



Nova Scotia College of Chiropractors

Board Guideline: Advertising

(Pursuant to Chiropractic Regulation 46)

*Approved by
the Board of
the NSCC*

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I. General Advertising Guidelines

Advertising is a large avenue of interaction between the chiropractic profession and the public. The aim of the Board of the Nova Scotia College of Chiropractic is to protect the public. To accomplish this; we have developed the following rules to govern advertising:

1. To keep advertising truthful, ensure advertisement:

- is demonstrably true and accurate;
- is not misleading or deceptive or likely to mislead or deceive;
- is provided, if you offer something;
- has written consent from individuals providing testimonials (testimonials are allowed);
- objective verification of any statement in advertising or promotional activities is provided upon request - the onus is on the chiropractor to provide this information upon request.

2. Do not imply professional superiority:

- within our profession or in comparison to other professions

3. You may align your practice with or advertise:

- in conjunction with primary and non-primary providers or practices as long as they are professional in nature such as: medical doctors, physiotherapists, massage therapists, naturopaths, orthotic technologists, nutritionists,

- kinesiologists and psychologists;
 - with an acupuncturist (may also be listed); however, must be an independent person and not used in reference to the Chiropractor;
 - with non-professional practices or specialties, i.e., astrology, fortune telling, etc.
- 4. If you advertise a reduced or discounted fee in any way, you must provide this discount to all who come in for the service:**
- i.e., if you advertise “complimentary initial exam” and a patient comes in on the promotion that has 3rd party insurance, you cannot bill the exam to the 3rd party insurer.
- 5. Keep your advertising and promotions professional and dignified in nature (in look, presentation and dissemination) - remember when you advertise for yourself, you are also representing the entire profession:**
- You may advertise on “swag” (hats, calendars, coffee mugs, shirts, pens, etc.);
 - Refrain from using curse words or phrases or words with sexual content;
 - Pamphlets under windshields at the mall, on lampposts, telephone polls or similar tactics are prohibited;
 - Do not use gang faxes, spamming, or telemarketing (mass cold calling).
- 6. You may advertise designations, certificates in accordance with the following guidelines:**
- Your qualifications must be verifiable and up-to-date;
 - You may use the following:
 - ✓ Under-grad, graduate and post-grad degrees from Universities;
 - ✓ Chiropractic Fellowships;
 - ✓ General Certifications from Main Stream Chiropractic Associations/Societies (such as Canadian Chiropractic Association, American Chiropractic Association, International Chiropractic Association, World Federation of Chiropractic, International Chiropractic Pediatric Association, World Chiropractic Alliance, National Association for the Advancement of Scientific Chiropractic).
 - Chiropractic Certifications:
 - ✓ Analytical and Adjusting Techniques (E.g.: Gonstead, Thompson, Activator, SOT, NUCCA, Pro-Adjustor, Torque-Release, Network, CBP, Koran Specific).
 - ✓ Chiropractic Modalities (E.g.: Acupuncture, Physical Rehabilitation, Flexion-Distraction, and Laser Therapy).
 - ✓ Related Chiropractic Methods (E.g.: Active Release [ART], Cranio-Sacral Therapy [CST], Graston, Orthotic Technology [or related terminology]).

7. Specialty Designations:

- The following specialty designations are recognized by the NSCC:
 - Chiropractic Clinical Services
 - Radiology
 - Rehabilitation
 - Sports Sciences
 - Orthopedics
- The Board will recognize the following specialty designations as approved for use by Fellows of the RCCSS(C)
 - i. Specialist in chiropractic sports injuries and rehabilitation;
 - ii. Chiropractic sports injury and rehabilitation specialist;
 - iii. Chiropractic sports rehabilitation specialist;
 - iv. Chiropractic sports specialist;
 - v. Chiropractic sports science specialist;
 - vi. Chiropractic sports injury specialist.
- Proof of specialty qualifications must be submitted to the Registrar prior to use.
- Other specialties to be considered must also be approved by the Specialties Committee of the CFCRB.

8. Name of Practice and Trade Names:

- Since the name under which chiropractors conduct their practice may be a factor in the selection process of the patient, the use of a trade name or an assumed name that is misleading, which may create unreasonable expectations, or implies superiority is prohibited. For example, trade names such as the following may create unrealistic expectations in patients:
 - ✓ Gentle, Caring Chiropractic
 - ✓ Painless Chiropractic
- Other trade names may not be objectively verifiable, for example, “Best Chiropractic”.
- The examples above are intended to be illustrative and are not exhaustive.

