



Advertising and Marketing Standard of Practice

Purpose and Objective

1. To provide members of the New Brunswick Chiropractors Association (“the Association”) with a Standard of Practice related to advertising, marketing and practice promotion that will support the informational requirements of the public while maintaining an appropriate and professional image of the practice of chiropractic as a whole.
2. The informational requirements of the public are those which fulfill the following goals:
 - a) assisting members of the public in choosing chiropractic care as a personal health option and in their selection of available chiropractic treatment; and
 - b) assisting members of the public in making informed, functional and practical choices in their selection of a chiropractic health provider.

Definitions

Advertising and Marketing is the dissemination, by any means, of information related to the practice of chiropractic that is designed for distribution to either an internal audience (i.e. existing patients) or an external audience (i.e. new patients, other health professionals, employer groups).

All Advertising and Marketing SHALL:

- Relate only to services falling within the “practice of chiropractic” as defined by *The Chiropractors’ Act, 1997* (“the Act”);
- Identify the practitioner as a Doctor of Chiropractic or D.C.;
- Be truthful and factual in its content; and
- Be compliant with all applicable legislation and any code of conduct or ethics adopted by the Association.

Advertising and Marketing SHALL NOT:

- Be false, misleading or predatory;
- Advertise health benefits or results falling outside of the scope of potential benefits offered by the “practice of chiropractic” as defined by the *Act*;
- Guarantee results or a specific outcome;
- Disrespect, denigrate, or claim professional superiority over, any other profession or practitioner, their services or products;
- Use the term “specialist” except to identify recognized specialty designations, in accordance with the By-laws;
- Reference, in any manner, “free” or “discounted” services;
- Violate the confidentiality of any patient; or
- Alter material or the context of materials provided by the Association.

Complaints Process

Any complaints alleging a breach of this Standard of Practice by a member will be investigated pursuant to the provisions of the *Act*.

Acceptable Content in Advertising and Marketing

Advertising and marketing content that is endorsed or prohibited by the Association varies with the type of publication. The following tables are provided to assist with clarification and understanding of this Standard of Practice, and are not intended to be exhaustive but rather to serve as guides. Where a member is uncertain about whether the proposed advertising and marketing is compliant, he or she is advised to contact the Association before distribution.

Business cards, directory listings, external office signs, flyers, handbills, letterhead, post cards, social media posts	
<p>MAY include the following information:</p> <ul style="list-style-type: none">• Practitioner name and clinic name• Address (including directional wording)• Phone and fax numbers• Website and email addresses• Professional Corporation information• Hours of operation• Methods of payment accepted• Languages spoken• Services/techniques available• CCA/NBCA logo, provided the word “Member” is also stated• Logos• NBCA-recognized specialties (as outlined in the By-laws)• WSNB authorization• Handicapped access availability• Academic credentials from post-secondary institutions and/or accredited chiropractic colleges <p>Advertising and Marketing that does not strictly comply with the content listed above must be approved by the Association prior to publication or dissemination.</p>	<p>May NOT include the following information:</p> <ul style="list-style-type: none">• Specific fee information• Special interest areas of practice except in reference to specialty designations• Information that is restricted by copyright law or that would otherwise violate requirements of any other legislation

Billboards, bus benches, radio and television commercials
(pre-approval recommended)

MAY include the following information:

- Practitioner name and clinic name
- Address (including directional wording)
- Phone and fax numbers
- Website and email addresses
- Professional Corporation information
- Hours of operation
- Methods of payment accepted
- Languages spoken
- Services/techniques available
- CCA/NBCA logo, provided the word “Member” is also stated
- Logos
- NBCA-recognized specialty designations (as outlined in the By-laws)
- WSNB authorization
- Handicapped access availability
- Academic credentials from post-secondary institutions and/or accredited chiropractic colleges
- Fundraising or charity-related information;
- Testimonials, obtained with written patient consent, pertaining to the “practice of chiropractic” as defined by the Act;
- Photographs, obtained with the written consent of anyone featured therein.

Advertising and Marketing that does not strictly comply with the content listed above must be approved by the Association prior to publication or dissemination.

May NOT include the following information:

- Specific fee information
- Special practice areas of interest, except in reference to NBCA-recognized specialty designations (as outlined in the By-laws)
- Coupons or discount offers
- Information that is restricted by copyright law or that would otherwise violate requirements of any other legislation