



THE COLLEGE OF
VETERINARIANS
OF ONTARIO

REPORT ON CONSULTATION

Topic: Professional Practice Standard Advertising

Consultation Period: July 6 – August 19, 2016

Submissions: 13 submissions

Background on the Consultation

The draft of the Professional Practice Standard on Advertising was presented to Council in June 2016. The draft standard would replace the advisory statement on advertising. Council agreed that an advisory statement was no longer an appropriate policy type for advertising as a result of changes made to Regulation 1093 which came into effect in November 2015.

Although the policy document was redrafted, there was no change in the College's policy direction regarding advertising over the previous four years.

Following discussion and feedback, the draft document was approved by Council, for consultation.

General questions were posed as part of the consultation process:

- Is the standard clear regarding professional expectations for veterinarians?
- Are there suggestions for amendments?

Overview of Feedback

Clarity of professional expectations

12 respondents completed this question, nine (75%) of which indicated the standard was clear in establishing professional expectations with respect to advertising.

Additional Comments

The following quotes, summarized from comments received, reflect issues raised during the consultation:

- *It is refreshing to see standards that set out clearly and concisely what the expectations are vs the lengthy wordy obtuse documents previously seen from the CVO.*
- *Perhaps a short list of examples of comparative statements which would be deemed unacceptable.*
- *More specific guidelines for websites and social media*
- *It does not address the question of reviews made by other individuals on social media or ratings sites. I think it is within professional standards to ask a satisfied client to give a positive review if they so*

desire. It should be clear that is not appropriate to offer any inducement or incentive for clients or members of the public to post good reviews.

- *Advertising the arrival of a new doctor or auxiliary to a new practice FROM another practice should be explicitly forbidden in advertising as it could be seen as trying to lead owners away from their previous practices. This should be addressed in the Standard.*

Council September 2016 Discussion and Decision

Council reviewed the consultation feedback and the draft standard as revised. Many of the comments received during the consultation would be helpful in drafting the Guide to the Professional Practice Standard on Advertising.

Council approved the draft Professional Practice Standard on Advertising.