II. Chiropractic Condition Descriptors

These *Chiropractic Condition Descriptors* are pre-approved by the Board; therefore, choose to utilize any of the following (or mix with *Chiropractic Office Descriptors*). More may be added from time to time at the discretion of the Board.

- Arthritis
- Back Pain
- Carpal Tunnel Syndrome
- *Chiropractic Condition Descriptors*
- Colic
- Disc Injuries
- Ear Infections
- Fibromyalgia
- Foot/Ankle Problems
- Frozen Shoulder
- Gait Disturbances
- Golfer's or Tennis Elbow
- Hand and/or Grip Difficulties
- Headaches
- Heel Spurs
- Hip Pain Syndromes
- Knee Pain Syndromes
- Loss of Range of Motion in 'One Specific Named Joint'
- Low Back Pain
- Migraine Headaches
- Motor Vehicle Accident Injuries
- Myofascial Pain Syndromes
- Neck Pain
- Otitis Media
- Plantar Myofascitis
- Posture Difficulties
- Repetitive Stress Disorders
- Rotator Cuff Injuries
- Sacroilitis
- Sciatica
- Slip and Fall Injuries
- Spinal Check/Exam
- Sports Injuries
- Sprains and Strains
- Subluxation
- TMJ Syndrome
- Vertebral Subluxation Complex
- Work Related Injuries (WCB)

III. **Chiropractic Office Descriptors**

These *Chiropractic Office Descriptors* are pre-approved by the Board; therefore, choose to utilize any of the following (or mix with *Chiropractic Condition Descriptors*). More may be added from time to time at the discretion of the Board.

- Custom Orthotics Available;
- Cervical Pillows Available;
- Back (&/or) Limb Supports (&/or) Braces Available;
- Rehabilitation Products Available;
- Surface EMG Available (or) On Site;
- Walk-in Patients Welcome;
- Walk-ins Welcome;
- Any pre-approved photographs;
- New Patients Welcome;
- No referral necessary;
- WCB, MVA, VAC cases accepted;
- Day and Evening Appointments Available;
- Emergency Appointments Available;
- Evening and Week-end Appointments Available;
- Evening Appointments Available;
- Evening, Weekend, Emergency Appointments Available;
- X-ray Facilities On Site;
- Any AAC Pre-Approved Logos;
- Handicapped Symbols;
- Nutritional Supplements Available;
- Physical Therapy/Rehabilitative Services Available/On Site;
- Nutritional/Lifestyle Counseling Available;
- Home Rehabilitative Equipment/Devices Available/On Site;
- Holiday Appointments Available;
- Computerized Gait Analysis On Site;
- Covered By Most Insurance Plans/Private Health Plans;
- Exercise Information Packages/Programs Available;
- Injury and Pain Pattern Information Packages Available;
- Digital Paraspinal Thermography Available/On Site.

You may also include the following:

- For more information contact Dr. _____;
- For more information contact Dr. _____ or your nearest chiropractic office;
- Native of (Nova Scotia, Ontario, etc.);
- (Number) of years in practice;
- “Board-Approved Specialty” either spelled out or use of initials;
- “Degrees held” either spelled out or use of initials;
- “Areas of interest” (i.e. _____ is interested in the treatment (or care of) the (elderly, Dr. children, etc.) ;
- (Languages) spoken ;
- (Listed) volunteer work ;
- Positions held in Chiropractic or Non-Chiropractic Organizations ;
- Chiropractic Service Provided at Chiropractic-related events (i.e. Pan Am Games, etc).



Any health care provider(s) listed in offsite advertising must be noted by the individual’s specialty or professional designation and clearly differentiate between the health care provider(s) and the chiropractic professionals in the office.

IV. Guidelines on Specific Forms of Advertising

Articles Written for Newspapers or Magazines

You are responsible for any articles that you write.

When writing an article you need to abide to all the rules of general advertising. Please consider the sources of your information carefully; as you alone are responsible for providing accuracy, and notation of appropriate literary credit.

If you are unsure about any article or its content, please send it in for pre-approval. Send a copy of any article you publish to the advertising committee.

