



DID YOU KNOW...?

SUBJECT: WHY YOU CANNOT USE THE TERMS SPECIALIST AND EXPERT IN ADVERTISING

DATED July 2018

1) Audiologists and speech language pathologists are not allowed to use the terms 'specialty' or 'specialist' in advertising.

Why?

The [Regulated Health Professions Act](#) (RHPA) allows all regulated health college councils to make certain regulations. One of the regulations concerns [specialty](#).

95 (1) Subject to the approval of the Lieutenant Governor in Council and with prior review of the Minister, the Council may make regulations,

e) defining [specialties](#) in the profession, providing for certificates relating to those specialties, the qualifications for and suspension and revocation of those certificates and governing the use of prescribed terms, titles or designations by members indicating a specialization in the profession;

The College currently does not have any specialty certificates of registration; therefore, members are not allowed to use the terms 'specialty' or 'specialist' in advertising.

2) Audiologists and speech language pathologists are not allowed to use the term 'expert' or 'expertise' in advertising.

Why?

The [Proposed Advertising Regulation, 2013](#) states;

2. (1) An advertisement with respect to a member's practice must not contain:

b) anything that, because of its nature, cannot be verified;

c) anything that may be reasonably regarded as a representation that the member's practice may be superior to that of another member's practice or another member;

In advertising, the term 'expert' signifies that a member's practice may be superior to that of another member's practice.

3) What terms can be used in advertising?

Although the use of terms specialty and specialist, expert and expertise are prohibited, the Proposed Advertising Regulation, 2013 allows the following:

3. Subsection 2 (specialty) shall not prohibit an advertisement that contains a reference to the member's scope of practice, or statement that the member has additional training in a particular area of practice, or a statement that the member's practice is restricted to a particular area of practice.

PRACTICE ADVICE ARTICLE

[Understanding the Proposed Advertising Regulation](#)

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