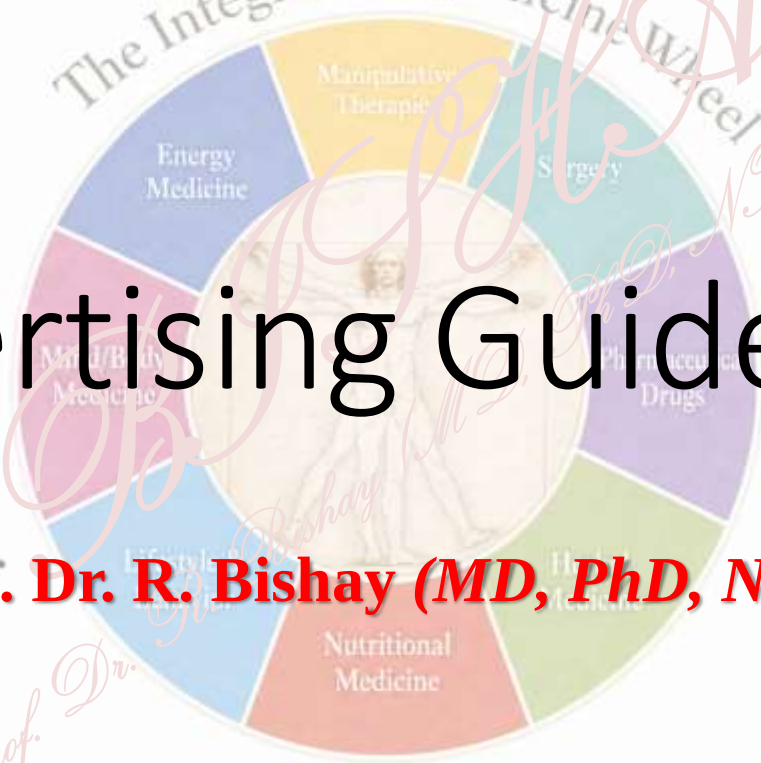




The Integrative Medicine Wheel



Advertising Guideline

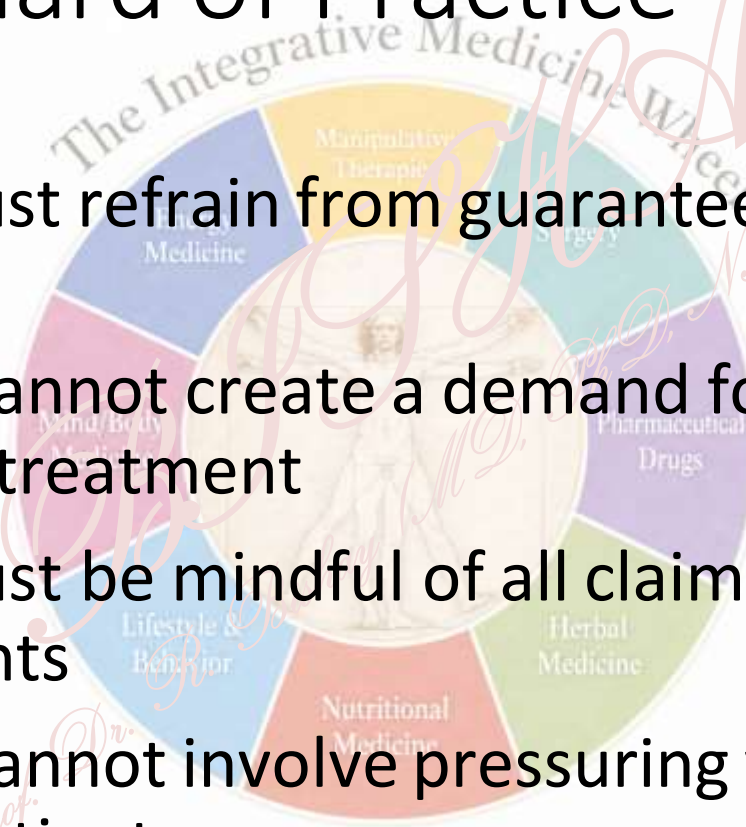
Prof. Dr. R. Bishay (MD, PhD, NFS)





