



Practice Checklist: Communications and Advertising

Registrant Name: _____ Reg #: _____

Reviewer: _____ Date: _____

The College of Homeopaths of Ontario (CHO or the College), has created a series of professional practice standards and guidelines to help Registrants comply with the acts, legislation and regulations under which the profession is regulated. In particular, there are seven documents¹ which guide Registrants in use of title, advertising and public communication.

This practice checklist has been created to provide Registrants with an easy-to-use and understand compliance tool. Use this to review practice materials, websites, blogs or any material which you use to communicate in any way with the public, patients, other health-care professionals or the College. Make adjustments where necessary. Once completed, file this form in your personal CHO file for future reference.

Title Compliance	YES	NO
PART ONE		
Use of Title "Doctor"		
1. Are you a member of any of the following Ontario regulatory colleges: College of Chiropractors of Ontario; College of Optometrists of Ontario; College of Physicians and Surgeons of Ontario; College of Psychologists of Ontario; Royal College of Dental Surgeons of Ontario; College of Naturopaths of Ontario – Registrants of CONO may use the title Naturopathic Doctor immediately following his or her name.	<input type="checkbox"/> If yes, skip to Q6c.	<input type="checkbox"/> If no, continue to Q2.
2. Do you have a doctoral degree? Note: For a Registrant who has obtained his/her homeopathic training following under-graduate training, or who has pursued post-graduate degrees outside of homeopathy, such as a PhD or MSc, these conferred degrees, obtained at a University level, can be used by Registrants after their names and following the HOM, Hom(T), or Hom(I) designation. For those who have earned a medical doctorate degree outside of Canada, and <u>who are not</u> registered with the College of Physicians and Surgeons of Ontario, the country in which the degree was earned must be stated in brackets following the MD designation. For example, MD (RUS) or MD (PAK).	<input type="checkbox"/> If yes, continue to Q3.	<input type="checkbox"/> If no, continue to Q4.
3. If you answered yes to question 2, do you have a clinical practice in homeopathy in which you see patients?	<input type="checkbox"/> If yes, continue to Q4. Note: The restriction of the use of title "Doctor" applies to providing or offering to provide health care to individuals in Ontario. Unless you are also a member of a regulatory college which allows you to use the title doctor, you may not use the doctor title in practice. ²	<input type="checkbox"/> If no, continue to Q7. Note: If you hold a doctoral degree, the restriction of the use of title doctor does <u>not</u> apply to <u>non-clinical</u> contexts such as social or purely academic settings. Registrants with doctoral degrees may use the title "doctor" and its abbreviation (associated with a completed doctoral degree) in <u>non-clinical</u> , academic, research and social settings. If the setting involves patient contact in any manner the title

¹ Included on this list are: *Regulated Health Professions Act, 1991; Homeopathy Act, 2007; Professional Misconduct O. Regulation 315/12; CHO Standard 6: Advertising; CHO Standard 19: Vaccination; CHO Guideline 2: Electronic Communication and Social Media; and CHO Guideline 4: Title and Credential.*

² For more information on the terms used within this item see page 7 of CHO Guideline 4 – Titles and Credentials.

			"doctor" may not be used. The principles of clear and appropriate representation to the public apply in these situations. ³	
Title Compliance	YES	NO	Removed	Date Removed
PART TWO				
Email Address				
4. Do you have a "Dr" title in your email address?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. Do you have the word "Doctor" in your email address?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Email Signature				
6. Does the signature you use at the bottom of your email contain any of the following:				
a) "Dr"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
b) "Doctor"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
c) "Doctor of Homeopathy"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Title – General Questions				
7. Is/are your academic degree(s) or certificate(s) from recognized universities, colleges and/or private vocational schools? <i>If yes, these titles may be used after and in conjunction with the title HOM, HOM (T), or HOM (I).</i>	<input type="checkbox"/>	<input type="checkbox"/> If no, remove from materials.	<input type="checkbox"/>	
8. Does the title used in your material, your business card or advertisement use any other title, term or designation that indicates or implies that you are a specialist in any aspect of homeopathy? (This includes terms such as Classical Homeopath, Hahnemannian Homeopath, etc; Certified Bowen Therapist, etc.; or Homeopathic Cardiologist, etc.) Note: CHO does not recognize any specialty courses, programs or formal specialty areas of practice. It is acceptable to list such information in one's curriculum vitae. It is considered professional misconduct to use a term, title or designation indicating or implying specialization in the profession. (For more information on the specialty designations see page 5 of CHO Guideline 4 – Title and Credential.)	<input type="checkbox"/> If yes, remove from materials.	<input type="checkbox"/>	<input type="checkbox"/>	
Registration Compliance				
1. Is the practice incorporated under the Corporations Act?	<input type="checkbox"/> If yes, continue to Q2.	<input type="checkbox"/>	<input type="checkbox"/>	
2. If yes, is the incorporation registered with CHO?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Notes: _____

³ For more information on the terms used within this item see page 3 and 4 of CHO Guideline 4 – Title and Credential.

