

# SCPT

## MOMENTUM



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## Executive Director & Registrar's Report

I am excited to announce that SCPT has hired Jason Vogelsang into the position of Executive Director and Registrar, with a start date of October 1, 2021.

Jason Vogelsang received his B.Admin., MPA, and Certificate in Economics from the University of Regina.

He has worked at the University of Regina with progressive roles in the Admissions Office, including as Manager of International Admissions and as Associate Registrar for admissions.

He has worked with the University of Saskatchewan as the Manager of Administration and Finance for the Regina Campus of the College of Medicine, expanding the Regina campus for medical education.

In 2015 Jason had the unique opportunity to move to the Saskatchewan Professional Teachers Regulatory Board (SPTRB) when it was created. As its Assistant Registrar, he was involved in all areas of operations, establishing

the SPTRB as the newly-created independent regulatory body for the teaching profession in Saskatchewan (and only the third for the teaching profession in Canada).

Jason has also served on the boards of the Chiropractors' Association of Saskatchewan, the City of Regina Community Services Committee, and the Institute of Public Administration.

Outside of work, Jason and his partner, Ted Deller, enjoy travelling (when allowed and safe), good food, and good wine. Jason can often be found either in his small garden, with his nose in a book (history, biography, some fiction) or tackling a jigsaw puzzle.

Jason is very much looking forward to starting his work with the SCPT, continuing the great work of the board, staff, and practitioners, and getting to know everyone in this thriving profession. SCPT welcomes Jason and we are looking forward to see what he brings to the organization in the years to come!

As I come to the end of my interim role, I would like to thank the SCPT for the opportunity to lead this organization and membership. It has been an extremely interesting, intense and enlightening year and a half since I took over as the interim EDR in April 2020; I have valued the learning experiences it has offered and appreciated getting to know more of the physical therapists in the province through this role.

As with every other business and individual, the SCPT has faced some unique challenges this year and I could not have managed them without the support and hard work of the SCPT staff, the Executive Committee and Council, so I would like to extend a most sincere thanks to all of them for their enduring support throughout my interim role. I would also like to thank each and every one of our SCPT committee volunteers, without your thoughtful insight and experience the SCPT could not continue to function.

I look forward to watching the continued growth and modernization that SCPT will be undertaking under Jason's new leadership!

Brandy Green, Interim EDR

## AGM Information

The SCPT AGM will be held in partnership with Continuing Education in Rehabilitation Sciences via Zoom on October 2 from 9-11 am. **Please use the link below** to register for the meeting. You will be required to enter your SCPT license number during the registration process. On October 2, all members are asked to login at a minimum of 10 minutes prior to the start time of the meeting, at which time you will be placed into a virtual waiting room. This will allow SCPT staff time to confirm number of SCPT licensed attendees for voting purposes.

Once in the meeting, all members will be muted but will have the ability to unmute themselves. All members will have access to a raise hand function and/or to use the chat function that will send a message to everyone if you have questions during the meeting. Voting during the meeting will be done via polls within the Zoom platform. If multiple members are attending together from one location via one computer, a scrutineer will be appointed for that location and will be asked to submit a summary vote via the chat function for that location.

As per the SCPT policy, all motions from the floor must be submitted at least 7 days prior to the Council meeting before AGM. **Motions from the Floor** submissions were due **August 23**, no motions were received from membership this year. All AGM details and documents will be available on the SCPT website under the Events Tab: <https://scpt.org/site/agem?nav=sidebar>

### Register in advance for this meeting:

<https://usask-ca.zoom.us/meeting/register/tJ0rf-utrDwsE927Q1ykLSzsfAJM7byWrOIY>

*After registering, you will receive a confirmation email containing information about joining the meeting.*

## SCPT Committee Volunteers Needed!

AGM is now just 2 weeks away and the SCPT is still looking for **7 volunteers** to meet the needs of our committees as follows:

**Professional Conduct Committee:** 1 member needed

**Legislation Committee:** 1 member needed

**Prof Standards of Practice Committee:** 1 member needed

**Communications Committee:** 2 members needed

**Continuing Competency Committee:** 1 member needed

**Governance and Nominations:** 1 member needed

For the majority of these committees, the workload is quite minimal – just a couple of hours per month! Please see the [committee information document](https://scpt.in1touch.org/uploaded/web/Committee%20Recruitment%20Document.pdf) (<https://scpt.in1touch.org/uploaded/web/Committee%20Recruitment%20Document.pdf>) for further details on each committee.

