

## **PART II ADVERTISING**

- 6.** (1) An advertisement with respect to a member's practice must not contain,
- (a) anything that is false or misleading;
  - (b) anything that, because of its nature, cannot be verified;
  - (c) subject to subsection (2), a reference to any area of practice or to any procedure or treatment;
  - (d) an endorsement other than an endorsement by an organization that is known to have expertise relevant to the subject matter of the endorsement;
  - (e) a testimonial by a patient or former patient or by a friend or relative of a patient or former patient; or
  - (f) a reference to a drug used to provide health services. O. Reg. 218/94, s. 6 (1).
- (2) An advertisement with respect to a member's practice may contain a reference to an area of practice or to a procedure or treatment if,
- (a) in the case of a reference to an area of practice that is a prescribed specialty, the member holds a specialty certificate of registration in the specialty and the advertisement states that the member is a specialist in the specialty; and
  - (b) in the case of a reference to an area of practice that is not a prescribed specialty or to a treatment or procedure, the advertisement states that the member is not a specialist. O. Reg. 218/94, s. 6 (2).
- (3) An advertisement must be readily comprehensible to the persons to whom it is directed. O. Reg. 218/94, s. 6 (3).