

## ADVERTISING POLICY

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1. A physiotherapist or physical therapy corporation may make available to any person or the public generally
    - a) information about the physiotherapist or physical therapy corporation and
    - b) information about the services that are available through the physiotherapist or physical therapy corporation.
  2. Advertising, promotions and other competitive activities by and among physiotherapists and physical therapy corporations must be accurate and must not be capable of misleading the public.
  3. No physiotherapist or physical therapy corporation shall directly or indirectly make available to any person or to the public generally any information that
    - a) compares unfavorably the services or abilities of a physiotherapist or physical therapy corporation with those of another physiotherapist or physical therapy corporation or promise more effective services or better results than those already obtained,
    - b) deprecates the services, fees or abilities of another physiotherapist or physical therapy corporation,
    - c) creates an unjustified expectation as to the results that a physiotherapist or physical therapy corporation can achieve, or
    - d) is undignified or in bad taste or is otherwise incompatible with the best interests of the public.
  4. No physiotherapist or physical therapy corporation shall use the word “specialist” or “expert” or words of similar import but may designate a preferred area of practice.
  5. No physiotherapist or physical therapy corporation shall disclose the name of a patient, without the consent from the patient.
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