We are hoping to improve the diversity of these committees in the coming years, so would really appreciate volunteers from several different regions of the province (rural and urban), both public and private practice, different areas/focus of practice and different educational and cultural backgrounds to help ensure a more diverse perspective is brought to the very important work and decisions being made for regulation of physical therapy.

SCPT relies on these committees in order to continue to manage the functions of the organization while keeping staffing to a minimum and therefore not requiring increased membership fees, so if you or someone you know would be interested in volunteering, please contact me at [edr@scpt.org](mailto:edr@scpt.org) for further information!



## New Professional Liability Insurance Requirements for Renewal 2022

At AGM on September 26, 2020 the SCPT membership voted in favor of a change to the Professional Liability Insurance requirements for licensure, mandating that as of January 1, 2022 all members will be required to have individual liability insurance, independent of any insurance that may be available through an employer.

Many jurisdictions across Canada have already made this shift, and SCPT held an education session with SPA a few years ago to investigate the pros and cons of this decision. It was determined at that time that having only employer-provided professional liability insurance does put both the public and the physical therapist at risk in several ways. For example, it only provides coverage within the workplace where insurance is provided. As a healthcare provider, a physical therapist's skills tend to extend beyond the workplace, where physical therapists are consistently asked for advice and to volunteer in different capacities. There is also a higher expectation for healthcare providers to act should a medical emergency occur, as they have more training to do so.

Employer-provided insurance does not typically provide the physical therapist with coverage for complaints made to the College that include unprofessional behaviour or improper conduct, as the professional would be expected to behave professionally in the workplace and the wording in the insurance policies often include clauses to reflect those expectations. Physical therapist's relying on employer coverage would be left to independently secure legal representation to defend against these claims and would be responsible for the associated costs, which may mean that a patient is not appropriately compensated should compensation be required.

Employer-provided insurance generally shares limits of liability with all employees and the organization involved in a claim

instead of having an individual limit of liability. If these limits are exceeded, the physical therapist may become responsible for a portion of legal costs, including settlement or damage costs. It also does not typically reimburse criminal defence costs, for instance allegations of physical or sexual assault that are brought before a criminal court. By purchasing independent liability insurance, the physical therapist can ensure that they are covered in all professional activities, regardless of workplace. They can also ensure that they have appropriate amounts of coverage, coverage for criminal defense and tail end insurance to protect them after they retire (as claims regarding things such as sexual assault have no statute of limitations so could be made long after an individual is no longer practicing).

Although this was approved in 2020, SCPT decided to implement this for licensure renewals in January 2022 in order to allow all members appropriate time to purchase the insurance and speak to their employers about the change in regulations. **Upon renewals in 2022, ALL members will now be required to submit proof of independent liability insurance.**

In addition to the already approved and legislated requirement of having independent professional liability insurance, SCPT will be proposing an additional amendment to the Regulatory Bylaws at AGM on October 2<sup>nd</sup>. The new amendment indicates that all members must have both **cessation of practice and leave of absence coverage** under their professional liability insurance policy. **Should these be approved at AGM 2021, it is expected that they would also be part of the 2022 licensure requirements for SCPT.**

CPA provides access to a professional liability insurance program you may wish to consider. Membership application or renewal is coming up October 1, 2021. Visit the CPA website for insurance details [Insurance | Canadian Physiotherapy Association](#)

## Professional Liability Insurance - Regulatory Changes and Considerations for Physiotherapists

How much do you know about the risks and liabilities associated with your professional practice? Insurance is one of the key tools in your risk management toolbox, and a high quality professional liability insurance policy is designed specifically to protect you. The policy not only protects you against malpractice claims related to your professional physiotherapy services, but also if a complaint is made against you to your regulatory college, even if you haven't done anything wrong.

Why is this important? Because not all professional liability insurance policies are equivalent. In fact, some don't include coverage for defense against College complaints, so you may be left on your own to arrange and finance your legal defense in this circumstance.

While the majority of physiotherapists have thankfully never been in a situation where they have had to make a claim under their professional liability insurance policy, how do you know what to consider when evaluating insurance offerings and coverage?

