

Registrants are solely responsible for the content of any such advertising prepared by a marketing agency or third party and must ensure by contract that they are fully informed of all such communication with the public. This does not include reviews on external websites such as RateMDs or Google reviews. While it is the responsibility of registrants to ensure that any reviews provided by registrants, any interference with reviews, such as crelyeg oles

Those holding CFPC certification can only refer to themselves as a specialist in family medicine, and those holding a RCPSC certification can only refer to themselves as a specialist in their respective certification. Registrants must clearly note whether it is a RCPSC or CFPC designation. Only RCPSC certified registrant can use RCPSC specialist titles.

For example, a registrant with core training in family medicine, but who practises primarily in a dermatology clinic cannot refer to themselves as a ~~A~~Family medicine dermatologist~~Ç~~or ~~A~~practising in dermatology~~Ç~~as the title ~~A~~dermatologist~~Ç~~ must only be used by a RCPSC certified dermatologist.

Examples of proper usage:

Dr. A. Smith, CCFP, Family Medicine Specialist

Dr. B. John, CCFP (AM), Addictions Medicine Physician

Dr. C. Rich, FRCPC (cardiology)

Focused areas of practice

Often registrants develop areas of practice in which they have added expertise. Focused areas of practice may come in the form of an RCPSC subspecialty, a CFPC Certificate of Added Competence (CAC), or an area in which a registrant has a dedicated scope of practice and holds further training/education but does not fall under either of the certifications. There is nothing that prohibits registrants from listing their education, accolades, extra skills training, areas of research, etc. Providing areas of interest may be helpful for referring registrants in choosing the best practitioner for their patient.

For example, a registrant with family medicine as their core medical training may focus their practice in maternity care. This physician could advertise themselves as having a focused area of practice in maternity care and work in a maternity-focused clinic; however, they must make it clear their primary training is in family medicine and not imply that they hold a RCPSC certification in obstetrics/gynecology.

For RCPSC certified registrants, most focused areas will come with subspecialties or areas of focused competence. However, if a RCPSC certified registrant is focusing in an area that is not a (s pr)4ma-3(d)7e