

Consultation Companion Guide

Why are you seeing changes to multiple standards?

The Government of Alberta's legislative changes respecting dual practice required CPSA to develop a new Dual Practice standard of practice. During that work, CPSA also reviewed related standards to ensure the standards suite remains internally consistent, reflects current legislation and practice, and avoids duplication or conflicting expectations. Rows identified as Legislative Alignment highlight amendments made to reflect changes in legislation, regulations, Orders in Council or Ministerial Orders.

This workbook summarizes the significant amendments proposed for consultation. It is intended to complement—not replace—the accompanying marked versions of the standards. Formatting changes, renumbering, and other minor amendments are shown in the marked versions but are not individually described here.

The amendments fall into four categories:

Legislative alignment (Bill 11)

Changes required to align terminology or obligations with legislation, regulations or Ministerial Orders.

Standards harmonization

Changes that clarify which standard owns a particular professional obligation and improve consistency across the standards suite.

Legislative alignment/Standards harmonization

Changes prompted by the dual practice legislative framework that harmonize terminology and professional expectations across the standards suite

Modernization

Changes that reflect current professional practice and communication methods without changing the underlying regulatory principles.

Terminology hierarchy

The legislative terms were used where precision is important and the audience is primarily physicians (e.g., *Dual Practice*).

Plain-language terms, followed by the legislative terms in parentheses, were used where patients are also an audience (e.g., *Advertising*).

Standard-specific terminology was used where the standard regulates a broader concept than the legislation (e.g., *Charging for Uninsured Professional Services*).

ADVERTISING			
PRIMARY DRIVER	CURRENT PROVISION(S)	AMENDED PROVISION(S)	RATIONALE
Modernization	Preamble (new)	Added a preamble describing the purpose of advertising and emphasizing that advertising must support informed decision-making, respect patient privacy and maintain public confidence regardless of communication method or platform.	Modernizes the standard by recognizing contemporary methods of professional communication and providing context before introducing the professional expectations.
Legislative alignment/ Modernization	Definitions (new/updated)	Added and updated definitions for advertisement/advertising, before-and-after photographs/videos, consent, evidence, inducement, publicly funded service, privately funded service and testimonial.	Introduces and clarifies contemporary advertising concepts before regulating them and improves consistency throughout the standards suite.
Legislative Alignment	Clause 1(h): Funding disclosure (updated)	Updated terminology to require regulated members to clearly specify whether advertised services are publicly funded through AHCIP or privately funded, as applicable.	Aligns terminology with the amended <i>Alberta Health Care Insurance Act</i> and the Dual Practice standard, using plain language to support wide understanding.
Modernization	Clause 1(i): Testimonials (updated)	Replaced the prohibition on testimonials with conditions governing when testimonials may be used.	Recognizes contemporary communication practices while protecting against misleading advertising, inducement and unrealistic patient expectations.
Standards Harmonization	Clauses 2–3: Third-party advertising (updated)	Clarified documentation requirements for advertising prepared by third parties and updated Registrar authority to include delegates.	Improves operational clarity and aligns terminology with other CPSA standards.
Modernization	Clause 4: Prohibited advertising practices (updated)	Expanded the prohibition on inducements to include promotional practices likely to improperly influence a patient's decision to receive a medical service.	Future-proofs the standard by regulating the underlying conduct rather than specific marketing techniques.
Modernization	Clause 5: Patient privacy and before-and-after photographs (new)	Added expectations governing the use of before-and-after photographs/videos, including consent, accuracy and appropriate presentation.	Addresses a common contemporary advertising practice while protecting patient privacy and preventing misleading advertising.
Standards Harmonization	Clauses 6–7: Professional representation (updated)	Reorganized provisions respecting protected titles and practice interests and updated related terminology and cross-references.	Improves consistency across the standards suite and aligns with related standards, including <i>Dual Practice</i> , <i>Conflict of Interest</i> and <i>Informed Consent</i> .