

Standard 15: Communication and Marketing

Related Standards of Practice

- Standard 1: Client-Centred Practice
- Standard 6: Professionalism
- Standard 12: Privacy and Confidentiality
- Standard 14: Record Keeping and Billing

Description

The optician communicates clearly, truthfully, and respectfully in any context that may impact client care and adheres to COBC's [advertising bylaw](#) when advertising and marketing their practice.

Expected Outcome

The client can expect their optician to communicate in a professional, transparent, and respectful manner that promotes their understanding of the proposed services. They can expect that the optician's communications, advertising, and marketing activities are in the public interest.

Criteria

- 15.1 Use respectful, transparent, and straightforward communication in all professional interactions (verbal, written, and online, including on social media).
- 15.2 Promote client understanding of the proposed services through active listening, use of plain language, and encouragement of questions.
- 15.3 Explain risks and benefits of the services being delivered.
- 15.4 Identify potential barriers to communication and address those barriers using appropriate tools and techniques (e.g., interpreters, technology, visual educational materials).
- 15.5 Provide details about billing procedures, fees, company policies—including policies on returns and discounts—and the expected service plan before providing services, to ensure the client can make informed decisions.
- 15.6 Ensure that public communications and advertising through social media and other platforms are not false, misleading, illegitimate, or unverifiable.