

**Saskatchewan Association of Naturopathic Practitioners
Policies and Procedures**

Advertising -

Adopted April 26, 2009; Revised March 13, 2013

The Saskatchewan Association of Naturopathic Practitioners (SANP) has established the following guidelines and policies that maintain a balance between the freedom of expression of all Canadian citizens and the professional conduct by which the Registered Naturopathic Doctors of Saskatchewan are bound.

The primary purpose of any advertising must be the dissemination of relevant information to the public so that they are better able to make informed decisions regarding their health care needs. Advertising in any or all the formats listed below relating to a professional naturopathic practice is under the jurisdiction of the SANP's Advertising Policy.

- Opening notices
- Letterheads
- Newspapers
- Magazines
- Journals
- Computer-based advertising (e.g. websites, email messages, social media, etc.)
- Any other forms of written advertising (e.g. business cards, brochures, handouts, newsletters, etc.)
- Any voice or visual media

Regulation of professional advertising must provide the public with factual, objectively verifiable information that is independent of personal feelings, beliefs, opinions, and interpretations.

Any reference to the cure of symptoms or diseases, or appealing to the public's fears does not meet the above criteria.

TITLE-Affixes or Designations

Affixes or designations other than Naturopathic Doctor, Naturopath, Doctor of Naturopathic Medicine, Doctor of Naturopathy, Naturopathic Practitioner, and/or N.D. are approved only where the degrees, diplomas or designations granted are from institutions of higher learning as approved by the SANP. Naturopathic Doctors in Saskatchewan must refrain from using the title Physician even when it is used in conjunction with the qualifier Naturopathic (e.g. Naturopathic Physician).

SPECIALITIES

Only Registered Naturopathic Doctors possessing a recognized post-graduate specialty certificate may make reference to such expertise in advertisements. Examples include DHANP, B.Sc., D.Acup., M.Sc. All other Registrants not possessing such qualifications, but wishing to restrict their therapeutic modalities, may indicate this by use of the phrase "special interest in..." or "certified in..."

With respect to additional certification in Intravenous (I.V.) therapies the Naturopathic

Doctor must use only the term IV Therapy-certified and make no reference to the practice of Parenteral Therapy (which in Saskatchewan is defined as Parenteral Nutrition, a procedure not performed by Naturopathic Doctors – see Policy on Parenteral Therapy) .

CLINIC/CENTRE NAME

The use of a Clinic or Centre name is permitted, providing it adheres to the general advertisement guidelines, as outlined in this Policy.

PRACTICE LOCATION

The address, including directions, and/or description of geographic location is permitted.

FACILITIES

It is acceptable to include a description of staffing and physical facilities when that information is relevant to the public interest, i.e. specially qualified staff, provision for the disabled, parking, and emergency services.

PARTICULARS

All pertinent information relating to hours and days of operation, telephone/fax numbers, languages spoken, website address, and methods of payment that are accepted.

VISUAL ENHANCEMENTS

Visual enhancements to advertisements may include photographs of a professional office, office building and adjacent property, personal photographs, videotapes, audio tapes, and other graphic media, subject to the same guidelines as other advertising.

OTHER PROMOTIONS

A Registered Naturopathic Doctor shall not participate directly or indirectly in a “system” in which another person recommends a prospective patient to the Registrant for professional services, and in which undue financial gain is involved. The patient must be free to choose any Registrant for Naturopathic treatment(s) if the patient pursues Naturopathic care. Referral fees or professional fees used to induce referrals to a specific Registrant are deemed inappropriate by the SANP, and would be construed as professional misconduct.

A Registered Naturopathic Doctor shall not initiate unsolicited contact or communication with a member of the public to invite them to use his/her services. Example: Using a computerized, random-dialing message service would be considered a form of uninvited solicitation and therefore unprofessional.

ADVERTISEMENTS MAY NOT CONTAIN THE FOLLOWING

- Testimonials
- Anything that is false or misleading
- Anything that cannot be verified
- Public or written endorsement of a product or line of products, or permitting his/her name to be associated with the advertisement of any product or services other than the Registrant's Naturopathic services
- Any sexual innuendo or language of a sexual nature
- A guarantee as to the success of the services provided
- Any comparison to another Registrant's practice, qualifications or expertise
- Any remarks that can be considered slanderous about another professional
- Any references to free or discounted consultations, diagnostics or treatments
- Any references to practices that are not currently within our scope of practice.

The SANP does permit Registered Naturopathic Doctors to conduct introductory or educational sessions that provide new/prospective patients with information about concepts of Naturopathic Medicine, the ND, and treatments/modalities. Demonstration of tests or treatments should incorporate a verbal and written disclaimer that the demonstration does not constitute a diagnosis or treatment that will provide relief of any health concerns.

All media advertising or promotional materials should be of good taste and quality.

Recognizable symbols such as credit card logos, handicap, and parking symbols may all be used.