

SCPT

MOMENTUM



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President's Message

As 2019 comes to a close, it is fitting to take a moment of pause to reflect on accomplishments and changes of the Saskatchewan College of Physical Therapists. Before volunteering with the SCPT, I had often heard, "This is a Council and organization that does a lot of good work, and does it quickly". As well as, "You won't have many standing items on the agenda, this group of volunteers is driven and dedicated". Those comments have definitely proven themselves true.

From my understanding, the College was initially established and functioned through volunteer hours. In the early days, there were no paid staff. As the number of Physical Therapists in the province grew, and the required reporting increased, slowly some paid staff positions were created. Looking back, without the selfless hard work of our

colleagues, we would not be where we are today.

The new year, 2020, will be the beginning of a new chapter. We have a new EDR, a new Governance Model and a new Strategic Plan. Thankfully, what remains is the same determination, will and commitment of the volunteers that have been the heart of the College since inception. We have a dedicated and knowledgeable office staff to implement our direction and guide our vision. The new Governance Model will allow for a lot of the 'hands-on' work to be completed by Shelley, Tammy and Tara at our office. In no way does this diminish the role and responsibilities of the committees and volunteers, it just slightly changes the way their precious time is spent. While there will still be some ground work done by our volunteers, we

are now asking our Physical Therapists to do what they do best- provide insight and vision to our profession. This is an exciting time, and I'm very eager to be able to contribute.

During the flurry of this Holiday Season, on behalf of the SCPT, I hope you find time for peace, joy, family and reflection. I would like to express my most sincere gratitude to all of the volunteers and staff that make the SCPT what it is, and wish you the absolute best in 2020 and beyond.



Respectively
submitted by

Daysha Shuya

Social Media Use In Advertising

Social Media can be a powerful and affordable marketing tool for your physical therapy business. However, as with all advertising tools, it is important to keep in mind the requirements with regards to professional advertising that are defined in SCPT Regulatory Bylaw 27.

The Advertising bylaw states that:

- (1) No member shall offer to guarantee a cure either verbally or in writing or by advertising or otherwise.
- (2) No member shall engage in any advertising, promotion, or other marketing activities that:
 - (a) is inaccurate or capable of misleading the public either directly or indirectly through any medium or agent
 - (b) misrepresents facts;
 - (c) compares either directly, indirectly or by innuendo, the member's services or ability with that of any other practitioner or clinic, or promises or offers more effective service or better results than those available elsewhere;
 - (d) deprecates another member or clinic as to service, ability or fees;
 - (e) creates an unjustified expectation about the results the member can achieve;
 - (f) is made under any false or misleading guise, or takes advantage, either physically, emotionally, or financially of any client, or uses coercion, duress, or harassment;
 - (g) is incompatible with the best interests of the public or members, or tends to harm the standing of the physical therapy profession generally;
 - (h) contains any testimonial or discloses the names of clients; or
 - (i) promotes a specific brand of drug, device, or equipment.

The SCPT regularly receives questions and concerns regarding the use of social media for promoting businesses.

The primary concern brought forward is the use of testimonials or star ratings that are available on many media platforms. As you can see above, in (h) testimonials are

prohibited under the Advertising bylaw. Testimonials are not proven concepts and can be misleading. When testimonials are used as a sales tool, they focus on the positive aspects of a clinic without the balance of suboptimal ones, and therefore are incomplete and possibly misleading.

Also, when a professional uses testimonials as part of advertising, the public may assume that they are endorsing its content, which may give it more credibility than is deserved. Patients should not be allowed to post comments or provide star ratings that are accessible to the public on any social media pages related to a physical therapy business, as those would be considered to be testimonials. If you are using a social media platform to promote your business, make sure that you review the settings section as many platforms are automatically set to allow public comments or ratings. Also, some of the platforms will revert back to the original setting every few months if you do not request that it be permanently set to disallow those tasks.

Another concern that is often brought forward relates to privacy and confidentiality of medical information. With instantaneous communication readily available on many platforms, the potential for violations in privacy is enormous. Names of patients should not be present in advertising, no matter what media, as that would contravene the Health Information Privacy Act (HIPA). Sometimes nicknames or initials, or circumstances of treatment can also identify a patient. Photos and/or videos of patients should not be posted without written informed consent from the



patient to do so, and it must be made clear to the patient what the photo/video will be used for and in what context prior to having the consent signed. While patients are entitled to post information on their own social media accounts, this cannot be linked to a physical therapy business website or social media page that is accessible to the public for privacy reasons.

Lastly, it is always important to remember the vast range and reach that social media has when deciding what to post on your page. Always be aware of the potential risks associated with posting information that has that expansive of a reach. Being in a profession such as physical therapy, you are held to a higher standard of expectation with regards to providing appropriate information to the public and having evidence to support the information you provide. It is also expected that you will communicate and behave in an ethical and professional manner. Many professionals have been held accountable for posting inappropriate content on both their personal and professional pages.

