

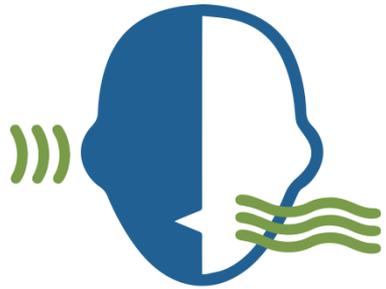
Welcome to CASLPO E-Forum

We will carry out a sound check 5 minutes before the start of the webinar. Until then, you will not hear us.

Tips for good Adobe connection

1. Make sure this webinar is your only site up on your computer. Go out of Outlook and any other internet sites
2. Hard wire connection (blue cable) is better than Wi-Fi
3. Check your speakers are firmly plugged in
4. If you have problems with sound, try going out of Adobe and re-entering





CASLPO E-Forum

Private Practice Issues in Audiology

Introductions:

- Carol Bock – Deputy Registrar
- Jodi Ostroff – Coordinator of Audiology Services
- Alex Carling Rowland – Director of Professional Practice and Quality Assurance
- Courtney Campbell – Director of Professional Practice

www.caslpo.com



Practice Advice

- CASLPO offers practice advice on matters pertaining to Standards of Practice, legislation, and College expectations
- Practice Advice is provided in response to specific inquiries and may not be relevant in all circumstances
- CASLPO does not provide legal advice
- The Practice Advice Program is intended to support but not replace professional judgment.



CASLPO UPDATES

Practice Advice

- Practice Advice articles from ex.press and previous editions of CASLPO Today are easily available on the new website
- There are over 20 articles including:
 - Billing Third Parties
 - Opening a Private Practice
 - Practicing Securely in an Insecure World

Member Portal Find an Audiologist or Speech-Language Pathologist

Home Employers Accessibility Contact Us Search Site Online SAT

PROTECTION NEWS AND EVENTS **RESOURCES** TRANSPARENCY

Public Members Applicants



Resources/Ressources

Should there be differences in documentation previously distributed to CASLPO members, it is up to the member to source the latest version posted on the CASLPO website.

Lorsque les documents distribués aux membres de l'Ordre ont été mis à jour ou modifiés, il incombe au membre d'obtenir la dernière version affichée dans le site Web de l'Ordre.

Acronym List Liste d'acronymes et de sigles	Legislation, Regulations & By-Laws Lois, règlements d'application et règlements administratifs	Practice Standards Normes de pratique
Position Statements Énoncés de position	Practice Guidelines Lignes directrices de pratique	Practice Advice Conseils sur la pratique
Did You Know? Le saviez-vous?	Annual Reports Rapports annuels	Newsletter Bulletin

Agenda:

- Conflict of Interest
- Advertising
- Billing
- Records and access to the patient record
- Working with support personnel
- Incorporation, Title of Company and Liability Insurance

Conflict of Interest

CASLPO Documents

- By-law No. 2011-8: Code of Ethics
- Proposed Conflict of Interest Regulation
- Professional Misconduct Regulation



Conflict of Interest

Can I receive bonuses and commissions for selling specific brands of hearing aids?

First consider . . .

3.1. The primary ethical obligation of audiologists and speech-language pathologists is to practice their skills for the benefit of their patients/clients. (By-law No. 2011-8: Code of Ethics 3.1)

3. A member shall

- a) place the interests of his or her patients or clients ahead of the member's personal, financial, professional or other interests; and
- b) maintain the highest standards of integrity during the discharge of his or her professional responsibilities

(Proposed Conflict of Interest Regulation)



Conflict of Interest

Can I receive bonuses and commissions for selling specific brands of hearing aids?

4. It is a conflict of interest for a member to participate in any professional activity where the member's personal or financial considerations compromise or may compromise the **member's judgment** in that professional activity.

(Proposed Conflict of Interest Regulation)

Conflict of Interest

Can I receive bonuses and commissions for selling specific brands of hearing aids?

What is a benefit?

