

4.9 Approval of Physiotherapy Business Name

Purpose:

Physiotherapist-owned and physiotherapy-related business names must be approved by the College of Physiotherapists of Manitoba.

Please note: Approval may take up to eight (8) weeks. Use of the business name or other related material is not allowed until approval has been formally given.

The titles "physiotherapist" or "physical therapist" and all variations of those terms are protected under legislation, and may only be used in business names by licensed physiotherapists.

Policy:

- The physiotherapist must submit a proposal, in writing, to the College. The proposal must include the business name as well as a draft of how the name (and logo if being used) will appear on any printed or electronic materials (i.e. letterhead, business cards, referral forms, and website/social media).
- A similar submission must be received for satellite and/or additional clinics with the same business name.
- In the event of a business name change, a new application must be submitted to the College for approval.
- The wording of the business name or other materials must be truthful, verifiable, accurate, and professional as determined by the Registrar and/or Council.

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- When considering a proposed business name, the College shall consider the following:
 - The proposed name must not imply expertise inconsistent with the qualifications of the physiotherapist(s) practising at the facility.
 - The proposed name must not include additional services or other professions.
 - The proposed name must not state or imply any specialities, special qualifications or status of the physiotherapist(s) practicing at the facility.
 - The proposed name must not mislead persons by using terms intended to impress rather than inform.
 - The proposed name must not so closely resemble the name of an existing approved business name so as to be, in the opinion of the College, likely to create confusion.
- Suggested affiliation with the College of Physiotherapists of Manitoba or other Colleges or professional associations is not permitted.