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President's Message

As our year continues there are many times I have asked – is it or isn't it? This question comes to my mind for many topics.

The most obvious is the current pandemic. Covid continues to be present in our world. Although the numbers are not reported as often as previously, when they are they show that Covid still lingers. We all must continue to be diligent about safety of ourselves and our clients, the public. Please be safe, stay safe and keep your clients safe.

The Practice Based Assessment is continuing to license our graduates. The process has allowed the SCPT to get through three cohorts of restricted license holders, allowing them to become fully licensed. The SCPT would like to sincerely thank all that are involved in the process. The supervisors, the assessors and especially the restricted license holders. Everyone involved has been extremely patient and respectful of the

process. I personally would like to thank Jason and his staff, the Registration Committee and all other volunteers involved in the process. Saskatchewan is becoming a leader in this area with requests from other jurisdictions for information on our process. One registrar is asking if we could evaluate their restricted license holders.

In relation to this, the Expert Committee on the future of the clinical competency exam is underway through the CAPR. This will look at the delivery and make up of the competency evaluation in an attempt to ensure that the best possible evaluation process is occurring.

The review of the SCPT PCE Working Group recommendations is continuing. The initial review was completed via a survey of the membership, and I wanted to thank those who took time to provide their input. Consideration and deliberation on this topic continues at Council.

The annual renewal is completed. The process went well from the SCPT side. Thank you everyone for your resilience in submitting the Continuing Competency information. This was new this year and one would hope will simply get easier as the process continues. I invite you to provide any feedback you have on this process to the EDR and/or Continuing Competency Committee (CCC) or to participate in the CCP focus groups currently being held by the CCC.

Finally, the transition of the new EDR is going very well. I would like to thank all the staff for the assistance you have provided Jason in his transition to the organization. Further thanks to the previous interim EDR for all the support she provided and continues to provide. Finally, to Jason – thank you for moving into the position with enthusiasm and being fully engaged.

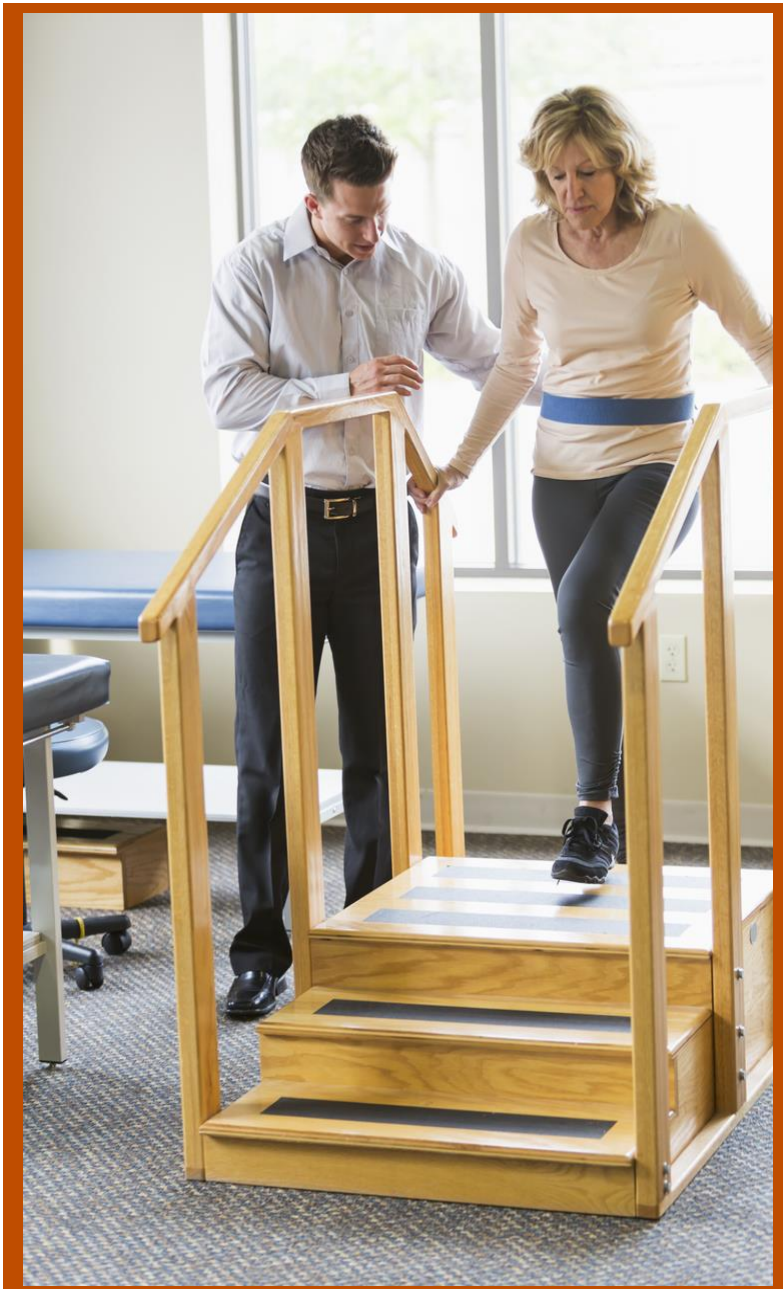
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So, if I look back, I suppose is it or isn't it is not the question. The SCPT IS continuing to move forward in many areas. This is all due to the membership, the volunteers, and the staff. The respect and engagement that everyone has for the organization is tremendous and what allows for continuing progress.