The Standard of Practice

- Members must refrain from guaranteeing a certain result
- Advertising cannot create a demand for unnecessary treatment
- Members must be mindful of all claims made in advertisements
- Advertising cannot involve pressuring vulnerable persons or patients





The Standard of Practice

Note:

- **Members are accountable for all advertising related to their practice**
 - Regardless of their involvement in their clinic's advertising practices

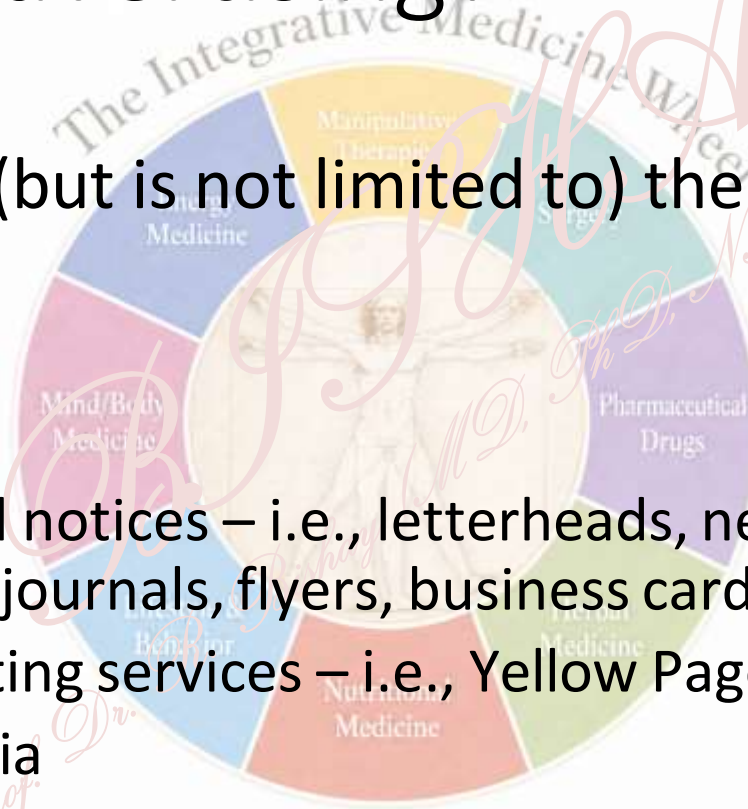




What is Advertising?

- May include (but is not limited to) the following:

- ✓ Radio
- ✓ Television
- ✓ Websites
- ✓ Print based notices – i.e., letterheads, newspapers, magazines, journals, flyers, business cards
- ✓ Contact listing services – i.e., Yellow Pages
- ✓ Social Media
 - ✓ i.e.,
 - ✓ Facebook, LinkedIn, Twitter,
 - ✓ YouTube, Weibo, WeChat, WhatsApp,
 - ✓ Internet Forums, etc.





General Expectations

- Refrain from guaranteeing a certain result

MAY STATE

- ✓ Acupuncture services may be used to treat the following conditions:
- ✓ Herbal prescriptions may help aid in weight loss.
- ✓ Use...
 - "may be able to help",
 - "may relieve"

MAY NOT STATE

- ✗ Our acupuncture treatment will increase your chances of conception!
- ✗ We are the BEST!
- ✗ Lose 20 pounds guaranteed!
- ✗ Do not use expressions such as...
 - "will help", "will cure",
 - "can cure", "relieves"





General Expectations

- Advertising should not create a demand for unnecessary treatment

✓ ACCEPTABLE

✗ NOT ACCEPTABLE

DO YOU SUFFER FROM ANY OF THE FOLLOWING CONDITIONS?

Back & Neck Pain • Headaches • Arthritis • Sciatica
Hay Fever • Poor Digestion • Poor Circulation • Acne

Our acupuncture services may be able to help!