With the Saskatchewan College of Physical Therapists in the process of changing their bylaws to require practicing registrants to have individual professional liability insurance rather than relying on employer coverage, it is more important than ever to understand what to look for in an insurance policy to best protect you and your practice.<sup>1</sup>

Physiotherapists working in situations where they are performing higher risk procedures or working in higher risk environments (eg. isolated settings) may want consider securing higher coverage limits. Those discontinuing practice to go on leave or when retiring will want to evaluate what type of coverage is available for continued protection and the cost associated with this.

Another key risk area to consider obtaining coverage for is cyber security. Researchers from Stanford University and a top cybersecurity organization found that approximately 88 percent of all data breaches are caused by an employee error<sup>2</sup>. With patient records and communications moving digital, physiotherapists are vulnerable to cyber breaches. Even something as simple as a colleague accessing a health record or clicking on a phishing email could result in a breach with significant consequences.

These are just a few common questions that have come from members during my role as the SPA project manager over the past 10 years. In my role, I have had the chance to engage with SPA members that have had complaints made against them.

Many have expressed appreciation for the immediate access to legal advice and coverage for legal costs available under the CPA policy, regardless of whether they are found at fault. In the event that a court awarded damages or compensation to the patient, the CPA policy would cover these costs too.

As the SPA project manager, whenever questions regarding risk management and coverage come up, I have had the benefit of reaching out to experts within the Canadian Physiotherapy Association (CPA) and Maggie Green with BMS, the insurance brokers of the risk management program and SCPT, for expertise and documentation. Accessing the correct risk management resources and information is important for physiotherapists. To assist physiotherapists in understanding key considerations regarding professional liability insurance, I am excited to announce that we have been able to bring experts from these organizations together for a webinar. All physiotherapists in Saskatchewan are welcome to attend.

**Webinar: Professional liability insurance: what physiotherapists need to know**

**Tuesday September 21<sup>st</sup> from 12:00 – 1:00 pm**

We are excited to host **Brandy Green**, Interim SCPT Executive Director, **Maggie Green**, Managing Director, BMS Canada Risk Services Ltd and **Megan Griffiths**, Director, Membership Growth and Engagement with CPA.

The webinar will include an overview of the college regulatory changes relating to professional liability insurance. We will review common claims made against physiotherapists in Saskatchewan and across the country. We will provide information in what to look for in a professional liability insurance policy to better protect yourself and your patients. Additional risk management support resources will also be discussed. We will host a Q&A session for attendees to post questions for the speakers to discuss.

Webinar attendees will be entered into a draw for a chance to win a free CPA membership and a gift certificate from Bia Formations. Register for the webinar at

[https://attendeegotowebinar.com/r\\_471336419307981583](https://attendeegotowebinar.com/r_471336419307981583)

or on the SPA website: <http://saskphysio.org/>

*Garnette Weber, Project Manager, Saskatchewan Physiotherapy Association (SPA)*

<sup>1</sup> <https://scpt.in1touch.org/uploaded/web/2021%20Bylaw%20Amendment%20Side%20by%20Side.pdf>

<sup>2</sup> <https://cisomag.eccouncil.org/psychology-of-human-error-could-help-businesses-prevent-security-breaches/>

## Proposed Bylaw Amendments for 2021 Feedback Survey

There are several proposed bylaw amendments that will be brought forward for membership vote at AGM in October. SCPT Council would appreciate membership feedback on the proposed amendments prior to AGM, to allow membership to be more involved in the bylaw development process. Please take a few minutes to review the [Side by Side Bylaw Amendment Comparison](#) document, and then complete the membership feedback survey here: <https://www.surveymonkey.com/r/TJV7F7C>

This is a new step that has been developed for Bylaw Amendments this year and such we look forward to increased membership engagement and feedback regarding the new process.

## Cultural Humility Guiding Principle

As part of the SCPT's governance work over the past year, Council approved a new Guiding Principle for the organization that focuses on ensuring both a diverse and inclusive environment within our organization. SCPT recruitment for our Council and Committees in the coming years will be focusing on increasing the diversity within our organization to ensure a more broad perspective is brought to the important decisions being made by the SCPT for the physical therapy profession.