Thank you to all the membership for allowing me to serve our profession at this time.

Dale Pitura, SCPT President



EDR Report

Renewal for the 2022-2023 included a lot of change for everyone. This year's renewal was the first that included the Continuing Competency Program (CCP) requirements, a change in liability insurance requirement to include leave coverage, another insurance change to ensure everyone held insurance independent of their employer, and a move to 100% individual payment of renewal fees. I'm happy to report that even with all this change, renewal went smoothly with only minor and expected issues arising.

With the conclusion of renewal our focus now turns to annual audits. In addition to the usual liability insurance and criminal record check audits, this year will include an audit of CCP submissions. I invite you to read the article in this edition of Momentum for additional audit information.

The office has been receiving and increased number of questions/concerns about member advertising. We have distributed educational materials to members via eblasts and those are included in this Momentum for your information. The SCPT appreciates that private practice physical therapists face a competitive marketplace; however, we ask that all members be familiar with and ensure compliance with the SCPT bylaws, standards, and ethical code requirements as they relate to advertising.

I would like to thank those members who participated in the PCE Working Group Recommendation Feedback Survey. Results and analysis of responses will be presented to Council at their May meeting.

The Practice Based Assessment (PBA) has been progressing well. As of this writing, 45 individuals have completed the PBA and another 7 are in the process of completing it. Once the most recent 7 have completed the PBA, we will pause to allow the Registration Committee and Council to evaluate the process and make any necessary adjustments to the eligibility criteria and/or composition of the assessment. Once these have been finalized, we will communicate the timing of the next round of assessments.

As always, if you have any questions about anything SCPT related please feel free to email or call the office.

Jason Vogelsang, Executive Director/Registrar

CONTINUING COMPETENCY PROGRAM AUDITS

Each year, the SCPT conducts audits of members in the following areas:

1. **Professional Liability:** to ensure members have the required professional liability insurance. 10% of members are randomly selected each year to participate in this audit.
2. **Criminal Record Check:** to ensure members do not have a criminal record that would jeopardize patient safety. 2% of members are randomly selected each year to participate in this audit.
3. **Practice Hours:** to ensure members have sufficient practice hours to maintain their competencies so that patient safety is not jeopardized. 10% of members are randomly selected each year to participate in this audit.
4. **CCP:** to ensure members have submitted the required CCP documents and that the submissions are adequate for the purpose of the CCP. 20% of members are randomly selected each year to participate in this audit. Additional information about the CCP Audit is provided below because it is new this year.

The audits are scheduled to start in May with the identification of members selected, allowing selected members sufficient time to provide required documents (if any), and for the audits to be completed by the fall.

Continuing Competency Program Audits Begin

With the completion of the Continuing Competency Program for 2022 renewal, members may have questions regarding the audit process and the privacy of their CCP information. The following are guidelines for the audit process with links to the Audit Evaluation Forms and the SCPT Privacy documents.