Bill Boards/Display Boards/Transit or Mall Ads/Off-site Window Displays

Display Board-type advertising may contain relevant contact information for the Chiropractor/Chiropractic Clinic and may contain general educational information regarding the chiropractic profession as approved by the AAC.

Information which may be included is:

- a) ALL/or any of the information which is also available for Business Cards;
- b) Any number of *Chiropractic Office Descriptors* or *Chiropractic Condition Descriptors* as listed previously.

Business Cards

When designing your business card you may include the following information:

- Your name, title, initials of degrees held or specialties;
- Any approved business logo &/or the NSCC logo;
- Telephone numbers, including office number, fax, cell or home;
- Your street or rural address &/or email address &/or web site address;
- Additional phrases may include, "by appointment" or "by appointment only";
- Hours of business;
- Pre-approved photos, graphics, or slogans relative to the chiropractic practice;
- No credit card symbols are permitted;
- Languages spoken;
- Parking and accessibility for the disabled;
- Professional corporations;
- Membership in the NSCC &/or other chiropractic organizations recognized by the NSCC Board;
- Any number of *Chiropractic Office Descriptors* or *Chiropractic Condition Descriptors* as listed previously.

Donations

You may donate chiropractic services, products or make financial donations to charitable events and organizations.

You may sponsor local sports teams, community organizations or events.

You may donate chiropractic products only for auction.

Newspaper and Newsletter Advertising

The following forms of newspaper or newsletter advertising are approved:

- a) Approved advertising may be used in local, provincial and provincial editions of national newspapers.
- b) Any or all of the parameters available to you for your Business Card may be used in advertising for newspapers and newsletters.

Office Handouts

Advertising done within your office/clinic, directed to your current patient base, does not need to be submitted for approval. This includes such articles as pamphlets, pens, note pads, calendars, and the like. However, information distributed should still follow the advertising rules. If the information is to be distributed to people outside your patient base, you will need to submit it for approval.

Office Signage

When designing your office sign you must consider these requirements:

- You can include: All or any of the same information as you may put on your business cards;
- Sign size must conform to local legal requirements and be of a size that is reasonable;
- Signs must be professionally lettered and adequately maintained;
- The sign may be illuminated;
- Any number of *Chiropractic Office Descriptors* or *Chiropractic Condition Descriptors* as appropriate to the size of the ad.

Web Pages and Electronic Media

Information included on any member's websites or websites or electronic media that advertises for them, needs to follow the Advertising Rules.

Web addresses of any website or web ad needs to be forwarded to the AAC. Please inform us of any significant changes to your site.

White & Yellow Pages Advertisements

Any Business Card Pre-approved Information, Chiropractic Condition Descriptors or Chiropractic Office Descriptors may be used. Information outside these parameters should be submitted to the AAC before submitting the advertisement.

V. Submission of Material for Approval

All marketing activity must adhere to Board Regulations. If you produce and/or distribute an article, advertisement or marketing in any form, it is up to you that it is following the rules and intent of the advertising guidelines. If you are unsure if the advertisement will abide by all the advertising guidelines, please send it in for pre-approval.

All marketing activity (even if you feel it meets the requirements of the guidelines) must be sent to the Advertising Committee. The Advertising Committee is to receive the copy prior to, or no later than seven working days from when the article or advertising is starting its initial distribution.

Any clinic or chiropractor that distributes advertising and/or marketing that does not follow these rules is subject to penalties from the Board.

Please see the following section:

Non-Compliance with the Advertising Guidelines

VI. **Non-Compliance with the Advertising Guidelines**

(AA = advertising article: any publications, article, advertisements, media, message, etc., that is distributed to the public in any manner)

We now ask that you send in all AA to the advertising committee. An electronic copy is acceptable.

It is your responsibility to make sure that your AA is acceptable to the terms of the Advertising Guidelines. If you distribute AA that is contrary to our guidelines you will have to answer to the Advertising Committee and, or the Board of the NSCC. Therefore, please be advised; if you have any doubt whether your AA is acceptable, send it in for pre-authorization. The advertising committee will look at it and give you permission to use the AA, or explain any issues or changes which should be made.

All AA that you distribute needs to be sent into the advertising committee. This includes AA that you feel is acceptable to the terms of the Advertising Guidelines. We ask this for two main reasons; first we want to be sure that your AA is in fact acceptable to the terms of the Advertising Guidelines. Second, we want to know what the members of the NSCC are saying and advertising. We want to stay in touch with the members of the NSCC.