Call today:
123-456-7890
FREE consultation

BEAUTIFUL
Acupuncture

Our herbal
prescriptions
may help with
weight loss

OUR ACUPUNCTURE SERVICES WILL CURE THE FOLLOWING:

Infertility • Headaches • Arthritis • Sciatica
Hay Fever • Poor Digestion • Poor Circulation • Acne

FREE herbs with any treatment over \$100

Call today:
123-456-7890
We're the Best!

BEAUTIFUL
Acupuncture

Lose 20 lbs
in 1 week
GUARANTEED



General Expectations

- Members must be mindful of all claims made in advertisements

EXAMPLE:

- ✗ Our practitioners are number one in the World.
- ✗ Acupuncture is 100% effective for infertility.

QUESTIONS TO ASK:

- Is this information verifiable ?
- Is this information accurate ?
- Is this information misleading to the public ?
- Would members of the public be misled to believe your practitioners are better than others because you claim to be number one ?

- ✓ Our practitioners have been practising traditional Chinese medicine for 10 years.
- ✓ Acupuncture may be able to help women conceive.



General Expectations

- Advertising must not involve pressuring vulnerable persons or patients
- Advertising must be current and accurate

✓ ACCEPTABLE

ACUPUNCTURE CLINIC NOW OPEN!

Private Sessions • Community Acupuncture
Training and Support • Free Consultations

Our acupuncture services may be able to help!

Di Di Chen, R.Ac

**BEAUTIFUL
Acupuncture**

Call today:
123-456-7890
FREE consultation

Senior
discounts
available!

X NOT ACCEPTABLE

SPINAL CORRECTIONS NOW AVAILABLE

Herbal Consultations • Acupuncture Sessions
Chiropractic Services • Massage Therapy

Your one stop shop for curing your body!

Di Di Chen, R.Ac

**BEAUTIFUL
Acupuncture**

Call today:
123-456-7890
We're the Best!

Ask about
our many other
service!



Registered Name & Advertising Language

- Members must advertise and practice the profession using the name they have registered with the College.
- Members may advertise with a common name, but the legal name must also be present and both names must be registered with the College.
- When advertising in a different language, the member must ensure that his or her Registered Name appears in the advertisements.



Example

- “Daisy Di Di Chen” advertises herself as “Daisy Chen”, but she is only registered under the name “Di Di Chen.”

Public Register Search

The College of Traditional Chinese Medicine Practitioners and Acupuncturists of Ontario maintains a register of members according to the requirements of its By-laws and the Regulated Health Professions Act, 1991 (Statutes of Ontario 1991, Chapter 18). The current registry includes members in Grandparented and General classes of registration holding the following titles (designations):

- Traditional Chinese Medicine Practitioners can use the designation R. TCMF and are authorized to practice traditional Chinese medicine providing to patients a combination of therapies including TCM herbal medicine and acupuncture within the scope of traditional Chinese medicine practice; they are also entitled to use the title Acupuncturists and the designation R. Ac.
- Acupuncturists can use the designation R. Ac and are authorized to practice traditional Chinese medicine using acupuncture, including tuina, cupping and moxibustion etc., excluding TCM herbal medicine.

Members can be identified using the following codes to define their classes and titles of registration:

- GEN-R, TCMF - A general class certificate for a registered traditional Chinese medicine practitioner
- GEN-R, Ac - A general class certificate for a registered acupuncturist
- GEN-R, TCMF (Prov) - A general class certificate for a registered provisional traditional Chinese medicine practitioner
- GEN-R, Ac (Prov) - A general class certificate for a registered provisional traditional Chinese medicine practitioner
- GP-R, TCMF - A grandparented certificate for a registered traditional Chinese medicine practitioner
- GP-R, Ac - A grandparented certificate for a registered acupuncturist

ACCEPTABLE

✓ Di Di Chen

NOT ACCEPTABLE

✗ Daisy Chen

✗ Di Chen

✗ Daisy Di Di Chen

Registration Number:

First Name:

Last Name:

City:

Clinic Name:

Search

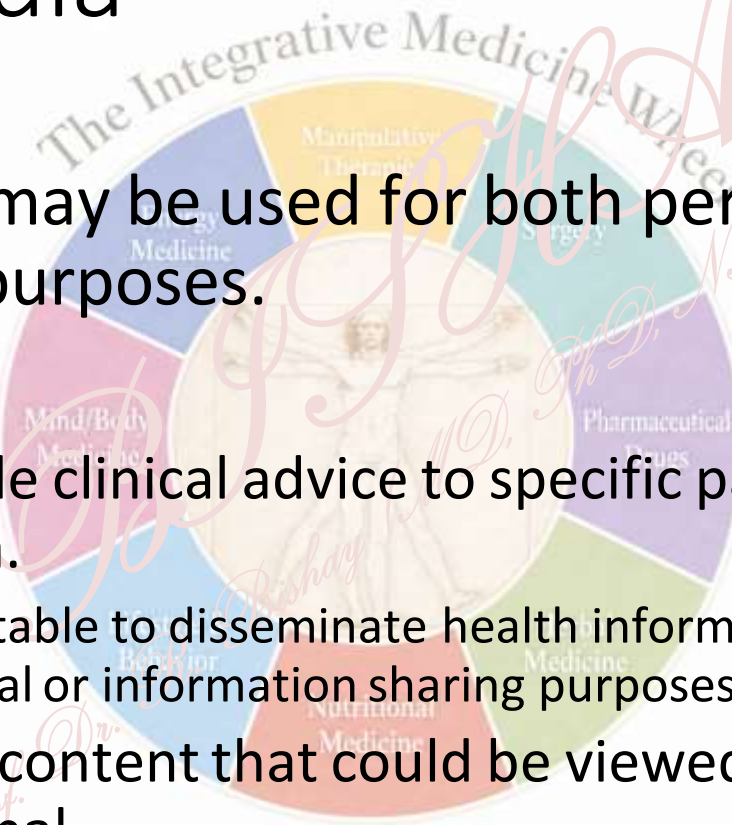
Reset

There are no records to display.



Social Media

- Social media may be used for both personal and professional purposes.
- A few hints:
 - Don't provide clinical advice to specific patients through social media.
 - It is acceptable to disseminate health information for educational or information sharing purposes.
 - Not posting content that could be viewed as unprofessional.





Social Media

- A few hints (cont'd):
 - Exercise caution when posting information online that relates to a patient.
 - An unnamed patient may still be identified through a range of other information.
 - Avoid establishing personal connections with patients or persons closely associated with you online.
 - It is acceptable to create an online connection with patients for professional purposes only.



Testimonials

- Members **must not** post patient (or former patient) testimonials, comments or pictures.
 - Do not provide before and after photos of how one's services improve a patient's appearance.
 - Members should not encourage or allow patients to leave testimonials.
 - Testimonials may mislead the public.
 - *However, members do not have control over third party websites.*
 - If the member becomes aware that a testimonial is on another site, the member must make all reasonable efforts to have the testimonial removed.





Testimonials

EXAMPLE:

- ✗ I recommend Mr. X if you have back pain. Within 3 treatments I no longer felt the pain I had felt for a lifetime!
- ✗ Ms. X is friendly, professional and always sees me on time.

QUESTIONS THE PUBLIC MAY THINK:

