

**N.B. Physiotherapists**  
***What's in a name? What's in a title???***

Unique to regulated health professionals is their **TITLE**, not their credentials or name tag. While academic credentials are something to be proud of, they only enable you to be licensed, they do not mean you are licensed.

Many others and the public don't know what credentials mean and some are confusing and misleading to the public when they believe they signify an achievement or competency.

On the other hand, most people understand **titles**. They communicate who you are, what you do and that you have met specific requirements.

**Your title = public education & awareness + protection**

We are fortunate in New Brunswick to have title and practice terms protection in legislation (Physiotherapy Act):

**Title and Designation**

**17(1)** No person other than a member of the College shall be entitled to engage in the practice of physiotherapy or use the title “Physiotherapist”, or any words or letters indicative of such designation.

And, in Canada, The Canadian Alliance of Physiotherapy Regulators (Alliance) also achieved federal trade marks protection – called “official marks” for the following terms:

<b>English <u>title</u> words</b>	<b>French <u>title</u> words</b>	<b>English <u>practice</u> words</b>	<b>French <u>practice</u> words</b>
Physiotherapist Physical therapist PT*	Physiothérapeute Pht*	Physiotherapy Physical therapy*	Physiothérapie*

Through the regulators across the country we permit use of these official marks to such groups as the CPA and the Schools of Physiotherapy, etc.

**These also allow us to limit non-PTs from advertising under our headings although it is problematical to stop all instances.** However, within the profession itself, the consistent use of common words and abbreviations describing the physiotherapy profession and its services to the Canadian public are key to improving matters.

That's why we encourage the use of the appropriate references in all of your interactions including in your workplace, advertising, and in all communications and marketing material. You can help to protect the public interest by using these words in a consistent manner. **Public protection is enhanced if individuals know that all practitioners calling themselves physiotherapists, physical therapists, or physiothérapeutes have been licensed by their provincial regulator.**

**We strongly discourage all uses of slang such as “physio” which has become so easy for all of us to use.** “Therapist” too, is very troubling since among other factors, it is not a regulated term in any sense and is used by many, many people for many circumstances. Such informal terms do not convey the value, credibility, trust or professionalism that Physiotherapist does. Consistent use of your title increases awareness and should help convey to the public a unique professional brand which offers assurance.

### **MY TITLE. YOUR PROTECTION.**

**As CPTNB members become increasingly aware of, and work toward, the consistent use of their title they can start by planning to make revisions to all printed materials, business cards and to future letters, reports, charts, etc.**

The Physiotherapy Act requires:

**17(2) A member of the College who is entitled to engage in the practice of physiotherapy shall use the title “Physiotherapist” or “Physical Therapist” and may use such titles in association with the designation “PT”.**

**Start planning now to ensure your charting, advertising and other materials always show – immediately next to your name – PT or Physiotherapist. Appropriate credentials should only be indicated afterward and below in the follow lines, if being used at all.**

### **EXAMPLES – CORRECT USE**

Mary Brown, Physiotherapist  
BSc Physiotherapy

John Smith, PT  
MScPT

### **EXAMPLES – INCORRECT USE**

Mary Brown, Physiotherapist, ~~BScPT~~

John Smith, PT, ~~MScPT~~

Mary Brown, ~~BScPT~~,  
Physiotherapist

John Smith, ~~MScPT~~  
PT

**CPTNB hopes that by allowing a generous transitional period to implement these changes, it will enable all of us to become habituated to the correct use of titles and marks while also providing enough lead time to reprint supplies, business cards, letterhead, etc. as stocks are depleted. Meanwhile, members with queries can contact the Registrar.**

*What can we all do to promote our “OFFICIAL MARKS”?*

We have developed three options with wording that explains the intent behind the official marks protection. Where appropriate, **we recommend that you use an asterisk to highlight the official mark word and provide additional detail in a footnote**, at the bottom of the page or in another area wherever appropriate. We recommend three options to offer you some ideas on how you can further distinguish or identify your role and services within the profession.

**In all appropriate circumstances whenever**

**Physiotherapist\* / physiothérapeute\* or PT\* / Pht \* or  
physiotherapy\*/ physiothérapie\*  
or Physical Therapist\* or Physical Therapy\* appears,**

**we suggest you add an asterisk and the text below.**

Each option provides less detail than the previous one. They’re meant to provide you with various options depending on the available space. The final decision is yours.

**Whichever option you choose, please use the text exactly as shown:**

**Option 1** (e.g. in a longer document such as a newsletter that offers more space)

*\* Physiotherapist and related words are official marks used with permission by registered physiotherapists.*

**Option 2** (e.g. may be appropriate for letters/letterhead or news bulletins)

*\* Physiotherapist and related words are official marks used with permission.*

**Option 3** (e.g. on a poster or pamphlet)

*\* Official mark.*

**Example**

Here’s an example of text where some words are highlighted as official marks and some are not. An explanation follows.

*As a **physiotherapist\***, I’ve worked with many people to help them improve their health and well-being. Along with my colleagues in the physiotherapy profession, we’ve noticed that more and more people are understanding the benefits of **physiotherapy\*** treatments. As a physiotherapist, I’m delighted that our profession is gaining such attention.*

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***\*Physiotherapist and related words are official marks used with permission by registered physiotherapists.***

The first reference to physiotherapist is highlighted because it refers to the individual. The reference to the physiotherapy profession is not highlighted because it refers very generally to the profession and is not advertising specific services. Physiotherapy treatments are highlighted because they refer to specific services provided only by registered physiotherapists. Note that even though physiotherapist appears again in the document, it is not asterisked again. Each word only needs to be referenced once.

### **Suggestions about which materials to highlight**

Here are some common advertising, communications and marketing materials with some ideas about which wording option may be appropriate. Please keep in mind that these are merely suggestions. You know your own communications and marketing material best and which options, if any, are most appropriate and when.

You may decide that you don't have enough room on your business card to add additional detail about the official marks and that's fine. However, where you feel it's most appropriate and possible without cluttering your design, we encourage you to add additional information about the official marks.

### **Materials where Option 1 and 2 may be appropriate**

- Articles
- Documents
- Books
- Web sites

### **Materials where Option 3 may be appropriate**

- Business cards
- Letterhead
- Posters
- Brochures and pamphlets

### **Materials where it's not necessary to highlight the word**

- Envelopes
- Power Point® presentations

**CPTNB disseminates its information to all registered members and therefore Council assumes all members are aware of their obligations**

**VISIT [www.cptnb.ca](http://www.cptnb.ca) ■ Members' log in: Pass 1= nbpt ■ Pass 2 = physio**