

**In this Issue:**

Renewal	1
Special Meeting	1-2
AGM Structure	3
Use of Social Media	3-5

## RENEWAL REMINDER

The deadline for renewal is February 28<sup>th</sup> at midnight. Please make arrangements to renew prior to this date to avoid late fees. Updated fees were voted on and passed at AGM 2014. Please refer to the current late fees on the website.

We have historically had a number of Members pay late fees. Please help us bring this number down or eliminate it completely.

## SPECIAL MEETING

Membership present at the last AGM voted to call a special meeting to allow member input into our complaints process. The request to hold this meeting was approved by the Chair in order to move the concerns forward and to avoid this issue from dominating future AGMs. The motion from the floor was also later passed as a motion by Council at our June meeting in order to meet the requirements of our Act and Bylaws for demanding a special meeting.

Council has been working on gathering data since the AGM last year. The majority of this work is represented in the documents that have already been posted on the website under the heading Special Meeting. We encourage all of our Members to review these documents, and request that anyone who is planning on attending the Special Meeting on March 7<sup>th</sup> familiarize themselves with this information.

One thing that has been apparent as we have completed our environmental scan is the shift across professions and across the nation towards greater transparency to the public. The public is demanding greater transparency

## SPECIAL MEETING CONT'D

from professionals, and government expectations for professional transparency are increasing. As this has become a national focus for physical therapy regulators, it is timely that Members are meeting to discuss our complaints process, and issues specific to public transparency.

A second motion from the floor at AGM last year requested Council to secure a second legal opinion on our current complaints processes. Council was able to secure this from Bryan Salte who is the legal advisor for the College of Physicians and Surgeons of Saskatchewan. He has provided us with a second legal opinion on the requirements in our Legislation with regards to responding to complaints. This will be presented at the Special Meeting.

Council is also committed to greater transparency with our Members as well, and the meeting on March 7<sup>th</sup> is to ensure that our processes are open and clear. Council has committed to learning and understanding these processes, and will be presenting the material on March 7<sup>th</sup> and fielding the questions through the facilitator that we have hired through the Dispute Resolution office. We are requesting that as many questions as possible be sent to us in advance as soon as possible. This will provide us with the time and resources to be able to respond in an efficient and knowledgeable manner at the. Questions can be brought forward through any Council member, or sent to the office at any of the following e-mail addresses: [ed@scpt.org](mailto:ed@scpt.org), [president@scpt.org](mailto:president@scpt.org), or [contactus@scpt.org](mailto:contactus@scpt.org). As Council and our Committees consist of Physical Therapist volunteers, we have been and are required to seek out the answers to Membership questions on our own time. In order to be effective in responding to any concerns or questions that remain outstanding, it would be the most effective and efficient for all involved if we could be provided with these in advance of the meeting so that we can exercise due diligence and do the research required. We thank all Members for their respect of our position and understanding our role in our profession's regulatory body.

**Information regarding the Special Meeting can be found at [www.scpt.org](http://www.scpt.org) under the Members' Area tab and by clicking on SCPT Members' News.**

## AGM INFORMATION

AGM 2015 will be held on Saturday, April 25, 2015, in Saskatoon, SK. As always, we will be collaborating with SPA to bring you a weekend of information sharing, and networking, as well as opportunities for continuing education. This year will commence with the SPA schedule of events on the evening of Friday, April 24, 2015, including AGM at 6:00 pm, followed by the SPA Awards event. SCPT AGM will begin with a complimentary breakfast, followed by the AGM meeting from 8:30-11:30, and lunch will be served after the meeting is adjourned. This year, in lieu of a guest speaker, we have decided to offer a 'Brag 'n' Steal' Session that offers membership the opportunity to share with colleagues any exciting initiatives, research, or work projects that are going on in Saskatchewan. This session will consist of 9 10-minute presentations, as well as 5 2-minute 'Clinical Pearls' sessions for colleagues to briefly present on their initiatives. We will also be providing space for poster presentations for viewing throughout the morning session. If you are interested in presenting in any of these sessions, please fill out the application form on [www.scpt.org](http://www.scpt.org), and email to [jodiept12@yahoo.ca](mailto:jodiept12@yahoo.ca) and [admin@scpt.org](mailto:admin@scpt.org).

## Use of Social Media within Physical Therapy Practice by Tasha Descottes and Lauren McLellan

Social media has become a regular part of everyday life for many professionals. Professionally, it can be used to promote your business, network with colleagues, learn about new physiotherapy techniques, follow research trends, and stay in touch with friends. The use of social media should not be excluded from the physiotherapy profession but some caution should be used to ensure you are compliant with the current bylaws.

In 2013 the Canadian Physiotherapy Association published a position statement on social media entitled Canadian Physiotherapists and social media: issues and guidelines for use. In its statement, the CPA defines two categories of social media: patient oriented and profession oriented. Patient oriented allows for "interaction with current, past or potential patients". Professional oriented is used "as a professional resource by physiotherapists".

## SOCIAL MEDIA CONT'D

It may be helpful to have a clear intention, either personal or professional, with your social media presence. It is important to maintain respect, utilize social decorum, and plan ahead with your social media use to maintain risk management. For example, maintaining professional boundaries would dictate not accepting or “friending” patients or clients on Facebook.

There are a variety of SCPT Bylaws that can easily be infringed upon when using social media. The Bylaws are posted on the SCPT website for review. For example, under the Regulatory Bylaws, the Advertising Bylaw 27(2) states “no member shall engage in any advertising, promotion, or other marketing activities that is inaccurate or capable of misleading the public either directly or indirectly through any medium or agent” This includes misrepresentation of fact; comparison of services to another members’; deprecation of another member or clinic; obtaining testimonials/disclosing names of clients and promotion of a specific brand of drug/device or equipment.

Standards of Conduct fall under the SCPT Regulatory Bylaws. The General Standards 19(1) state that no member shall (g) “disclose confidential information about a client except as required or permitted by law.” This would include facts or descriptors about a client or condition that may make the person identifiable.

The Code of Ethics, Regulatory Bylaw 20, states that “physical therapists shall conduct themselves in such a manner as to merit the respect of society for the profession and its members”. Remember that what is posted on social media is permanent and may be accessible to others that you may not know such as your employer or potential employer.

Social media can be used to convey information to clients and to allow information sharing among colleagues and other health care professionals. Its use should not be prohibited but education on its appropriate utilization is important to prevent bylaw infringements or misrepresentation of the Physical Therapy profession.

## SOCIAL MEDIA CONT'D

The CPA position statement can be accessed at <http://www.physiotherapy.ca/Practice-Resources/Practice-Management/Resources/Social-Media-Guidelines>.

SCPT Bylaws are available at <http://www.scpt.org/college-overview/acts-and-bylaws>



**MOMENTUM**  
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