



Standard 15: Communication and Marketing

Applies to Opticianry

The College of Health and Care Professionals of BC was created on June 28, 2024 through the amalgamation of seven health regulatory colleges:

- College of Dietitians of British Columbia
- College of Occupational Therapists of British Columbia
- College of Optometrists of British Columbia
- College of Opticians of British Columbia
- College of Physical Therapists of British Columbia
- College of Psychologists of British Columbia
- College of Speech and Hearing Health Professionals of British Columbia

All current requirements for standards of clinical and ethical practice issued by the seven colleges remain in place upon amalgamation.

This document was created by the College of Opticians of British Columbia and will be updated to reflect the amalgamation.

Standard 15: Communication and Marketing

Related Standards of Practice

- Standard 1: Client-Centred Practice
- Standard 4: Cultural Safety, Cultural Humility, and Anti-Racism
- Standard 6: Professionalism
- Standard 12: Privacy and Confidentiality
- Standard 14: Record Keeping and Billing

Description

The optician communicates clearly, truthfully, and respectfully in any context that may impact client care and adheres to COBC's [advertising bylaw](#) when advertising and marketing their practice.

Expected Outcome

The client can expect their optician to communicate in a professional, transparent, and respectful manner that promotes their understanding of the proposed services. They can expect that the optician's communications, advertising, and marketing activities are in the public interest.

Criteria

- 15.1 Use respectful, transparent, and straightforward communication in all professional interactions (verbal, written, and online, including on social media).
- 15.2 Promote client understanding of the proposed services through active listening, use of plain language, and encouragement of questions.
- 15.3 Explain risks and benefits of the services being delivered.
- 15.4 Identify potential barriers to communication and address those barriers using appropriate tools and techniques (e.g., interpreters, technology, visual educational materials).
- 15.5 Provide details about billing procedures, fees, company policies—including policies on returns and discounts—and the expected service plan before providing services, to ensure the client can make informed decisions.
- 15.6 Ensure that public communications and advertising through social media and other platforms are not false, misleading, illegitimate, or unverifiable.