Physiotherapy Alberta has developed a great resource to assist physical therapists in appropriate professional use of social media that can be accessed here: https://www.physiotherapyalberta.ca/physiotherapists/resources_to_help_you_meet_practice_standards/social_media#e_professionalism



Use of Telerehabilitation

Telerehabilitation is defined as: “the provision of physiotherapy services which involves communication with a patient who is remotely located from the primary physiotherapist providing service. It can include (but is not limited to) mediums such as videoconferencing, email, apps, web-based communications, and wearable technology. Personnel may or may not be present with the patient. All of the professional behaviors involved in the exchange of information are the same as if the patient is in direct contact with the Physical Therapist.”

Practice Guideline 24: Telerehabilitation was developed to provide guidance for physical therapists with regards to the use of telerehabilitation both within the province as well as cross border provision of services. Please refer to this guideline and its expansive list of references (for most of which there are direct links) if you are interested in providing physical therapy services remotely via various technologies.

SCPT has recently received inquiries with regards to billing for telerehabilitation services.

As per the Core Standards of Practice document, Standard 11 Fees and Billing:

“The physiotherapist is responsible for ensuring that the fees charged for physiotherapy services are transparent and justifiable to enable clients to make informed choices. Clients can expect that fee schedules and billing practices for physiotherapy services are transparent, justifiable, and clearly communicated.” All fees associated with telerehabilitation, including the potential costs of having an additional support staff present at the patient’s location, must be clearly communicated to clients prior to the provision of telerehabilitation services. Clients must be provided with clear, transparent, accurate, and comprehensive invoices/receipts, in a timely manner.

The SCPT acknowledges the important role of telerehabilitation in providing effective and accessible care for physical therapy patients throughout the province of Saskatchewan, as well as providing specialized services to other jurisdictions. All of the Canadian jurisdictions, except Manitoba, now have a licensing process/category to allow for cross-border physical therapy services as per the Memorandum of Understanding Cross Border Physical Therapy, which can be found on the CAPR website (<https://www.alliancept.org/publications/>). If you are interested in providing cross-border physical therapy services, please refer to the specific jurisdictional College websites as per registration requirements for each jurisdiction that you wish to provide services in.

Physical therapists are reporting that more patients are requesting the use of remote access to physical therapy services now that technology has become so easily accessible, and many web-based physical therapy companies are being developed. Due to the exponential growth of digital healthcare services the World Confederation for Physiotherapy (WCPT) and the International Network of Physiotherapy Regulatory Authorities (INPTRA) had developed a task force to examine the use of digital physical therapy practice, and recently released a report with regard to their findings:

http://www.inpttra.org/portals/0/pdfs/ReportOfTheWCPTINPTRA_DigitalPhysicalTherapyPractice_TaskForce.pdf

Given the vast distances that many patients need to travel to receive in-person physical therapy services, telerehabilitation can be a useful resource to be able to improve the quantity and quality of care available to the public, so long as it is provided in an appropriate and safe manner.

Membership Options While on Leave

The office frequently receives questions from members in regards to whether they should continue to hold a Full practicing licence while on leave (for example maternity leave). It is important to differentiate between a practicing licence and non-practising/practising memberships. Only full practicing members may hold a licence to practice; therefore, members who hold a non-practising membership cannot hold a licence to practice but continue to hold a membership with the Saskatchewan College of Physical Therapists. A practising member who holds a full practising licence must hold current and valid liability insurance. A non-practising member is not required to hold current and valid liability insurance. Below is an explanation of non-practising and practising memberships as outlined in the Regulatory Bylaws:

Non-practising membership in the college is available to an individual who is eligible for registration as a practising member but is not currently practising physical therapy in Saskatchewan, and who submits a completed application in the form provided by the College. Non-practising membership entitles a member to:

- (a) speak and vote at the annual and special meetings of the college;
- (b) serve as a representative of the college when appointed to do so;
- (c) receive a copy of college documents appropriate for distribution; and
- (d) receive the publications of the college

Practising membership is available to an individual who meets the requirements of subsection 19(1) or (1.1) of the Act and submits a completed application in the form provided by the college.

In summary, an individual may choose to change their membership status from practicing to non-practising while on leave as the non-practising membership fee is reduced and they are not required to hold current liability insurance. If a member chooses to continue to hold a practising licence while on leave they must ensure that they continue to hold current and valid liability insurance.

2020 SCPT Registration

Registration begins on January 1, 2020 and continues until February 29, 2020.

Each member is required to upload proof of liability insurance during registration.

This year, each member will have to review the Code of Ethics and verify its review during registration. The link to the Code of Ethics document can be found here. https://www.scpt.org/document/3556/Harmonized_Code_of_Ethical_Conduct.pdf

If you have any questions during renewal please contact SCPT via phone, email or fax. Our office hours are Monday to Friday 7:30-3:30pm.

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PTA & OTA Vision Project

In March 2019, an Executive Summary was released from the occupational therapy assistant (OTA) and physiotherapist assistant (PTA) Vision Project. The Vision OTA PTA project was lead by a steering committee comprised of key stakeholder groups and to date, has included 2 stages. The key outcomes and suggestions from the project can be found in the full summary:

<https://physiotherapy.ca/sites/default/files/ota-pta-vision-formatted-en.pdf>

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