Please note:

- You must send in your entire AA (whether you feel it meets the requirements of the guideline or not). If you do not send in any AA, you are breaking the advertising guidelines. So be sure you send in all your information.
- You must ensure that the AA is received by the advertising committee before or within seven working days of initial distribution.
- You are responsible to ensure that your AA meets the requirements of the guidelines.
- Pre-approval is available, and encouraged.
- Any AA that is distributed and not sent to the Advertising Committee may be subject to disciplinary action. Any AA that is distributed that does not meet the requirements of the
- Advertising Guidelines may be subject to disciplinary action.
- The Advertising Committee will review any AA that it receives (from the doctor, clinic, public, and complainant). Any AA that is distributed that does not meet the requirements of the Advertising Guidelines may be subject to disciplinary action

VII. Disciplinary Action

If the Advertising Committee comes across distributed AA that has not been sent to the committee or AA that does not meet the standards set out in the Advertising Guidelines they have the options of:

- a) contacting the chiropractor directly and requesting that the distribution of the AA be stopped or put on hold until the issue is clarified
- b) requesting clarifications, and /or explanation from the doctor
- c) sending a complaint to the NSCC for more formal discussion about the AA, or advertising infraction.

The NSCC has many options in looking at discipline for Advertising Infractions. If deemed necessary, penalties are prescribed from the Advertising Committee or more formally through the NSCC complaints' committee and its processes. The scale of discipline can move from a minimal penalty (ex: request apology, stopping the distribution), any amount of fine (monetary penalty or disincentive to breaching the guidelines), to a major penalty (restrictions on your license and right to practice). Each case will be looked at separately. Some factors that would escalate the penalty would be repetition of infraction, willfully going against the guidelines, the type of media (some forms of advertising cannot be removed or undone – like a TV ad that has already been shown, or a flyer that has already been distributed).

We wish each member to look at the intent of the advertising guidelines. We wish to protect the public, as well as provide a fair process for each chiropractor to present options and educate the public. If you feel that these guidelines need revision, please bring your points or concerns to the board. We would be happy to review any aspect of the process.



Nova Scotia College of Chiropractors
Advertising Approval Committee Submission Form

Please complete this form and submit it as the first page of all correspondence to the AAC.

Name of Chiropractor making the submission: **Dr. _____**
Signature of submitting Chiropractor: _____
Office Telephone Number: _____
Fax number: _____
Date of Submission (dd/mm/yyyy): _____
Number of pages including this: _____
Type of material: **Original**
 Re-Submission

- | | | |
|---|---|--|
| <input type="checkbox"/> Billboard | <input type="checkbox"/> Newspaper Article | <input type="checkbox"/> Television Ad |
| <input type="checkbox"/> Business Card | <input type="checkbox"/> Office Signage | <input type="checkbox"/> Transit Board |
| <input type="checkbox"/> Coffee News | <input type="checkbox"/> PSA | <input type="checkbox"/> Web Page |
| <input type="checkbox"/> Display Board | <input type="checkbox"/> Radio Ad | <input type="checkbox"/> Welcome Wagon |
| <input type="checkbox"/> Magazine Article | <input type="checkbox"/> Real Estate Brochure | <input type="checkbox"/> Window Display |
| <input type="checkbox"/> Mall Ad | <input type="checkbox"/> Sports Board | |
| <input type="checkbox"/> Newsletter | <input type="checkbox"/> Tel Dir. White Pages | |
| <input type="checkbox"/> Newspaper Ad | <input type="checkbox"/> Tel Dir. Yellow Pages | |
| <input type="checkbox"/> Other (Please describe in detail in the space below): | | |

Please indicate the precise location/site/use of the finalized form of the material which you are submitting (ie. Newspaper – Scotia Citizen):

Additional information or comments regarding your submission:



Important: You are reminded to allow 14 days for AAC processing of your submission by fax. The AAC will send their response by fax unless requested to do so otherwise



Please return to:

Nova Scotia College of Chiropractors Office

Attn.: Advertising Approval Committee

P.O. Box 9410, Station A □ Halifax, Nova Scotia □ B3K 5S3

Phone: (902) 425-2445 □ Fax: (902) 425-2441 □ Email: inquiries@chiropractors.ns.ca