

Standard Area 4.0

Practice Management



4.5 Advertising and Promotional Communications

Standard

A **regulated member** of ACSLPA ensures that **advertising and promotional communications** are truthful, accurate, and verifiable.

Indicators

To demonstrate this standard, the regulated member will:

- a) Limit themselves to advertising and promotional communications that are relevant to the scope of practice of their profession.
- b) Ensure that their advertising and promotional communications are a factual and accurate description of the products/services offered.
- c) Refrain from guaranteeing the success or superiority of a product/service unless the claim is supported by evidence.
- d) Refrain from discrediting or diminishing the skills of other providers or the services of other clinics or facilities.

Expected Outcomes

Clients can expect that advertising and promotional communications are truthful, accurate, and assist them in making informed choices.

Advertising and promotional communications are intended for potential users of a product or service, with the intent of informing or influencing those who receive them.

Client refers to “a recipient of speech-language pathology or audiology services, and may be an individual, family, group, community or population. An individual client may also be referred to as a patient.”

Regulated member refers to “an individual who is registered with ACSLPA in any of the regulated categories of membership prescribed by *ACSLPA Bylaws*, the *Health Professions Act* and our Regulations.”