

# Marketing and Advertising Standards

Opticians are responsible for marketing and promoting their **opticianry services**<sup>1</sup> and products in an ethical and legal manner.

## Patient Expectations

The **patient** can expect that opticians will advertise their opticianry services and products ethically and in a truthful manner. They can expect to be informed in a way they understand in order to make informed decisions about their health, health care, and treatment and participate in their care.

## Regulated Member<sup>2</sup> Requirements

1. An optician is accountable and responsible to ensure all marketing, promotion, and advertising material related to opticianry services and products is clear, accurate, truthful, and not misleading.

An optician must:

- 1.1. promote, market, or advertise in the best interest of the patient and be in good taste;
- 1.2. not make claims about their skills that are not authorized by the college;
- 1.3. not claim superiority or superior results over another regulated health professional;
- 1.4. accurately represent the value of the product or service being offered and advertise, market, or promote any products, services in an honest and accurate manner that provides all relevant information and disclosures
  - 1.4.1. fees for products or services must be explained to the patient in advance;
- 1.5. ensure any advertised products or services are evidence-informed and provide reasonable expectations;
- 1.6. only use the title, abbreviations, or initials consistent with the category in which they are registered for their advertising or marketing for the opticianry services they are providing; and
- 1.7. refrain from advertising for products or services outside of the practice of opticianry while:
  - 1.7.1. referencing their opticianry education or training; or
  - 1.7.2. representing themselves as a registered optician or a **regulated member** of the College of Opticians of Alberta (COA).

2. An optician who uses or is affiliated with a website or their technology interface associated with their practice is responsible and accountable for ensuring that the interface meets legislated requirements and the Standards.

An optician must:

- 2.1. ensure website and technology interfaces follow all applicable legislation and standards.

## Glossary Terms:

**Opticianry service:** a service that comes within the practice of the regulated opticianry profession. In their practice, opticians do one or more of the following:

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<sup>1</sup> Words in bold font are listed in the glossary.

<sup>2</sup> The term “regulated member” and “registrant” may be used interchangeably

- Based on an optical prescription, design, supply, prepare, adjust, and dispense optical appliances and prostheses, including corrective lenses;
- Promote eye health and the correct use of optical appliances and prostheses through education of consumers and regulated members;
- Perform refractions and identify the need for corrective lenses;
- Conduct or collaborate in optical related research;
- When providing opticianry services referred to in this section, conduct assessments and make referrals where appropriate;
- Provide restricted activities authorized by the regulations.

(*Optician Professions Regulation*, 2011)

**Patient:** a person, or caregiver of a person, receiving opticianry services from a regulated member of the College

**Regulated member:** an optician registered as a member of the College of Opticians of Alberta under section 33(1)(a) of the HPA (2000).

## Related Documents:

College of Opticians of Alberta Code of Ethics (2000)

College of Opticians of Alberta *Practice Management Standards*

College of Opticians of Alberta *Professionalism Standards*

*Health Professions Act*, RSA 2000, c H-7

## References:

Ad Standards. (2019). The Canadian code of advertising standards.

<https://adstandards.ca/code/the-code-online/>

College of Registered Nurses of Alberta. (2023). Advertising Standards.

<https://nurses.ab.ca/media/lkafqf1i/1-advertising-standards-2022.pdf>

*Health Professions Act*, RSA 2000, c H-7

Alberta Government. (n.d.). The consumer bill of rights. Retrieved from:

[https://www.alberta.ca/system/files/custom\\_downloaded\\_images/sa-consumer-bill-of-rights.pdf](https://www.alberta.ca/system/files/custom_downloaded_images/sa-consumer-bill-of-rights.pdf)

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