



The College of Physicians and Surgeons of Prince Edward Island

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SECTION	
POLICY NAME	Communication with the Public
DESCRIPTION	<p><i>Principles:</i></p> <p>The Supreme Court of Canada has found that advertising by professionals is protected as free speech under the Canadian constitution. *</p> <p>Physicians and physician corporations have the right to engage in business activities other than publicly funded medicine – provided such activities do not violate the Code of Ethics of the CMA or the Regulations or Policies of the College.</p> <ul style="list-style-type: none"> • Communications, including advertising, must be informational in nature and not promotional. <ul style="list-style-type: none"> - Communications including advertising may contain a physicians name with his degrees, a specialty if recognized by the College of Physicians and Surgeons of PEI, an area of practise or special interest, languages spoken, office address and phone number, location and accessibility • Must appear professional, must not be false, misleading or deceptive in any way. <ul style="list-style-type: none"> - Newspaper advertising cannot be larger than two standard newspaper columns in width and 10 centimeters in depth, signs must be in good taste and be non-promotional • Must not offer incentives, must not contravene the CMA Code of Ethics. <ul style="list-style-type: none"> - Inducements do not include factual information regarding a change of price, or a different price based on compassionate grounds • Must not compare one’s skill with other physicians.

	<ul style="list-style-type: none"> • Must not make reference to specific drugs, appliances or equipment. • Must not contain associations between a physician and any particular company or product <ul style="list-style-type: none"> - Exceptions to naming a product may be made if a product is closely identified with the procedure so that it would be used to adequately inform the public • Must not imply superiority or contain endorsements. <p>If a member is in doubt as to the suitability of an advertisement, he/she may consult the Registrar, who may, consult Council if need be.</p> <p><i>Acknowledgements to:</i></p> <ul style="list-style-type: none"> - The College of Physicians and Surgeons of Nova Scotia - The College of Physicians and Surgeons of British Columbia - The College of Physicians and Surgeons of Newfoundland - The College of Physicians and Surgeons of Alberta - Policies and guidelines of advertising and public communications by physicians, CPSNS.
<p>APPLICABLE LEGISLATION</p>	
<p>APPROVED BY:</p>	<p>Council of the College of Physicians & Surgeons of PEI Approved: May 31, 2006</p>
<p>REVIEWED:</p>	<p>DATE:</p>