



Advertising Policy – Use of Coupons and/or Discounts

Rational

Professional health care services, including Denturism, should not be offered at a discounted rate

Policy Statement

Coupons and/or discounts are a contravention of the College's bylaws, specifically section 8.03 (2)(e), (2)(f), (3)(a) and/or (4)(b).

Section 8.03 of the College's bylaws state,

...

(2) Any marketing undertaken or authorized by a registrant in respect of the registrant's professional services must not be

...

(e) contrary to the public interest or the ethical standards of the profession, or

(f) in bad taste, offensive, self laudatory, or otherwise contrary to the honour and dignity of the profession or maintenance of a high standard of professionalism.

(3) Without limitation, marketing violates subsection (2) if it (a) is calculated or likely to take advantage of the weakened state, either physical, mental or emotional, of the recipient or intended recipient.

...

(4) A registrant who, in any advertisement, includes a statement of fees for a specific service

...

(b) must not compare the fees charged by the registrant with those charged by another registrant or registrants of another college.

...

Board Approval Date: April 15, 2016