

POSITION STATEMENT

Practice Statement
Number: 4.9

Original Date: December 12, 2000
Revised Date: March 11, 2010
Review Date: March 11, 2015
Approving Body: Council
Authority: Council Chairs
Implementation: May 19, 2011
Applies to: Practicing Members

TOPIC: CLINIC NAMES – SELECTION AND APPROVAL (FORMERLY “APPROVAL OF CLINIC NAMES”)

Introduction:

The following Policy relates to the creation and use of physiotherapy related business names or clinics. The policy is designed to protect the public and reflect professionalism.

Effectively presenting information about physiotherapy service delivery is also described in the Essential Competency Profile for Physiotherapists in Canada¹

Position Statement:

All clinic and business names must be approved by the Council of the College of Physiotherapists of Manitoba in accordance with the regulations and advertising policies of the College. This practice is designed to ensure professionalism and accurate public perception and portrayal of these businesses.

Procedure and Guidelines:

1. The owner of a physiotherapy clinic must submit in writing, to the Registrar and Council, the name of the business as well as samples of how the name appears on letterhead, business cards, and referral forms.
2. Approval may take up to eight (8) weeks. Until approval has been formally given, use of the business name or other related material is not allowed.
3. If the clinic is owned by a physiotherapist, the name of the business must include the terms “physiotherapy”, “physiotherapist”, “physical therapy” or “physical therapist”.
4. Terms that imply additional areas of practice or services provided are not allowed in the name of the clinic. Examples may include but are not limited to: hand therapy, sports injury, acupuncture, yoga, Pilates, tai chi and vestibular. Please refer to Practice Standard 4.14 Advertising for inclusion of these services in advertising material.

5. In the case of a multidisciplinary clinic it must be clear to the public, both on the outside of the building as well as on other business related media that physiotherapy services are provided at the facility.
6. Wording of the name or other business materials must be truthful, verifiable, accurate, and professional.
7. Words or wording must not imply superiority above other clinics or clinicians. Similarly, the words or wording must not compare quality between clinics or clinicians. For example, using the title “Best Physiotherapy Clinic” would be considered a competitive statement and therefore not acceptable.
8. Clinic names must not state or infer that the therapist has any special qualifications or status.
9. 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” is not considered appropriate.
10. Clinic names or businesses must not imply affiliation with CPM or any other agency or association.
11. Clinic or business names must not include any term that is discriminatory, including terms of race, ethnicity, religion, class or gender.

Additional Comments:

The name of a business or clinic must also adhere to the following associated policies: CPM policy number 4.14 (Advertising) and 4.23 (Use of title and credentials)

References:

College of Physicians and Surgeons of Manitoba. (2002). Physicians and the Media: Guideline No 115.
College of Physiotherapists of British Columbia. (2009). Practice Standard 13.
Nova Scotia College of Physiotherapists. (2008). Interpretation of Advertising Guidelines.

Legislative Reference(s):

The Physiotherapy Act Part 6 50(1)(e) Regulations: Schedule A – Clause 13

¹ Essential Competency Profile for Physiotherapists in Canada (October 2009)

Key Competency 2.Communicator

2.3 Employs effective and appropriate verbal, non-verbal, written and electronic communication

2.3.2 Effectively presents information about client care and physiotherapy delivery

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