### SCPT Guiding Principles and Values:

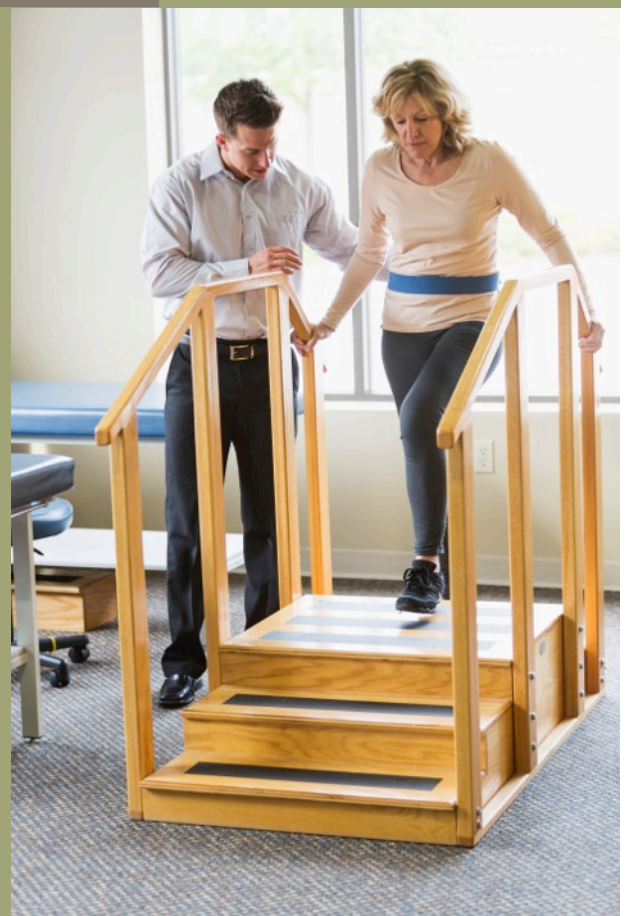
- **Fairness**
  - We make fair, consistent and defensible decisions.
- **Transparency**
  - We act openly to enhance accountability.
- **Collaboration**
  - We value our members and stakeholders input.
- **Inclusion and Diversity**
  - We are committed to an environment where all individuals are safe and welcome.
  - We are committed to diversity within all aspects of our organization.

## Use of Imaging US for Therapeutic Purposes

In 2020, membership brought forward a request for SCPT to consider the use of imaging ultrasound for the purpose of therapeutic treatments such a biofeedback for pelvic health patients.

The Professional Standards of Practice Committee reviewed this request and made a recommendation to Council to approve this as part of scope of practice for physical therapists in Saskatchewan. Council has now approved the use of Imaging Ultrasound for **Therapeutic** purposes only. The use of imaging ultrasound for diagnostics is **NOT** currently considered within the scope of practice of physical therapists in Saskatchewan.

SCPT will be working on developing a practice resource in the coming months to help guide decision-making with respect to this newly approved scope.



## Outgoing President's Farewell Message

The passing of the torch is coming early for the President position of the Saskatchewan College of Physical Therapists. I would like to formally announce and welcome Dale Pitura as your new President. I also want to acknowledge that as Vice-President, he has been acting in the interim role since March of this year- for which I am grateful. I have made the decision to officially step down, a bit early, to care for my precious family. Thank-you to Dale, executive, and staff for picking up where I left off late in my pregnancy.

My experience as President was honestly unbelievable. I don't think there has ever been a time in which our College was as tumultuous and demanding. I have learned an immense amount, and I now have more pride in our profession than I ever had before.

The previous Council had set an intention that included a goal of change. A road map was outlined to adapt the board structure, function and roles. This current Council worked remarkably hard to implement their vision, and I believe we did a good job advancing those goals.

To be clear, in no way am I taking credit for this work. I want to use this opportunity to highlight the incredible accomplishments of the SCPT as a whole (including the current Council, Committees and staff) over the last couple of years:

1. We finally have a formal, structured Continuing Competency Program! When we realized that the Omnibus bill was likely not going to make its way through a legislative sitting, Council and the Continuing Competency Committee absolutely dove in and began program creation. We researched, scanned, brainstormed and have implemented a program that we can be proud of. The program is flexible and adaptable. I realize that some people struggle with a conceptual framework instead of a "tick box" set of requirements, but our profession is simply too diverse for a "tick box" approach.

2. The Governance Policy Manual is complete. The Governance Procedures Manual is complete, awaiting approval. The Employee/Human Resources Manual is complete. We have foundational documents. For those that do not own a business or do not work in a high-level administrative role, the importance and depth of this work can easily be overlooked. The Saskatchewan Physiotherapy Association recognized our Governance and Policy Committee for this massive accomplishment. These documents had been in early stages of creation, but have mostly been formally voted into implementation.

