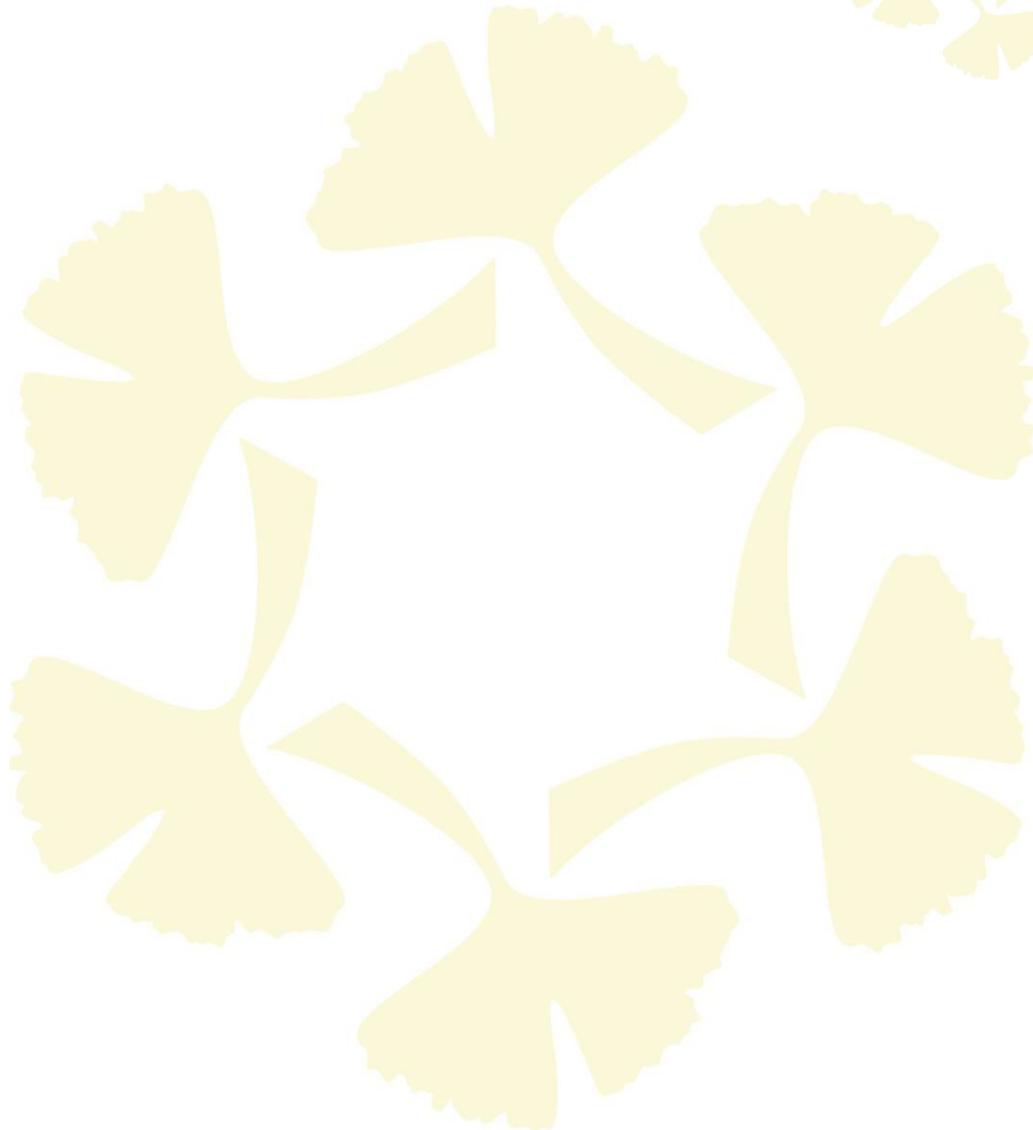
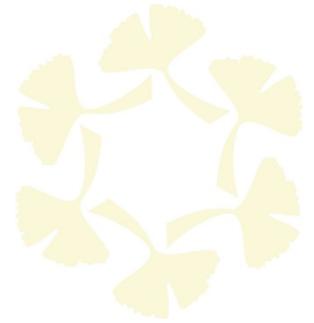




The College of Naturopaths of Ontario

SELF- ASSESSMENT HANDBOOK



Introduction

Under the *Regulated Health Professions Act, 1991* (RHPA), all health regulatory colleges must maintain a Quality Assurance (QA) program. The College of Naturopaths of Ontario views QA as an important step in promoting continued quality improvement among Members, and ensuring the people of Ontario receive safe, competent and ethical naturopathic care.

QA has three main components:

- Self-Assessment;
- Continuing Education and Professional Development; and
- Peer and Practice Assessment.

The Self-Assessment component includes:

- Resources provided by the College to help naturopaths check and correct their advertising.
- A questionnaire that will help naturopaths recognize if their advertising is in breach of the standards of practice of the profession.

The College requires Members to complete the Self-Assessment: Advertising questionnaire annually. This handbook will help Members comply with this requirement.

