

### 4.14 Advertising and Marketing

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#### Standard

The physiotherapist engages in **advertising, marketing and promotional activities** in a manner that is truthful, accurate, and verifiable and does not engage in or allow advertising, marketing, and promotional activities that are deceptive or misleading.

#### Expected outcome

**Clients** can expect that the advertising, marketing and promotion of **physiotherapy services** and products is not deceptive or misleading and enables the client to make informed choices.

#### Performance expectations

The physiotherapist must:

- Advertise only the physiotherapy services that they are competent to provide, within the scope of physiotherapy practice and is professionally appropriate.
  - The Physiotherapist is accountable for the information presented on a clinic website or any other online platform utilized for advertising or marketing purposes.
- Not state or imply a practice focus or area of interest in their advertising, marketing or promotional activities unless:
  - The area of interest is a demonstrated significant focus of their practice, and
  - The physiotherapist can demonstrate ongoing professional development or continuing education in the area of interest.
- Not refer to themselves as a specialist or employ other language that implies specialization in an area of practice or physiotherapy service provision unless authorized by the College of Physiotherapists to use the designation “Clinical Specialist.”
- Confirm that all marketing of physiotherapy services and products is truthful, accurate, and verifiable.

- Review and approves all advertisements, marketing and promotional activities prepared by a third party to ensure compliance with the Standards of Practice.
- Not use advertisements, marketing or promotional activities that:
  - Mislead the public in anyway.
  - Promote or encourage unnecessary use of physiotherapy services.
  - Make unsubstantiated claims, foster unrealistic expectations, or provide guarantees of successful outcomes.
  - Include claims of uniqueness or special advantage of products, physiotherapy services or providers, unless supported by credible evidence that can be readily verified.
  - Make comparative or superlative statements about service quality, health providers, and products and/or endorses products for financial gain.
  - Discredit, disparage or undermine the skills of other providers or the physiotherapy services of other clinics or facilities.
- Not advertise, market or promote physiotherapy services using incentives or other inducements, including but not limited to:
  - Offering discounts that vary from the practice setting's fee schedule, including discount coupons.
  - Gift certificates, or gift cards in any format.
  - Time-limited pricing for physiotherapy services or products, or
  - Package deals and or fee bundling.
  - Prizes or gifts of a physiotherapy service or product.
    - High value products (TV, Tablet) that may be raffled off or given to a patient and/or future patients are considered incentives. Nominal items (pens, notepads) may be used to advertise services provided.
  - Collecting personal information from the public by way of a draw/raffle is not permitted.
- Not advertise free physiotherapy services. This includes offers of free consultations, screening appointments, assessments, or free trials of physiotherapy treatments.

Free physiotherapy services may be provided for the following purposes:

- Providing general education or health promotion.

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- Informing the public about physiotherapy services offered.
- Volunteering at a professionally appropriate event (i.e. community sporting event/run)
- Providing pro-bono services to clients experiencing financial hardship.

**\*\*When providing free services, physiotherapists must comply with all the Standards of Practice.**

**\*\*No paid physiotherapy services to the same client can occur on the same day as the free services.**

- Not solicit testimonials or web reviews.
- Obtain explicit informed consent from patients or individuals before using their pictures, videos or images for the purposes of advertising or marketing.

A registrant must not state publicly that he or she speaks on behalf of the CPM unless they have been expressly authorized by the College or Physiotherapists of Manitoba to state the official position of the CPM

The use of the CPM logo is prohibited.