The Audit Process:

A selection of 20% of registered members who renewed as either full practicing or academic will be randomly chosen to have their CCP submissions reviewed.

Each submission chosen for audit will be reviewed using the domain-specific Audit Evaluation Form – found here - [Continuing Competency Information & Completion - SCPT | Saskatchewan College of Physical Therapists](#) under “Information Only – Annual Audits”

If a submission is found to be inadequate, the member will be notified in writing with details of why their submission has not been accepted. The member will be given 90 days to rectify their submission. This may include completing a new submission for a different competency, or simply updating their current submission to better reflect their experiences and fulfil the audit evaluation criteria.

Edited submissions will again be audited using the Audit Evaluation Form. If the submissions pass the second audit, the member will be notified in writing that they now have successfully complete the CCP requirements.

If an inadequate submission is not rectified within 90 days of notification, the member will be referred to the Professional Conduct Committee (PCC) because they have not met their professional obligations.

Once a member has been audited, they will not be included in the random audit selection again for the next four years. This will ensure that each member will have their submissions reviewed once every five years, on average.

Your Privacy:

The confidentiality of your CCP submissions and audit information will be handled according to the Privacy Policy found on the SCPT website found here- [Microsoft Word - policy & procedure-Privacy Policy Nov 05.doc \(in1touch.org\)](#).

The Saskatchewan College of Physical Therapists is committed to keeping confidential personal information about its registrants (which includes professional corporations) and their clients. Personal information is information that identifies a registrant as an individual. It can include demographic, education, registration or membership status, practice, professional competency information; records of achievement and awards; records of service to the College; affiliations with professional and other organization; and any other information deemed necessary to fulfill the College's obligations under the Act.

If you require further information on the CCP audit process your member privacy or any other practice questions please contact the practiceadvisor@scpt.org.



SCPT ADVERTISING GUIDELINES

The SCPT is receiving an increasing number of questions and concerns from the public and our members regarding advertising regulations, particularly involving the use of social media for the promotion of Physical Therapy services. To ensure all members are aware of advertising regulations, the SCPT released a series of eblasts and has reproduced the information in this article.

When using social media or any other form of advertising, members must follow the SCPT Regulatory Advertising Bylaws as well as any other standards and codes of ethical conduct related to professional practice. The applicable documents may be found here:

[SCPT Regulatory Bylaws](#)
[Code of Conduct](#)
[Core Standards of Practice](#)

These Bylaws, Codes and Standards pertain to all forms of advertising, including on websites and social media pages. The regulations pertain to all licensed Physical Therapists in the province of Saskatchewan who are presenting themselves as working in their licensed Physical Therapist role regardless of the name of the clinic in which they are practicing.

Advertising and Social Media

Each member is responsible to be aware of and follow all regulations related to advertising. To highlight some important considerations:

Advertising Bylaw 27(2) No member shall engage in any advertising, promotion, or other marketing activities that:

(h) contain any testimonial or discloses the names of clients

1. Testimonials are not allowed in any type of advertising including posting or linking to websites or social media pages.
2. Reviews, likes, and star ratings are considered testimonials and are therefore not allowed.
3. Facebook Reviews are often an automatic function of Facebook business pages that requires the owner of the page to disable it manually. The following may assist with disabling ratings and reviews on Facebook [How To Remove OR Disable Facebook Reviews in 2021](#). Members are encouraged to consult their IT professional to assist with meeting the SCPT regulations related to websites and social media.
4. Google reviews are public domain and as such are not controllable by the profession, however, google reviews may not be used by a member in any manner as a form of advertising. Copying and posting to business or personal social media or web pages is not allowed. Interacting with these google reviews is discouraged as this may be considered in violation of the bylaws.
5. Identification of clients within advertising, including social media, is in direct violation of the SCTP Bylaws.

Alternative therapies Bylaw 22(1) Members who engage in the practice of physical therapy and who also provide other services to clients shall ensure that they do not hold themselves out as a physical therapist when providing those other services or refer to the provision of those other services as physical therapy treatment.