Updated Self-Assessment

Previously you were required to complete a Core Competency Practice Reflection, Standard of Practice Self-Assessment Questionnaire and Learning Plan annually. This process has been removed and replaced with an annual Self-Assessment questionnaire. The Self-Assessment questionnaire requires that you review the materials provided, identifying and reflecting on your current practice and complete the online questionnaire.

The Quality Assurance Committee will provide Member's who have completed the Self-Assessment questionnaire with a letter of completion. You will be required to file the letter of completion in your Professional Portfolio as it will be reviewed during your Peer and Practice Assessment. Please note that even though the College has removed the previous self-assessment you're still required to keep a record of your previous self-assessments in your professional portfolio for a minimum of six years.

Steps to Completing your Self-Assessment

Step 1: Read our resources

The College has compiled resources relevant to the Standard of Practice for Advertising for you to review when completing your self-assessment.

They include:

- [Standard of Practice for Advertising](#)
- [Advertising Guideline](#)
- [Professional Misconduct Regulation](#)
- [Advertising Dos and Don'ts](#)
- [Bio Dos and Don'ts](#)
- [8 Social Media Tips for NDs](#)
- [Standard of Practice for Restricted Titles](#)
- [Standard of Practice for Scope of Practice](#)

Step 2: Identify the advertising you are responsible for

Advertising includes, but is not limited to, any public promotion of a regulated health service to attract patients or consumers and/or encourage the use of your service.

It includes online advertising (including websites and social media channels) and all print, and broadcast advertising (including flyers, and business cards) that is within your control.

If you (directly or as a practitioner at a clinic) publish content copied from another website, or request a marketing agency or third party to draft it for you, you are responsible.

Step 3: Complete the Self-Assessment Questionnaire

Access the Self-Assessment questionnaire (using the link from the College website). Answer the questions truthfully to help assess your advertising in conjunction with the standard of practice.

Step 4: Review and change

If you identified any areas for improvement while completing the Self-Assessment you should consider making these changes to your advertising. While claims you make in advertising might be clear to you, they can be misunderstood by the public. Advertising in health care is different from advertising in a business or commercial context. Regulated health professionals are held to specific standards with respect to advertising in order to protect the public interest. Advertising must be true, accurate, verifiable, comprehensible, professional and not misleading.

Tips for Naturopathic Doctors in Non-Clinical Roles

Some Naturopathic Doctors do not provide any services to patients but fulfil other roles (e.g. teaching, advising organizations, working in government, staff members, etc.) If you have a non-clinical role, you still must complete the Self-Assessment. Here are some tips:

- Do any aspects of your role impact on the provision of naturopathic services to patients? For example, you may educate future NDs, advise organizations on policies and procedures that directly impact naturopathic care, or conduct research that will impact the profession. If your role influences naturopathic care to the public, consider this perspective as you complete the Self-Assessment.
- Since you are a Naturopathic Doctor, you remain accountable for professional and ethical behaviour in your interactions with others as well as with patients. For example, you are expected to adhere to relevant legislation, communicate about the limitations of your role, engage in professional development, and identify and manage conflicts of interest.
- Although you may not currently provide direct patient care, this can change. Everyone registered as a Naturopathic Doctor needs to keep up with regulatory and professional requirements.

Frequently Asked Questions

Am I required to complete the Self-Assessment?

All Members who hold a General class certificate of registration with the College of Naturopaths of Ontario must complete an annual Self-Assessment.

What does this part of QA include?

You need to complete the Self-Assessment Questionnaire, and declaration of completion, and keep them in your Professional Portfolio. This allows you to demonstrate that you have met your obligation to participate in self-assessment.

Can I work with other NDs to complete the process?

Yes. In fact, discussing your Self-Assessment with other NDs can expand your own thinking and give you insight on your advertising.

I am currently on leave from my employment. What are my responsibilities for Self-Assessment?

If you hold a General class certificate of registration with the College you still need to complete your Self-Assessment. Even when you are on leave you need to ensure that you keep up to date in your knowledge, skill and judgment.

I have a Non-Clinical Term, Condition and Limitation on my Certificate of Registration. Do I need to complete a Self-Assessment?

Yes. All Members except for those holding an Inactive class certificate of registration with the College of Naturopaths of Ontario must complete a Self-Assessment each year. See the section on Tips for Naturopathic Doctors in Non-Clinical Roles for help in completing your Self-Assessment.

By what date must I complete my Self-Assessment?

Upon renewing your annual registration with the College, you will be required to sign a declaration stating that you have completed your Self-Assessment and are in compliance with all components of the Quality Assurance program.

What happens if I do not complete my Self-Assessment?

This is a mandatory part of the Quality Assurance Program, in order to maintain the knowledge, skill and judgment required to practise the profession. If you do not complete the Self-Assessment, the QA Committee

may require a Peer and Practice Assessment or refer the matter to the Inquiry, Complaints and Reports Committee.

With my Self-Assessment being reviewed during a Peer and Practice Assessment, will the information remain confidential?

Subject to certain limited exceptions outlined in the *Regulated Health Professions Act (RHPA)*, information obtained through the QA Program is kept confidential and is not disclosed to any other Committee of the College.

Contact

If you have any questions about the Self-Assessment or any aspect of the Quality Assurance Program, please contact: qa@collegeofnaturopaths.on.ca