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Do you email or text message your patients?

If the answer is yes, please ensure that your practice is compliant with Canada's Anti-Spam Law that will come into force on July 1, 2014.

Despite the name of the new law and put simply, any person or organization that uses electronic communication to support commercial activity must not send electronic messages unless the recipient has consented to receiving the messages. Electronic communications may include appointment reminders, confirmations, marketing and/or other types of communication with your patients.

In addition, there are requirements regarding the type of information contained in the electronic message. For example, messages must be non-deceptive, the content must be related to the subject line, the sender must be easily identifiable and contactable and there must be a clear method for unsubscribing from the messages.

For additional information, please consult your legal counsel and/or the following website;
http://fightspam.gc.ca/eic/site/030.nsf/eng/h_00050.html#Commercial