3. A Practice Advisor position has been created and staffed. For me, this position was important for approachability and member engagement. If we can help a member through a difficult situation, or with a practical question early- prior to a problem, we are better fulfilling our role in protecting the public. In my opinion, preventing an unfortunate situation before it occurs is common sense. It is safe and ethical. From a practical perspective, we can use the content of queries that are directed to the Practice Advisor for educational opportunities to be provided to the entire membership.

4. Office staffing is now consistent with our national counterparts. We have thorough, detailed, current job descriptions and salary scales. We believe we have adequate staffing to take our College from a reactive



best practice and what we believe is needed for the College. Instead of modifying the job description to fit a person, we are working hard to find the right people to excel in the job descriptions. Council is holding true to these requirements. We understand we have chosen the tougher approach in the short term, but believe it is the best approach for the long term.

5. Our finance committee worked exceptionally hard to update our organization with the Canada Revenue Agency, get our filing in order, and move our fiscal year end. Again, if you are not a business owner or high-level administrator, the immensity of this project can easily be dismissed. It was an exceptional amount of work, going back over a decade, and this accomplishment needs to be highlighted. We now have a reasonable and smooth workflow in the office, which is important moving forward with a goal of minimizing burn out and turnover.

6. Risk framework was a concept the previous Council had been working through, and the next Council will advance. We started with our organization, and have a goal to work towards risk-based regulation. This would be the identification of potential areas our members may struggle with or experience difficulty. When these areas are highlighted, the SCPT can work towards providing education and clarity to try to pre-empt those situations from occurring. Our communications committee has worked on strategies and responsibilities to improve our effectiveness with information dissemination to our members, stakeholders, and the public- these will be implemented shortly.

7. We have a significant, well-researched detailed report from our Provincial Physiotherapy Competency Clinical Exam Working Group that Council is in the process of reviewing. I will point out that this work was underway in response to membership feedback PRIOR to the current issues and concern with the exam provided by the Canadian Alliance of Physiotherapy Regulators. I want to thank the members that brought their concerns forward. The Working Group undertook an immense task, and did a phenomenal job. While I have not been present for the discussion about the steps forward, I feel completely confident that a thorough, detailed, thought-provoking analysis was compiled and presented for direction. We have become National leaders in this area, as our work was well underway

## Continued

before the issues came to light in other jurisdictions.

8. A national Virtual Care Memorandum of Understanding has been reviewed and critiqued by our legislation committee. We have listened to member concerns about virtual care, and will be collaborating with the Saskatchewan Physiotherapy Association and the School of Rehabilitation Sciences at the University of Saskatchewan to allow technology to assist us in providing high quality physiotherapy care safely to people throughout our entire province.

9. Our Registration and Legislation Committees had been working with the Ministry of Health on updating our Restricted Licenses to ensure high quality, prudent care to the public- and still accommodate the pandemic and CAPR exam issues.

10. Individual Professional Liability Insurance will be mandatory for all physiotherapists. This is essential for public protection if professional misconduct was to occur.

11. Our board organization has moved into a governance structure. We have orientation manuals and education in place to help new Council members understand their position and contribute in a positive manner. As a Council, we are spending much less time with the operational components of the organization. We are putting substantial energy into strategic planning, visionary goals, and brainstorming of potential issues in attempt to prevent complaints and protect the public proactively.

12. Pandemic survival. There was no playbook. There was no previous example to follow. We did our best to work with the government to have our profession to be deemed essential. We felt it was imperative for private practice clinics to open as soon as possible, intending to off load emergency rooms by providing urgent musculoskeletal assessment and care. If the hospitals were overwhelmed with Covid-19 cases, we believed that physiotherapy clinics could provide safe, effective care for acute injury, thus keeping those people out of overwhelmed hospitals. When the call came for professions that could help in the vaccination process, we ensured that the government knew physical therapists were ready to help if called upon. With the substantial amount of acupuncture and dry needling skills so many of our members are trained in, inoculating people may not have required as much training as professions that have never pierced the skin of a patient with a needle. Finally, we did our best to provide guidance for our public physiotherapists to use all of our education and skills- including those not commonly part of our pre-pandemic daily practice. We are an adaptable, highly-educated, critical thinking profession. I do believe we collectively lived up to that reputation and stepped in where ever we were needed- even if it was initially beyond our comfort zones.