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This checklist is not mandatory at this time; however, the College highly recommends that you take time to complete it. Doing so may reduce the incidents of complaints and investigations. The College performs random audits on Registrants' websites to ensure compliance to the various acts, legislation and regulations governing the profession. Questions? Contact the CHO at programs@collegeofhomeopaths.on.ca or 416-862-4780.

Communication Compliance	Stationery ⁴	Business Card	Office Signs	Email Body	Website	Facebook	Blog	External Lists & Websites	Advertisements	Print Materials	Newsletter	Curriculum Vitae	N/A Not applicable N/O Not observed Resolved: Yes/No Date: mm/dd/yy
PART THREE													
Title and Credential Compliance													
1. "Dr", "Doctor", or "Doctor of Homeopathy" title REMOVED (<i>see Part 1</i>).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Any email address which references "Dr" or "Doctor" REMOVED (<i>see Part 1</i>).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Reference to other related professional associations, societies or bodies REMOVED. Note: Other related professional associations, societies or bodies may only be communicated on a curriculum vitae, business stationery/letterhead, website ⁵ , the registry/website of such bodies, and recognized public displays. In the case of dual registration affiliation, references are consistent with the requirements of both Colleges.	OK <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	OK <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	OK <input type="checkbox"/>	
Standard & Guideline Compliance													
Advertising Standard													
4. Information PROVIDED is factual and independent of personal feelings, beliefs, opinions or interpretations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. REMOVE anything that is false or misleading, or any statements or information made that either omit relevant information or include non-relevant information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6. REMOVE anything that could be interpreted as intending to promote a demand for unnecessary services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7. REMOVE any promise of a result that cannot always be delivered or a guarantee of the success of the service provided.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8. REMOVE any claim about treatments that cannot be verified including any statements of CURE of symptoms or diseases.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
9. REMOVE information that could be interpreted to be an endorsement of a homeopath or his or her practice by an individual or an organization.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

⁴ Stationery includes: letterhead, envelopes, referral slips, forms, prescription pads

⁵ While a website is considered advertising, it is appropriate to disclose related professional associations for the benefit of public information and education.

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10. REMOVE any expressed or implied endorsement or recommendation for the exclusive use of a product, brand or service used or sold in the practice.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
11. REMOVE any public or written endorsement of a product or a line of products, including anything that allows your name to be associated with the advertisement of any product or services other than your own services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
12. REMOVE anything that is undignified and in poor taste.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
13. REMOVE anything that will promote an image that will negatively impact on public confidence in the delivery of health-care services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
14. REMOVE any sexual innuendo or language of a sexual nature.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
15. REMOVE any before and after pictures or other visual information about a treatment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
16. REMOVE any statements that discriminate on the basis of a protected status under human rights legislation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
17. REMOVE any statement that may be considered slanderous in accordance with the Criminal Code.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
18. REMOVE any comparison to another Registrant's practice, qualifications or expertise.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
19. REMOVE any comparative or superlative statement about service quality, products or people.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
20. REMOVE any comparison, superlative, or suggestion of uniqueness, appealing to a person's fears or creating an unreasonable expectation of a favourable result. -- Comments appealing to the public's fears REMOVED.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
21. REMOVE any remarks that can be considered slanderous about another professional. -- Statements that are real or perceived as opposed, anti- or against another type of health care treatment REMOVED.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
22. REMOVE any references to free initial consultations, diagnostic or treatment services ⁶ .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
23. REMOVE any wording that would imply that staff members of the facility are registrants of the College or any regulatory College when they are not.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
24. REMOVE testimonials including any misleading or inappropriate testimonial by any patient, former patient or other person in respect of the Registrant's practice.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

⁶ Pre-consultations may be conducted for free. Discounts are permitted on initial consultations and follow-up visits, provided that options for discounted rates are clearly posted with the fee schedule and available to all individuals. See CHO Standard 9: Fees and Billing.

