

# Advertising Standards

*(Not in effect until approved)*

## Purpose

The purpose of these standards is to outline expectations of registrants when advertising **PRODUCTS** or services as part of their professional practice. Patients can expect advertisements from registrants are truthful, accurate, verifiable and in the public's best interests, and comply with relevant legislation and standards. An **ADVERTISEMENT** can be a useful way to communicate products and services offered by health professionals so that the public can make informed choices.

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## Criteria

To meet this standard, registrants must:

1. Be responsible and accountable for their advertising practices including the direction, oversight and maintenance of all advertising unless otherwise assigned to a clinic or medical director.
2. Comply with relevant legislation, regulations and standards applicable to advertising products and services.
3. Protect patients' privacy and confidentiality when advertising products or services.
4. Only advertise products that Health Canada authorizes for sale in Canada.
5. Ensure their advertising is clear, truthful, factual and accurate.
6. NOT **MISLEAD** or misinform the public.
7. Ensure that advertised products and services is supported by current, best available evidence.
8. Provide all the **NECESSARY INFORMATION** for patients to make an informed decision about the product or service, with disclaimers as prominent as other aspects of the message.
9. Address any conflicts of interest.
10. NOT make unsubstantiated claims or reference to guarantees of products, services or results.

11. Encourage appropriate use of products and services.
12. NOT use power, position or title to influence patients' decision making.
13. NOT offer any incentives to patients to persuade or influence them to receive products or services.
14. NOT discredit, disparage or make comparative statements about other health care providers, clinics, service fees, other treatments, products or services.
15. NOT include the CRNA logo or any statement that refers to, or implies CRNA approval or support for the product or service.

## Glossary

**ADVERTISEMENT** – Any message in any medium (spoken, written, image or social media), about a registrant and/or a clinic, group, product or service with which a registrant is associated, the content of which is controlled directly or indirectly by a registrant (College of Physicians and Surgeons of British Columbia, 2023).

**MISLEAD** – Includes lying, misinforming, leading patients to a wrong conclusion, creating a false impression, leaving out (or hiding) important information, or making false or inaccurate claims.

**NECESSARY INFORMATION** – The information needed for patients to easily understand the product and services being offered (including but not limited to who would benefit from the product, service and the risks), the cost including whether the product and service is publicly funded or not, the name and title of the registrant offering the product or performing the service, and the contact information of the business.

**PRODUCTS** – Any product, device, or appliance offered for the diagnosis, treatment, or prevention of health conditions. This includes both medically necessary (e.g., medical appliances) and optional products (e.g., aesthetic products).

## References

College of Physicians and Surgeons of British Columbia. (2023). *Advertising and communication with the public*.  
<https://www.cpsbc.ca/files/pdf/PSG-Advertising.pdf>