2. (1) "benefit" means any benefit, gift, advantage or emolument of any kind, whether direct or indirect (defined further in the regulation)
(Proposed Conflict of Interest Regulation)

Conflict of Interest

Can I receive bonuses and commissions for selling specific brands of hearing aids?

It is a conflict of interest if a member....

7. (1)(a) prescribes, recommends, sells or dispenses any product to, or orders any product for, a patient or client, in a situation where the memberreceives, or could potentially receive, any direct or indirect benefit from the sale or supply of such product

(Proposed Conflict of Interest Regulation)

Conflict of Interest

Can I receive bonuses and commissions for selling specific brands of hearing aids?

It is not a conflict of interest if....

7. (2)(a) The member discloses to the patient or client as early as possible the nature of the interest or benefit to be derived by the member

(c) The member gives the patient or client the option of selecting an alternative service provider or alternative product

(d) The patient or client then expresses a preference for the service provided or the product sold or dispensed by the member
(Proposed Conflict of Interest Regulation)



Conflict of Interest

Can I receive bonuses and commissions for selling specific brands of hearing aids?

So, what should you do?

It is OK to prescribe the product and receive a benefit if:

- The product best meets the needs of your patient
- You have had a conversation with your patient
- You disclosed to the patient that you are receiving the benefit



Conflict of Interest

Can I use a 'refer a friend' promotion?

No - A member cannot pay/reward another person or professional for referrals

Examples:

- long term care facility, family physician or ENT
- Cannot give one of your patients a benefit (Tim Horton's gift card) for bringing another potential patient to your office for your services

10. it is a conflict of interest for a member... accepts or receives any benefit, directly or indirectly from, or confers any benefit, directly or indirectly on, any person for the purpose of making or accepting a referral of a patient or client. (Proposed Conflict of Interest Regulation)



Advertising

CASLPO Documents:

- Advertising Regulation
- Professional Misconduct Regulation
- Social media Learning Tool



Advertising

Why can't I use testimonials?

- The ministry doesn't allow their use. All regulated health colleges have to comply
- They are unreliable
- Cannot be verified
- Inadvertent coercion to write a testimonial
- Negative testimonials are not included so it is not balanced

Advertising

Testimonials and Social Media

- You must not upload any testimonial to your social media accounts (LinkedIn, Facebook, Twitter Google Plus, Tumblr, Instagram etc.)
- You must monitor your social media accounts regularly and remove testimonials.
- If it comes to your attention that a testimonial has been posted by a patient on any form of social or advertising media (Yelp, Yahoo local etc.) make best effort to remove it.



Advertising

Testimonials

Suggestion:

“We have no testimonials on our website because our Audiologists are regulated health professionals in the province of Ontario.

The Ministry of Health does not permit regulated health professionals to use testimonials.”



Advertising

Can I offer free hearing tests?

- Must be truly free, the cost must not be recouped elsewhere
- Individual does not feel coerced into pursuing service with you
- You are still required to get consent
- If requested, you must disclose the information to the patient and give them a copy of their record

Advertising

Can I use social media: Facebook, Twitter, Google Ads?

Follow the principles in the Proposed Advertising Regulation

- All content on social media should not be distasteful, undignified, unethical or unprofessional
- The information must not be false or misleading
- Consider separate work social media accounts from your personal accounts
- Be very cautious about accepting 'friend' requests from patients

Advertising

When can I use 'endorsements' as part of my advertising?

- Only if the organization or individual proposing to endorse a member or a member's services:
 - has the **expertise relevant to the subject matter** of the endorsement; and
 - has appropriately assessed the member as providing quality care; (Proposed Advertising Regulation 2 (1) f)
- LinkedIn endorsements
 - Regularly review your professional LinkedIn profile
 - Hide inappropriate endorsements, especially from patients (see LinkedIn help)

Prescription vs. ADP

CASLPO Documents:

- Regulated Health Professions Act
- PPG For The Prescription of Hearing Aids To Adults
(under revision)

Prescription vs ADP

Is completing an ADP form sufficient documentation for the prescription?