Communication Compliance	Stationery ⁴	Business Card	Office Signs	Email Body	Website	Facebook	Blog	External Lists & Websites	Advertisements	Print Materials	Newsletter	Curriculum Vitae	N/A Not applicable N/O Not observed Resolved: Yes/No Date: mm/dd/yy
Vaccination Standard													
25. Statements contravening CHO Standard 19 on vaccination REMOVED.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
26. References contravening CHO Standard 19 on vaccination REMOVED.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Other													
27. Information PROVIDED is within professional and individual scope of practice.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
28. Information PROVIDED is not related to controlled acts, unless registered with another regulatory college permitted to perform such acts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
29. References to fees are in accordance with CHO Standard 6: Advertising: #7. References to fees or prices used in advertisements may: a) display or distribute a fee schedule and/or an explanation of the way fees are calculated; b) provide information about fees or charges in response to a request for this information; c) provide information on the funding models or insurance plans accepted; d) indicate the forms of payment accepted; e) contain accurate, complete and clear disclosure of what is and is not included in the fee; f) expressly state the timeframe to be honoured for any complimentary or discounted service; and g) provide the public equal opportunity to obtain complimentary or discounted services without limiting the offer to a specific number or type of participants.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Electronic Communications Postings need to adhere to CHO Guideline 2: Electronic Communications and Social Media													
30. Minimizing the Risks													
a) Professional persona maintained by using a formal, courteous and professional tone in all communications with patients.	-	-	-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-	-	-	-	
b) Professional boundaries are maintained.	-	-	-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-	-	-	-	
c) Practice information and communications are kept separate from personal communication.	-	-	-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-	-	-	-	
d) Avoid exchanging private texts, phone numbers, personal e-mail addresses or photos of a personal nature with patients.	-	-	-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-	-	-	-	
e) Decline patient-initiated "friend" requests and do not issue "friend" requests to patients from your personal site or page.	-	-	-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-	-	-	-	

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31. Understanding Privacy Concerns													
a) Check and manage privacy and security settings of social media accounts frequently.	-	-	-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-	-	-	-	
b) Monitor who is able to post to any of your social media locations. Patients should not be among those who are allowed to view or post on your private site.	-	-	-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-	-	-	-	
c) Monitor regularly all content you or others post to your social media accounts and remove anything that is inappropriate.	-	-	-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-	-	-	-	
d) Ask others not to tag you on any photographs without your permission.	-	-	-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-	-	-	-	
e) Ask others, in writing, to remove any undesirable content related to you.	-	-	-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-	-	-	-	
f) Do not post pictures or case information about patients without their written permission.	-	-	-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-	-	-	-	
32. Act Professionally													
a) Consider whether any posting may reflect poorly on you, your practice or the homeopathic profession.	-	-	-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-	-	-	-	
b) Be transparent and authentic. Use your true professional identity at all times. Even if you create a false identity, courts can compel disclosure of your true identity.	-	-	-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-	-	-	-	
c) Avoid online criticism about patients, colleagues, your employer, other health care professions, or others within your community.	-	-	-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-	-	-	-	
d) Avoid impulsive, inappropriate or heated comments.	-	-	-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-	-	-	-	
e) Ensure that your comments do not incite others to make discriminatory or other professionally unacceptable comments.	-	-	-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-	-	-	-	
f) Respect the privacy and confidentiality of patient information.	-	-	-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-	-	-	-	
33. Important questions to ask													
a) Registrants should be able to answer this: How does my online presence – that which I control and that which is posted by others – reflect on my professionalism, and how does it reflect on the homeopathic profession?	-	-	-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-	-	-	-	
b) When interacting with patients electronically am I using electronic communication and social media to enhance their health-care or to satisfy a personal need?	-	-	-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	-	-	-	-	

In accordance with CHO Standard 6: Advertising, section 11 (page 3).

Advertisements MAY contain, but are not limited to the following:

- a) Registrant's name: The registrant's common name as it appears on the College Register.
- b) Clinic/Centre Name: The use of a Clinic or Centre name is permitted, providing it adheres to the general advertisement guidelines, as outlined in this Standard.
- c) General practice information: Hours of operation, address and telephone number, fax numbers, after hours or emergency phone numbers, email address, website address.
- d) Office location: Directions, description of geographic location, accessibility for the disabled, availability of parking.
- e) Title and qualifications: Title, affixes, or designations are permitted, providing they adhere to the Practice Guideline on Title and Credentials.
- f) Facilities: List and description of staff, along with their educational qualifications.
- g) Information on the types of services available including home visits and references to services, techniques, and other procedures within the public domain.
- h) Languages spoken.
- i) Payment methods including credit cards.
- j) General information describing the nature of homeopathic treatment.
- k) Visual Enhancements: May include photographs of a professional office, office building and adjacent property, personal photographs, videotapes, audio tapes, recognizable symbols and logos, and other graphic media, is permitted, providing it adheres to the general advertisement guidelines, as outlined in this Standard.