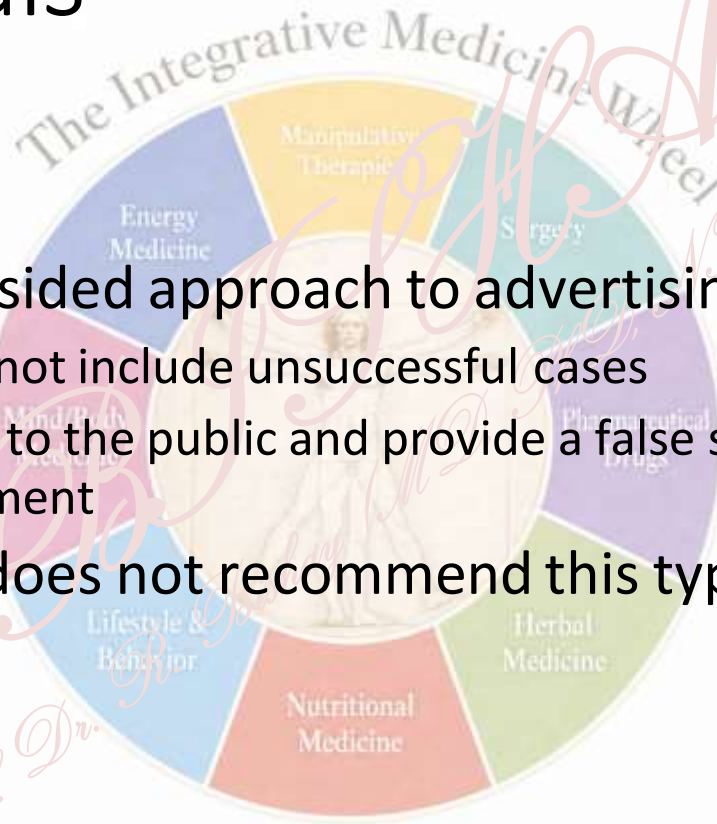
- Does Mr. X cure back pain?
- If I see this practitioner, he can help me too. Maybe he is better than the practitioner I am currently seeing.
- Is this a one sided opinion?
- Does this testimonial make it seem other practitioners are not always friendly, professional and punctual?



Testimonials

- Success Cases

- This is a one-sided approach to advertising
 - Usually do not include unsuccessful cases
 - Misleading to the public and provide a false sense of success from treatment
- The College does not recommend this type of advertising.



Prof. Dr.





Terms, Titles & Designations

Certificate of Registration

Title

Designation

General

- Traditional Chinese Medicine Practitioner
- Acupuncturist

- **R. TCMP**
- **R. Ac**

Student

- Student Traditional Chinese Medicine Practitioner
- Student Acupuncturist

Inactive

- Traditional Chinese Medicine Practitioner (Inactive)
- Acupuncturist (Inactive)

- **R. TCMP (Inactive)**
- **R. Ac (Inactive)**

Temporary

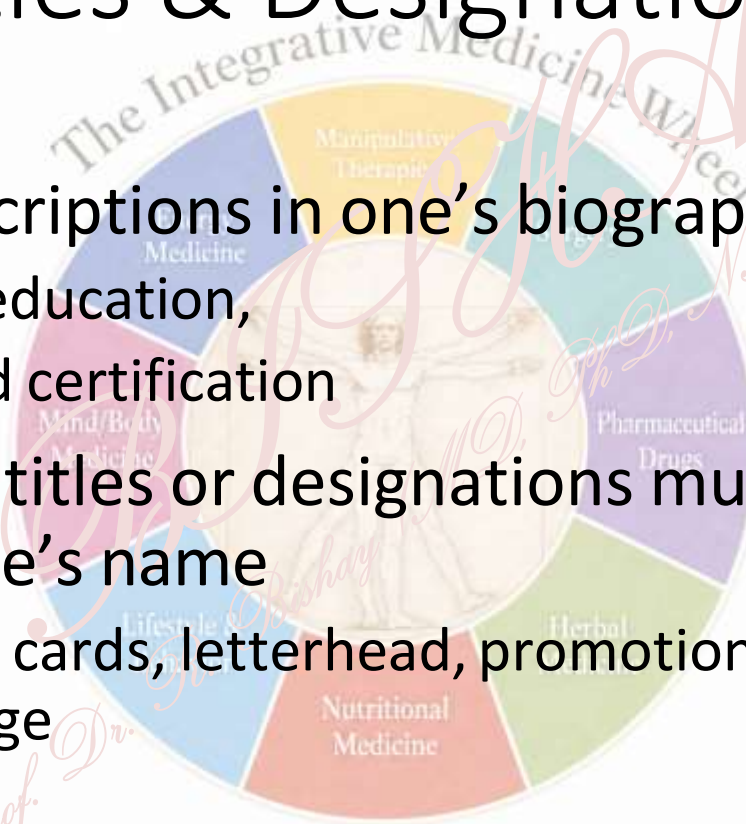
- Traditional Chinese Medicine Practitioner (Temp.)
- Acupuncturist (Temp.)

