

## SP 20.0 Multi-level Marketing

Reviewed by Council March 2006  
Effective June 1998

### **Purpose and Objective**

The public should be confident that consultation with chiropractors in Alberta will be focused upon their health care concerns and not intermingled with other commercial considerations. It is not appropriate for health care providers to solicit patients for business ventures in the context of any doctor/patient relationship.

### **Definition(s)**

A registered member, registered practitioner/professional corporation or someone associated with a member either directly or indirectly, or related to a member, or an employee of a member, shall not solicit any patient to become involved in a multi-level marketing (MLM) program. A member or someone associated with a member either directly or indirectly, or related to a member, or an employee of a member who participates in MLM programs may do so as long as he/she does not promote this program in any manner to patients. If a patient enters the program, they must do so at their own initiation and not because they have been solicited by a member or someone associated with a member either directly or indirectly, or related to a member, or an employee of a member.

### **Enforceability**

Any member identified to the Complaints Director as non-compliant in the Standard of Practice related to multi-level marketing is subject to the investigations and complaints process under Part 4 of the *Health Professions Act*. Identification of non-compliance may occur as a result of Practice Visit process, patient complaint or any other means by which this information may be brought to the attention of the Complaints Director.