Were we perfect while I was President? No. Could we have done better in some areas? Likely. Are we trying to identify and improve those areas? Yes. I've learned that it is impossible to please everyone. Without a true understanding of what is happening behind the scenes, it can be difficult to navigate when people tend to jump to conclusions- especially when taken to social media. I have witnessed how making assumptions and placing judgement divides us as a profession, it doesn't move us forward. Now, more than ever, we have to work together. Regulation has a lot of rules. It moves slowly. Regulators do not have a magic wand to simply change policy- we rely on the government. During a pandemic, the government is busy and change simply can't happen as fast as people may want.



Did we do the absolute best we could during unprecedented circumstances? I can assure you, we did absolutely everything we possibly could. When I look back at my time volunteering for the SCPT, I am proud of what we accomplished. I honestly believe that we lived up to our goal and made the organization better- which I think is the goal of every Council.

I am proud of our Council. I'm proud of our difficult discussions- they meant we were not scared to face and address problems that arose. I'm proud of our tough meetings where so many opposing opinions came forward. To me, that is reflective of a board that represents various thought processes truly working towards the better good. I'm proud of the times we brought out our mission and values statements to ensure we were on track for the College, and not our individual interests. The uncomfortable topics and challenging situations we worked through, to provide a collective and representative professional voice, helped us respect each other, our beliefs, our profession, and made us stronger as a whole.

We have detailed systems in place to ensure that moving forward, each Council continues to constantly strive to be better. Most importantly, we have proper staffing and delineated budgeting to keep the operations in the office, with the strategic vision and direction in the boardroom. Council is now in a position where time at meetings can be taken to reflect and learn from our weaknesses. We can identify and build on our strengths. There is time to brainstorm and contribute towards pro-active risk-management. Collectively, this allows Council to continue working on putting plans in place to allow us to strive for the highest levels of integrity, transparency and respect in self-regulation.

Thank-you is a phrase that simply isn't sufficient to express what I feel to those that have let me work with them over the past few years. We have grown so much. I truly value the people and experience SCPT provided. As I step back, I am excited to see how SCPT moves forward. I whole-heartedly encourage every physical therapist in our province to take a turn volunteering, in whatever capacity you can. It is the opportunity to learn more than you can imagine.

-Daysha Shuya, outgoing SCPT President

## Incoming President's Message

I would like to thank Daysha for her time dedicated to the SCPT and for the work she has done over the past two years. She guided our College through a very difficult period during the Covid pandemic. Covid overshadowed everything, however the work of Council had to continue in all aspects. Her leadership allowed for advancement of many projects. I wish her all the best as she moves on to her next phase. Thank you Daysha for your leadership of the SCPT.

The hard work of the staff within the SCPT, led by Brandy, is also exemplary. The sheer volume of work that gets accomplished day-to-day and week-to-week continues with limited to no indication to our membership that a pandemic is present. This is proof of the dedication, experience, and expertise our staff has running our operations.

Our Council continues to engage with passion as we complete our transition from an operational to governance Council. The conversations around the Council table are very informed and always focused on progressing the mandate of the College. The focus being to ensure the membership is well informed and educated to protect the safety of the public.

Given the strong Council, strong staff and strong leadership prior to my assuming the role of President, the transition has been smooth. I can only applaud all involved for their work, enthusiasm, and dedication to our profession. I am thankful to be involved with such a group.

Sincerely, Dale A. Pitura, incoming SCPT President

## Continuing Competency Program

The **Continuing Competency Program (CCP)** is a yearly requirement for Physical Therapists wishing to maintain their license within the province of Saskatchewan. The program *must* be completed by all Full Practicing and Academic licensed Physical Therapists. Physical Therapists with Restricted and Non-Practicing licenses are not required to complete the CCP.

The program must be completed prior to your license renewal for 2022. If you are considering getting started on meeting the requirements for the CCP, I would suggest you start by reviewing the recordings of the webinar held earlier this spring. The recordings from the session can be found on the SCPT website under the Continuing Competency Program tab <https://www.scpt.org/site/continuingcompetency?nav=sidebar>. The recordings are under **Resources - CCP Part 1 General Info and CCP Part 2 Website**. There are also written details starting under the **Information Tab**.