- **R. TCMP (Temp.)**
- **R. Ac (Temp.)**



Terms, Titles & Designations

- Accurate descriptions in one's biography
 - Additional education,
 - Training and certification
- Other terms, titles or designations must not be used after one's name
 - on business cards, letterhead, promotional material or office signage





Terms, Titles & Designations

✓ **ACCEPTABLE**



**BEAUTIFUL
Acupuncture**

Di Di Chen, R. Ac

Ms. Chen is an MD in China, and has a PhD in Traditional Chinese Medicine and a Diploma of Acupuncture.

✗ **NOT ACCEPTABLE**



**BEAUTIFUL
Acupuncture**

**Di Di Chen, MD (China),
PhD, D.Ac., R. Ac**

Ms. Chen has many years of study in Traditional Chinese Medicine.

■ D. Ac misleads the public to believe that Ms. Chen is a Doctor of Acupuncture. Terms, titles or designations that indicate or imply specialization, or are not authorized by the College are not permitted.





Terms, Titles & Designations

- If a member has a PhD
 - uses the Doctor title in an academic context,
 - not in the course of offering or providing healthcare.
- Members may not use titles that infer expertise or a specialty
 - No “Chief” Acupuncturists or TCM practitioners
 - No “Senior” Acupuncturists, or “Head” TCM Practitioners/Acupuncturists
 - Members **must not** advertise that they are specialists in an area.





Terms, Titles & Designations

EXAMPLE:

ACCEPTABLE

✓ Conditions we have treated include: a. b. c....

NOT ACCEPTABLE

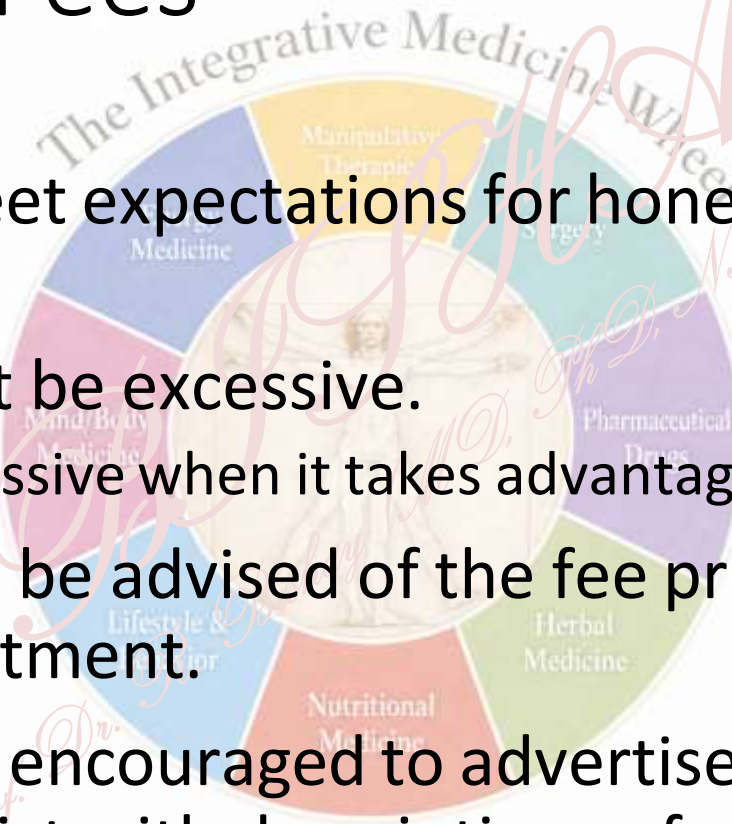
✗ We are specialist in ...

✗ Our specialists can treat...



Billings & Fees

- Fees **must** meet expectations for honesty and accuracy.
- Fees must not be excessive.
 - A fee is excessive when it takes advantage of a patient
- Patients **must** be advised of the fee prior to receiving treatment.
- Members are encouraged to advertise their fees using a clear list with descriptions of services provided.