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Advertising and marketing of physical therapy services and non-physical therapy services in the same advertisement, must, in addition to complying with any bylaws relating to advertising, be clear with respect to which services are physical therapy and which are not. The PT must make every effort to ensure the public reading the advertising fully understand what constitutes PT and non-PT services.

As testimonials are not allowed under PT bylaws, testimonials of a non-PT service must not refer to physiotherapy or a physical therapist and must not have the title Physical Therapist on the same page including if Physical Therapy or Physiotherapy is included in the business name.

In view of the potential confusion associated with use of testimonials for non-PT services, the SCPT recommendation would be to limit the risk of a complaint coming forward, PTs should also not use testimonials in their advertising for non-PT services.

Advertising Comparison and Misrepresentation

Each member is responsible to be aware of and follow all regulations related to advertising. To highlight some important considerations regarding statements of comparison and those that may be misleading to the public or create unrealistic expectations of service outcomes consider the following bylaw:

Advertising Bylaw 27(2) No member shall engage in any advertising, promotion, or other marketing activities that:

(a) are inaccurate or capable of misleading the public either directly or indirectly;

(b) misrepresent facts;

(c) compare either directly, indirectly or by innuendo, the member's services, or ability with that of any other practitioner or clinic, or promise or offer more effective service or better results than those available elsewhere.

(e) create an unjustified expectation about the results the member can achieve;

Terminology appearing in any form of advertising including on social media and websites, such as “Saskatchewan's Only”, “Offering the Best”, “Better Than”, “Cure of a Condition”, “Become Pain Free”, “Return to Full Sport and Win” may be in violation of the Bylaw as these statements present a comparison of the services available to that of other practitioners or clinics &/or misleads the public with potentially unrealistic expectations of client outcomes without consideration for individual conditions or circumstances.

Remember:

The information you post online is there forever. Pause before you post. Consider getting a second opinion from a colleague.



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, standards of practice and ethical considerations. The PA is also responsible to assist members with completion of the requirements for the Continuing Competency Program (CCP).

Each Momentum will have a sample member question with a response from the Practice Advisor Jody Rice.

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Member Question: Package Deals and Discounts

I would like to offer my regular clients package deals for Physiotherapy services. If a client pre-purchases 10 PT treatment sessions, they will receive a reduced rate. I am also considering providing some customers discounts. Are there any regulatory considerations I need to be aware of?

Practice Advisor Response:

Package Deals

Although package deals may be attractive to clients attending for Physical Therapy treatment, they do have the potential to fail to meet the licensing requirements of the profession.

1. Following the PT assessment, the package purchased may not be what is required for the client based on the findings and client goals. Making assumptions on care required prior to a complete PT assessment may be considered unethical practice.
2. The client is purchasing a package of assessment/treatment, in essence consenting to all aspects of the package, prior to having the opportunity to freely accept or decline treatment options.
3. Advertising standards may be broken where your clinic may be promoting unnecessary services for a specific client population.
4. The entire package may not be required as the client may improve or decide to discontinue the treatment deeming it ineffective. The client would have paid for a service they no longer required and did not receive.

Discounts

Generally, PTs are allowed to discount their fees as they see fit so long as they are not in contravention of SCPT bylaws, ethical considerations, or standards of practice. Under circumstances where the patient would benefit from the service but paying full price would be an undue hardship for the patient, the clinic may offer a special price or provide the service on a pro bono basis. This is acceptable so long as the services provided are not substandard to expected PT care and the client receipt indicates the actual amount paid for the service.

Providing discounts to clients, other providers, or business groups in exchange for referrals either to your clinic or theirs and incentives that may financially benefit you may be seen as a conflict of interest.

Standard 7 Conflict of Interest – [Core Standards of Practice - Updated Nov 2020.pdf \(in1touch.org\)](#)

The physiotherapist must:

- a. Identify and manage any situations of real, potential or perceived conflicts of interest. This includes but is not limited to: i. receiving financial or other benefits from other providers related to accepting referrals, providing services, or selling products; ii. providing and/or accepting incentives to/from others to generate referrals, provide services, or sell products; iii. receiving financial incentives based on client numbers, service volumes.***

Thank you for your excellent question.

If you have further questions around PT practice, email the practiceadvisor@scpt.org.

Saskatchewan College of Physical Therapists

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