

Marketing and Advertising



CPTBC
College of Physical Therapists
of British Columbia

STANDARD

The physical therapist 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 physical therapy services and products is not deceptive or misleading and enables the client to make informed choices.

PERFORMANCE EXPECTATIONS

The physical therapist:

1. Advertises only the physical therapy services that they are competent to provide.
2. Does not state or imply a practice focus, or area of interest in their advertising, marketing or promotional activities unless:
 - 2.1 the area of interest is a demonstrated significant focus of their practice; and
 - 2.2 the physical therapist can demonstrate ongoing professional development and continuing education in the area of interest.
3. Does not refer to themselves as a specialist or employ other language that implies specialization in an area of practice or physical therapy service provision unless authorized by the jurisdiction's regulatory body to use the designation "Clinical Specialist."
4. Confirms that all marketing of physical therapy services and products is truthful, accurate, and verifiable.
5. Reviews and approves all advertisements, marketing and promotional activities prepared by a third party to ensure compliance with the standard.

*See also Marketing and Advertising Bylaw

RELATED STANDARDS OF PRACTICE

- Dual Practice
- Evidence-Informed Practice
- Titles, Credentials and Specialty Designations

6. Does not use advertisements, marketing or promotional activities that:
 - 6.1 promote or encourage unnecessary use of physical therapy services;
 - 6.2 make unsubstantiated claims, foster unrealistic expectations, or provide guarantees of successful outcomes;
 - 6.3 include claims of uniqueness or special advantage of products, physical therapy services or providers, unless supported by credible evidence that can be readily verified;
 - 6.4 make comparative or superlative statements about service quality, health providers, and products and/or endorses products for financial gain;
 - 6.5 discredit, disparage or undermine the skills of other providers or the physical therapy services of other clinics or facilities.
7. Does not offer incentives or other inducements that promote unnecessary physical therapy services.
8. Does not advertise free physical therapy services. This includes advertisement of free consultations, screening appointments, assessments, or free trials of physical therapy treatments.