



College of Physicians and Surgeons of British Columbia

Professional Standards and Guidelines

Use of Clinic Names

Registrants should be aware that practicing under a clinic name requires the approval and written consent of the College in accordance with section 7-1(1) of the [Bylaws](#) under the *Health Professions Act*. To avoid confusion and misunderstanding, registrants are advised to contact the College for early advice in the planning of a clinic, including prospective names, to ensure compliance with these requirements.

A clinic name should be professional. It must not exaggerate, be misleading or be reasonably capable of being misinterpreted. It should not imply that one's practice is superior to another, and should not imply that the clinic is the only facility providing a specific service in the community or area of the community.

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