Billings & Fees

- The list of fees **must** include:
 - all charges such as
 - administration fees,
 - penalties for late payment,
 - missed appointments or
 - cancellations on short notice.





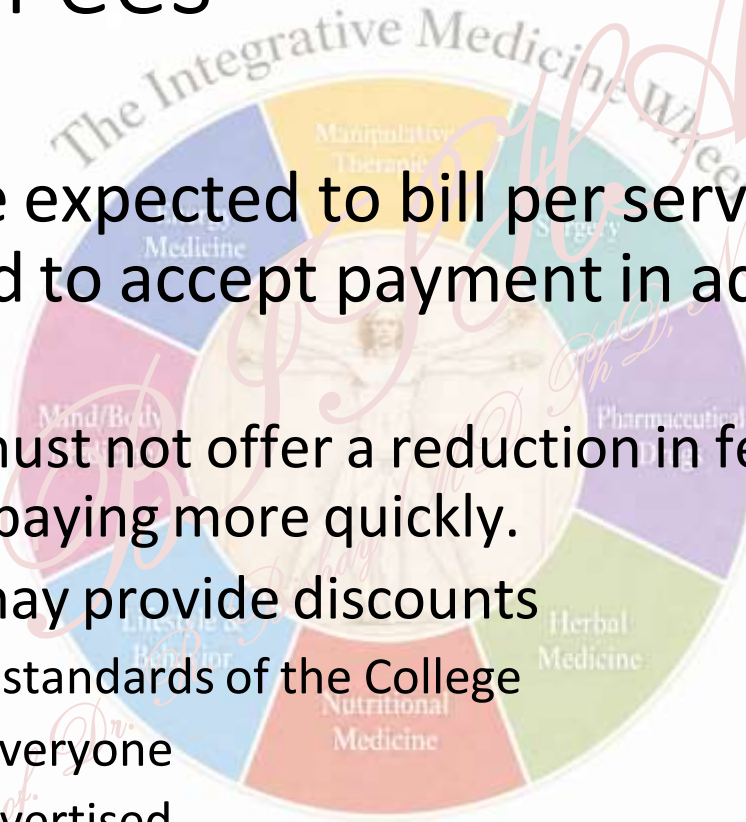
Billings & Fees

- Members are expected to bill per service and are not permitted to accept payment in advance of treatment.
 - A receipt should be provided after each and every treatment.
 - An unaccepted practice – accepting payment for ten treatments up front.
 - The College does not recommend accepting post-dated cheques for multiple treatments
 - It puts the member at risk of a billing dispute with their patient.



Billings & Fees

- Members are expected to bill per service and are not permitted to accept payment in advance of treatment.
- Members must not offer a reduction in fees as a result of patients paying more quickly.
- Members may provide discounts
 - meet the standards of the College
 - open to everyone
 - clearly advertised





Billings & Fees

EXAMPLE:

ACCEPTABLE

- ✓ "Student discount: 20% off posted treatment prices"
- ✓ "When you complete 10 sessions, you will not be charged for your 11th session"

Senior's Discount
25% OFF
posted treatment
prices

NOT ACCEPTABLE

- ✗ "If you pay immediately, I will reduce the amount you have to pay by 20%"
- ✗ "Buy 10 sessions now and receive the 11th session free"

Senior's Discount
25% OFF
when you pay
in advance

Advertising Checklist



Is the advertised information:

- ☐ Factual
- ☐ Accurate
- ☐ Easily verified
- ☐ Independent of personal opinion
- ☐ Understandable
- ☐ Professionally appropriate

Does the advertised information:

- ☐ Meet the Standards of Practice (7): Advertising
- ☐ Use a public medium
- ☐ Relate to the scope of practice of TCM/Acupuncture
- ☐ Facilitate informed choice

Does the advertisement avoid:

- ☐ Promoting a demand for unnecessary service
- ☐ The use of endorsements, testimonials or guarantees

