

DIVISION VI GRAPHIC SYMBOL OF THE ORDER

6.01. The Order is represented by a graphic symbol that conforms to the original held by the secretary of the Order.

6.02. The use of the graphic symbol of the Order must conform to the original held by the secretary of the Order.”.

20. Section 18 of this Regulation replaces the Regulation respecting advertising by hearing-aid acousticians (R.R.Q., 1981, c. A-33, r. 7) that, in accordance with section 10 of the Act to amend the Professional Code and various Acts constituting professional corporations with respect to professional advertising and certain registers (1990, c. 76), ceases to have effect on the date of coming into force of section 18 of this Regulation.

21. This Regulation comes into force on the fifteenth day following the date of its publication in the *Gazette officielle du Québec*.

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Gouvernement du Québec

O.C. 550-2010, 23 June 2010

Professional Code
(R.S.Q., c. C-26)

Physicians — Code of ethics — Regulation

Regulation amending the Code of ethics of physicians

WHEREAS, under section 87 of the Professional Code (R.S.Q., c. C-26), the board of directors of a professional order must make, by regulation, a code of ethics governing the general and special duties of the professional towards the public, clients and the profession, particularly the duty to discharge professional obligations with integrity, and the code must contain, *inter alia*, provisions setting out conditions, obligations and, where applicable, prohibitions in respect of advertising by the members of the order;

WHEREAS the board of directors of the Collège des médecins du Québec made the Regulation amending the Code of ethics of physicians;

WHEREAS, under section 95.3 of the Professional Code, a draft of the Regulation was sent to every member of the Collège at least 30 days before being made by the board of directors;

WHEREAS, pursuant to section 95 of the Professional Code and subject to sections 95.0.1 and 95.2 of the Code, every regulation made by the board of directors of a professional order under the Code or an Act constituting a professional order must be transmitted to the Office des professions du Québec for examination and be submitted, with the recommendation of the Office, to the Government which may approve it with or without amendment;

WHEREAS, in accordance with sections 10 and 11 of the Regulations Act (R.S.Q., c. R-18.1), a draft of the Regulation amending the Code of ethics of physicians was published in Part 2 of the *Gazette officielle du Québec* of 6 January 2010 with a notice that it could be submitted to the Government for approval on the expiry of 45 days following that publication;

WHEREAS comments were received by the Office des professions du Québec following that publication;

WHEREAS, in accordance with section 95 of the Professional Code, the Office des professions du Québec has examined the Regulation and made its recommendation;

WHEREAS it is expedient to approve the Regulation, with amendments;

IT IS ORDERED, therefore, on the recommendation of the Minister of Justice:

THAT the Regulation amending the Code of ethics of physicians, attached to this Order in Council, be approved.

GÉRARD BIBEAU,
Clerk of the Conseil exécutif

Regulation amending the Code of ethics of Physicians*

Professional Code
(L.R.Q., c. C-26, a. 87)

1. The Code of Ethics of Physicians is amended by the deletion of section 86.

2. Sections 88 and 89 of this Code are replaced by the following:

“DIVISION VII.I ADVERTISING AND PUBLIC STATEMENTS

88.0.1. A physician may not, by whatever means, advertise or make a representation to the public or to a person having recourse to his services or allow such to be made in his name, about him or for its benefit, that is false, misleading or incomplete, particularly as to his

level or competence or the scope of effectiveness of his services, or favouring a medication, products, or method of investigation or treatment.

88. A physician who addresses the public must communicate factual, exact and verifiable information. This information must not contain any comparative or superlative statement belittling or disparaging a service or product dispensed by another physician or other professionals.

88.1. A physician may not use or allow in an advertisement the expression in an unsuitable way of support or gratitude concerning him or his professional practice.

89. A physician, expressing medical opinions through any public information medium, must express opinions in keeping with current information in medical science on the subject and indicate the caution with respect to a new diagnostic, investigative or treatment procedure which has not been sufficiently tested.”.

3. Sections 90 and 91 of this Code are deleted.

4. Section 92 of this Code is replaced by the following:

“**92.** A physician must clearly indicate in his advertising and on all other items of identification used to offer his professional services, his name as well as his status as family physician or specialist corresponding to a speciality category. He may also mention the services he offers.”.

5. This Code is modified by the addition, after section 93, of by the following sections:

“**93.1.** Advertising about the prices of services provided by a physician must be of a nature to inform a person who does not have special knowledge of medicine.

93.2. A physician who includes a price in his advertising must also indicate the following information:

(1) the price of the treatment or service contemplated and, if any, the validity period;

(2) any restrictions that apply;

(3) any additional services or fees that might be charged and are not already included in the fee or price;

(4) additional fees associated with the terms of payment, if any.

A physician may agree with a patient to charge a price below that published or circulated.

“**93.3.** The physician may not in any way whatsoever make or allow advertising intended for vulnerable persons particularly due of their age, condition or the occurrence of a specific event.”.

6. Section 105 of this Code is modified:

(1) by the replacement of the word “fee asked” by the word “price”;

(2) by the replacement of the words “period for which the fee is in effect” by the words “validity period, where applicable”;

(3) by the addition, at the end of the section, of the following paragraph:

“He must display for public view in the waiting room of the place where he practices the price of any services, supplies and accessory charges and medical care that he charges for.”.

7. This regulation comes into force on the fifteenth day following its publication in the *Gazette officielle du Québec*.

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Gouvernement du Québec

O.C. 551-2010, 23 June 2010

Professional Code
(R.S.Q., c. C-26)

Nurses

— Professional activities which may be performed by persons other than nurses

Regulation respecting the professional activities which may be performed by persons other than nurses

WHEREAS, under paragraph *h* of section 94 of the Professional Code (R.S.Q., c. C-26), the board of directors of a professional order may make a regulation to determine, among the professional activities that may be engaged in by members of the order, those that may be engaged in by the persons or categories of persons indicated in the regulation, and the terms and conditions on which such persons may engage in such activities;