

## Marketing

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### DEFINITIONS

**Advertising:** the act or practice of calling public attention to one's product, service, need, etc., especially by paid announcements in newspapers and magazines, over radio or television, on billboards, etc. Advertising is a one subset of marketing.

**Advertisement:** means the use of space or time in a public medium, or the use of a commercial publication such as a brochure or handbill, to communicate with the public, or a segment thereof, for promoting professional services or enhancing the image of the advertiser.

**Evidence-based practice:** means integrating individual clinical expertise with the best available external clinical **evidence** from systematic research.

**Levels of evidence:** are a ranking system used in evidence-based practices to describe the strength of the results measured in various ways including in a clinical trial or research study.

**Marketing:** is the action or business of promoting and selling products or services, including market research and advertising. The CSHHPBC bylaws includes in marketing: an advertisement, any publication or communication in any medium with any client, prospective client or the public generally in the nature of an advertisement, promotional activity or material, a listing in a directory, a public appearance or any other means by which professional services are promoted, including a business card, newspaper or internet advertising, and contact with a prospective client initiated by or under the direction of a registrant

### SCOPE

All Active Registrants of the College of Speech and Hearing Health Professionals of BC

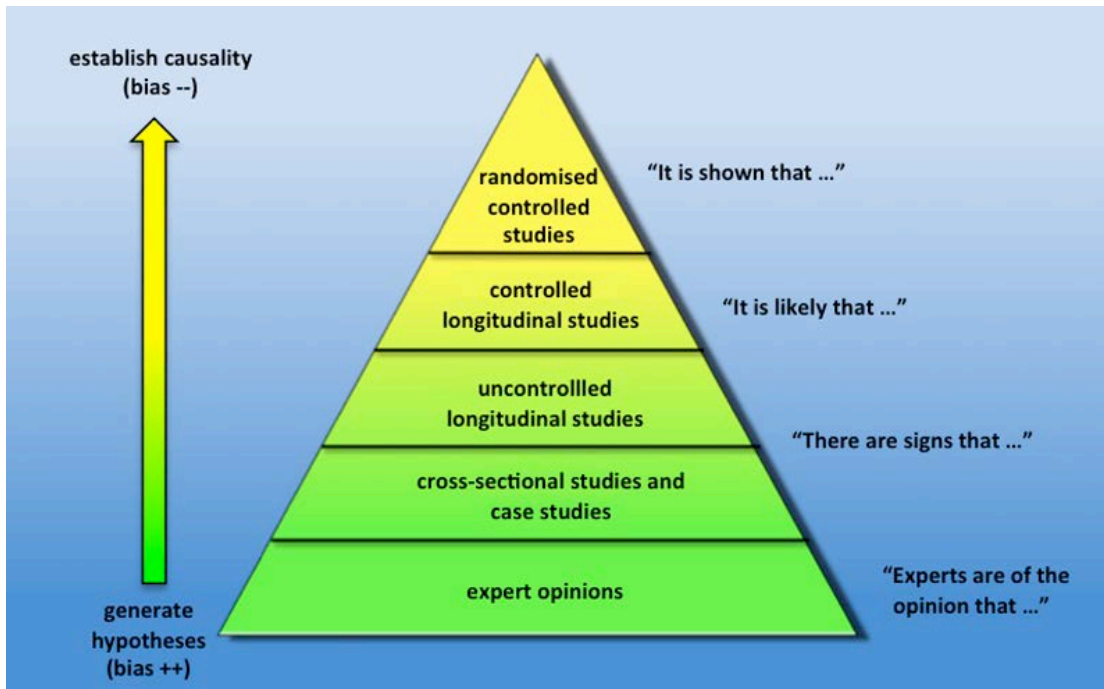
### STANDARD

All Registrants must comply with the CSHHPBC Bylaws (sections 152 and 153) which pertain to marketing and internet marketing. Registrants have a professional accountability and responsibility to ensure that marketing activities do not mislead the public, are false, create public fear or in any way exploit vulnerable populations, including seniors.

Registrants must be in compliance with the CSHHPBC Code of Ethics and Bylaws for all promotional and advertising materials and activities, including free giveaways.

It is a Registrant's responsibility to utilize evidence-based practice in marketing activities. Registrants must be able to verify any statements made in promotional materials and advertising, using appropriate levels of evidence.

## Marketing



(Retrieved from [cebma.org](http://cebma.org))

Analysis of available evidence may include information from multiple evidence categories.

It is incumbent on Registrants to ensure that they are not drawing conclusions which are not supported by the available evidence. For example, something that has been determined to have a correlation with something else, must not be stated as a causal relationship.

For activities that may be included in Internet Marketing, Registrants can refer to the Canada Business Network site. If a Registrant uses a website as part of internet marketing, the home page of the registrant's website must clearly show: that the registrant is licensed in British Columbia; the physical location of the registrant's office or clinic; the registrant's 10-digit office or clinic telephone number; the contact information for the college; a notice to clients that unresolved concerns they may have about the registrant's practice may be reported to the college.

### Legal Implications of Advertising:

Registrants must be aware of the legal implications of advertising. The Competition Bureau promotes truth in advertising in the marketplace by discouraging deceptive business practices and by encouraging the provision of sufficient information to enable informed consumer choice. The Competition Act contains criminal and civil provisions to address false or misleading representations and deceptive marketing practices in promoting the supply or use of a product or any business interest.

## Marketing

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Registrants are advised to be familiar with and adhere to recommendations on advertising standards in Canada. Advertising Standards Canada (Ad Standards) is the advertising industry's non-profit, self-regulating body created in 1957 to ensure the integrity and viability of advertising in Canada.

### **Registrant Requirements in Various Practice Settings:**

Registrants who practice in various settings have different obligations when it comes to marketing (including advertising).

1. Registrants working for a public agency must notify the college if the agency (employer) is using marketing (including advertising) that the registrant knows is false or unsubstantiated.
2. Registrants, who are sole practitioners or in a partnership which is NOT incorporated, must ensure that their marketing activities comply with the bylaws and this standard of CSHHPBC.
3. Private practices that are incorporated and owned/operated (at least in part) by one or more registrants must ensure that their marketing activities comply with the bylaws and this standard of CSHHPBC.
4. Registrants who are employed by private corporations, which are not owned by registrants, must remove their names and designation from any non-compliant marketing. Registrants should engage the corporation in discussion regarding why the activity is non-compliant with the required standards and legislation.

### **Violations of the Marketing Standard:**

Registrants may be asked by CSHHPBC to provide verification of a marketing statement or an advertisement. In instances where the marketing is unsubstantiated, a registrant will be asked to cease or remove the advertisement or other promotional materials from circulation. Should a registrant fail to remove the material, the matter can be referred to the Inquiry Committee and the Competition Bureau.

## Marketing

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### REFERENCES

Advertising Standards Canada [www.adstandards.com](http://www.adstandards.com)  
Canada Business Network, What is Marketing? Retrieved from [www.canadabusiness.ca](http://www.canadabusiness.ca)  
Centre for Evidence Based Management. Retrieved from [www.cebma.org](http://www.cebma.org)  
Competition Bureau, Government of Canada. Retrieved from [www.competitionbureau.gc.ca](http://www.competitionbureau.gc.ca)

### RELATED CSHHPBC DOCUMENTS

Code of Ethics (Bylaws Schedule E)  
Professional Accountability and Responsibility (SOP-PROF-05)