No . . .

- In Ontario, audiologists (and physicians) are authorized to perform the controlled act of “Prescribing a hearing aid for a hearing impaired person” (RHPA, 1991, para. 10 of S. 27 (2))
- The Assistive Devices Program (ADP) is a government funding program who have developed procedures which need to be followed. See: [ADP Policy Manual](#)

Prescription vs ADP

Is completing an ADP form sufficient documentation for the prescription?

- CASLPO has determined that the ADP form is not a prescription - it is an application form for funding
- A prescription needs to be documented in the record
- Questions or comments regarding the funding process should be directed to ADP



Records

CASLPO Documents:

- Records Regulation



Records

What should be included in the Financial record?

- If you work for a company that holds the financial record, you must take reasonable steps to ensure that the records are up to date and made, used, maintained, retained and disclosed in accordance with the Records Regulation
- The Financial Record must include:
 - The member's name
 - The person who provided the service if not the member
 - Each professional product or service provided to the patient and the date it was provided. **Itemize the invoice – i.e. the assessment, price of the hearing aids, the dispensing fees, the verification fees etc.**
 - The total fee charged

Records

Obviously, I, as an audiologist, sign each entry in the patient record. Do support staff have to sign as well?

Yes . . .

32 (6) The identity of the person who provided any service to the patient, if that person was not the member

For example: If your secretary documents that a patient cancelled an appointment. The secretary's full name must appear in the patient record, then an acronym or short form can be used for subsequent notations.

Records

How long do we have to keep the patient record?

33 (3) Every member shall retain a patient's financial record for at least 10 years following,

(a) the date of the member's last professional contact with the patient, if the patient was 18 years or older on that date; or

(b) the date that the patient became or would have become 18 years old, if the patient was younger than 18 years on the date of the member's last professional contact with the patient



Working with Unregulated Health Professionals

CASLPO Documents:

- Position Statement on the Use of Support Personnel for Audiologists

Working with Unregulated Health Professionals

When are HIPs considered support personnel?

- Only when the audiologist personally assigns clinical tasks
- Audiologists are not responsible for tasks assigned to non-audiologists such as Hearing Instrument Practitioners (HIPs) by employers



Internet Sales of Hearing Aids

Internet Sales of Hearing Aids

What is my role with patients who buy aids over the internet and then come to me for support?

- 3.1. The primary ethical obligation of audiologists is to practice their skills for the benefit of their patients/clients. (By-law No. 2011-8: Code of Ethics 3.1)
- Educate patients about the risks of buying hearing aids from internet companies
 - Aids that cannot be programmed or reprogrammed
 - Over (and under) amplification
- The College is working on information for the public regarding the use of regulated health professionals

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- Incorporation, Title of company and Liability Insurance

CASLPO Documents

- BY-LAW NO. 2011-5



Incorporation, Title of Company and Liability Insurance

Professional Corporation

“Professional Corporation” means a corporation incorporated or continued under the *Ontario Business Corporations Act* that holds a valid certificate of authorization or other authorizing document issued by the College.

Incorporation, Title of Company and Liability Insurance

BY-LAW NO. 2011-5

- The registered name of the professional corporation
- Any business names used by the professional corporation
- The name, as set out in the register, and registration number of each shareholder of the professional corporation
- The name, as set out in the register, of each officer and director of the professional corporation, and the title or office held by each officer and director
- The business address, telephone and fax number and email address
- The address and telephone number of all other locations, other than residences of clients, at which the professional services offered by the professional corporation are provided
- A brief description of the professional activities carried out by the professional corporation



Incorporation, title of company and Liability Insurance

Insurance

- 3.1 The corporation must provide proof of having professional liability insurance of at least \$2,000,000.00 per claim
- For further information, please contact a lawyer and/or an accountant.
- For questions about the By Law please contact the Director of Registration Services

Thank you for participating in our second E-Forum.

We will be sending you a survey for your feedback.