



Nova Scotia College of Chiropractors

Guidelines: Direct Marketing

Approved by
the Board of
the NSCC

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May 19, 2001

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Pages
1

Direct Marketing

(a) A registered member, registered practitioner or professional corporation, may use products and services with direct marketing approaches in their office, at their discretion. A patient's care must not be contingent upon their participation in such a program nor should they feel pressured into purchasing any product/service, any business relationship or any other activity considered extraneous to the doctor-patient relationship. Any direct marketing approaches used in the office of a registered member, registered practitioner or professional corporation, is also subject to the recommended advertising guidelines.