

ETHICAL ADVERTISING PRACTICES

[Regulatory Bylaw 22]

Preamble:

The CAS Board recognizes that members want to advertise their services and support the communities that they serve. With ever increasing advertising opportunities for chiropractors, there comes the increased risk of unethical advertising practices. Unethical advertising undermines the image and reputation of the chiropractic profession and leaves CAS members open to complaints and subsequent investigation. With these considerations in mind, the following list of ethical and unethical advertising practices has been developed. Note that this list is not exhaustive and is only meant to be a guideline. It must be read in conjunction with Regulatory Bylaw 22.

A. ETHICAL PRACTICES:

- Donation of chiropractic products to a reputable charitable organization or reputable charitable auction
- Coffee News/Java Jabber publications
- Real Estate brochures
- Display boards (i.e. community boards, store display boards)
- Sports boards (i.e. rink boards)
- Logos – as long as it is in good taste
- Donated team T-shirts, jackets or other clothing – as long as it is in good taste
- Welcome Wagon packages
- Communication via electronic methods (i.e. emails to patients, Facebook, etc.) – only for purposes the patient agrees to; NOT to include personal health information; must conform to the Mission, Vision, Act and Bylaws of the CAS.
- Portable signs/sandwich boards
- Billing options (i.e. direct billing)
- Patient Health Workshops – provided it is not part of a marketing scheme to attract more patients or income.
- Public presentations – if approved by PR Committee or Board (see Policy MM – Policy on Media Interviews and Public Speaking Guidelines)

B. UNETHICAL ADVERTISING PRACTICES

- Material that would reasonably be regarded as undignified, dishonourable or unprofessional
- Gift cards/prepaid fees
- Multi-level marketing
- Flashing signs/strobe lights
- Immunization – outside scope of practice

- Use of looping, gang faxes or SPAM email
- Multi-marketing such as flyers, coupon clippers or place mat advertising
- Advertising that resembles a coupon
- Use of the term “free” or “complementary”
- General auction of chiropractic services
- Off-site window displays (i.e. other than own office window)
- Vehicle paintings/signs
- False or misleading information
- Guaranteed success of care
- Expressed or implied endorsement or recommendation for the exclusive use of a product or brand of equipment used to provide service
- Mall kiosks/screenings for patient solicitation

C. ASSOCIATION-ONLY ACTIVITIES

- Billboards, 3 metres x 6 metres or larger
- Parade/float items
- Public service announcements
- Slogans
- Banner advertising on the internet

CHIROPRACTORS’ ASSOCIATION OF SASKATCHEWAN
BOARD APPROVED APRIL 26, 2016