## Student Preceptorship

Student preceptorship is an excellent way to meet the competencies of the Collaboration, Communication or Scholarship Domains. The student does not have to be an MPT student. A Clinical Instructor role would require your PT expertise and skills and must meet the required essential competencies for the domain. To qualify for license renewal in 2022, the preceptorship must have occurred between April 1, 2020 and March 31, 2022.

**If you are considering using student preceptorship, please be aware of the following:**

Proof of student preceptorship may be met in one of two ways - **Supervision of Student Proof Template OR Acknowledgement Letter from the U of S.**

1. Complete the "Supervision of Student Proof Template" found on the website under Continuing Competency and upload it to your member portal. Be sure to include the name of your student's institution.

**OR**

2. If you hosted a U of S MPT student in the spring of 2021, you may have received a letter acknowledging your student involvement. Upload this letter to your member portal as it will serve as your proof of student preceptorship. For future student placements the U of S has agreed to automatically send acknowledgement letters to all MPT Student Clinical Instructors.

With either of these options, you would also complete and upload the General Submission Form. This document reflects how your specific student experience relates to the essential competencies for the Domain you have chosen.

If you have questions regarding proof of student supervision, would like your submissions reviewed or are wanting to discuss approval for a task not included in the Master Task List, contact the [practiceadvisor@scpt.org](mailto:practiceadvisor@scpt.org). You may also contact the practice advisor if you and a group of your colleagues would like to arrange a small group virtual session to discuss the program and have your questions answered.



## ASK THE PRACTICE ADVISOR



The role of the practice advisor (PA) is to guide members to information that will assist with practical decision-making respecting professional legislation, guidelines, standards of practice and ethical considerations. The PA is also responsible to assist the members with completion of the requirements for the new Continuing Competency Program (CCP). Each Momentum will have a sample member question with a response from the Practice Advisor Jody Rice.

### **Member Question: Advertising and Social Media**

*I notice many of the other private Physiotherapy Clinics in my area are utilizing social media to advertise their business and engage clientele. I too would like to set up a social media page and would like to know if there are regulatory considerations I need to be aware of?*

### **Practice Advisor Response**

*Social media refers to all web-based and mobile applications that allow individuals and organizations to digitally create and share information. It is used to stay in touch with friends, network with other professionals locally, nationally, and internationally; communicate with organization members, promote service to potential clients and communicate with and educate existing clients.*

*Social media use does have inherent risks including loss of privacy and reputational risks, risks related to patient-therapists' boundaries and confidentiality and it also can be very time consuming to maintain an active social media presence.*

*When using social media as a means of advertising, members must follow the SCPT Regulatory Advertising Bylaws as well as any other standards and guidelines related to professional practice. The following are considerations relevant to social media:*

- 1. Testimonials are not allowed in any advertising including posting to social media pages.*
- 2. Google reviews are public domain and as such are not controllable by the profession. However, google reviews may not be copied and posted to business or personal social media pages.*
- 3. Keep all personal social media pages separate from your professional/business pages.*
- 4. Friending patients on social media is discouraged.*
- 5. The ability for the public to comment or post on your social media page must be turned off.*
- 6. Marketing PT and non-PT services in the same post must comply with all bylaws and make clear distinction to what is PT and what is not.*

*It is also recommended that:*

*PT businesses must have clear policies regarding employee social media use including any rules related to personal profiles or using personal profiles to promote the business. Policies should clearly state who is responsible to post to the business social media page, rules around giving health advice online and there should be guidelines in place for appropriate content and a means to validate the credibility of information posted.*

*Business owners may wish to consult with their insurance provider to ensure liability insurance coverage applies to online activity. Remember - the information you post online is there forever – pause before you post – consider getting a second opinion from a colleague.*

*If you have a practice or continuing competency question, contact the [practiceadvisor@scpt.org](mailto:practiceadvisor@scpt.org)*

Saskatchewan College of Physical Therapists  
105A – 701 Cynthia Street, Saskatoon SK, S7L6B7  
p. 1.306.931.6661

Brandy Green, Interim Executive Director & Registrar, [edr@scpt.org](mailto:edr@scpt.org)  
Jason Vogelsang, Incoming Executive Director & Registrar, [edr@scpt.org](mailto:edr@scpt.org)  
Tammy MacSymetz, Operations Manager, [operationsmanager@scpt.org](mailto:operationsmanager@scpt.org)  
Jody Rice, Practice Advisor, [practiceadvisor@scpt.org](mailto:practiceadvisor@scpt.org)