

### Approval of Physiotherapy Business Name

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#### **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.
- 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.