



résumé

HIGHLIGHTS

- 2
Privacy by Design
- 3
Draft Dietetic Practice
Competencies:
Valuable Opportunity
for RD Input
- 4
Promoting Brand
Name Products
- 8
College Tools and
Services Effectively
Support Dietetic
Practice
- 10
The Self-Directed
Learning Tool - New
Options for 2010
- 11
Results of Member
Consultation Fall 2009:
Registration Regulation
and Liability Insurance

Testimonials and Direct Solicitation of Clients

In the previous *résumé* (Spring 2010, p. 6), we published a list of best-practices for advertising and contacting clients to solicit business. The scenarios in this article illustrate some fundamental ethical and professional principles that are at the core of those best-practices. Test your knowledge of professional ethics and jurisprudence by identifying the principles and laws which apply in each of the scenarios. Page 5

CDO WORKSHOPS FALL 2010

Embracing Technology

Professional Responsibilities for Registered Dietitians
in an Electronic Era

See the back cover for more information.

New CDO Pamphlets Available for Clients

View the new pamphlets at www.cdo.on.ca > Resources > Publications: New Pamphlet

To order pamphlets, email Bev Nopra at noprab@cdo.on.ca

Privacy by Design



Laurel Hoard, RD
President

"The future of privacy requires a comprehensive and proactive *Privacy by Design* approach, whereby both privacy and security are effectively built into the information eco-system, from end-to-end, and throughout the entire data lifecycle, from collection through to disposal." Dr. Cavoukian

The College of Dietitians of Ontario exists to regulate and support all Registered Dietitians in the interest of the public of Ontario.

We are dedicated to the ongoing enhancement of safe, ethical and competent nutrition services provided by Registered Dietitians in their fields of practice.

Earlier this year, there was a news release from Dr. Ann Cavoukian, *Information and Privacy Commissioner of Ontario*, describing her orders to ensure that all health information on mobile devices be strongly encrypted. This response came after the reported loss of a USB key which contained personal information of people who had attended H1N1 clinics in a public health region. It was a strong reminder to all health professionals of the responsibility each one of us has to be as vigilant with health information as we would with our own passport.

Dr. Cavoukian stated that, "I believe that in light of the proliferation of new information and communication technology, the future of privacy requires a comprehensive and proactive *Privacy by Design* approach, whereby both privacy and security are effectively built into the information eco-system, from end-to-end, and throughout the entire data lifecycle, from collection through to disposal."

It would be worth taking some time to reflect on the data lifecycle of the patients and clients that you see. Because many patient charts are now shared files, the shared responsibility for them will require the same collaborative approach we take to patient care. Consider doing this reflection with a colleague.

There are many resources available to help with this task of tracing how information is acquired through to its removal, and all points in between. How many different people would access the average chart that you see? How many times do you write information on a scrap of paper that is not immediately shredded? Is your email secure when using public Internet? Consider consulting the many resources available on the College of Dietitians of Ontario's website, including the online copy of the *Jurisprudence Handbook for Dietitians in Ontario*. The *Information and Privacy Commissioner of Ontario* website, www.ipc.on.ca has more useful information. Talk to the Privacy Officer at your organization. Keep up with the newest technologies by talking to your colleagues, your kids, or the booths at conferences and trade shows. Try password protecting the next document that you send. Look for future opportunities for learning from the College this fall.

CDO Election Results 2010

DISTRICT 1

Barbara Major-McEwan, RD

DISTRICT 3

Susan Knowles, RD
Deion Weir, RD

June Council Meeting

OPEN TO THE PUBLIC

Annual General Meeting: June 23, 2010, 4-5pm

Council Meeting: June 23, 3pm & June 24, 2010, 9am-4pm

For more information and to reserve a place at the meeting, please contact the College.

Draft Dietetic Practice Competencies

Summer and Fall Consultation - Valuable Opportunity for RD Input



Mary Lou Gignac, MPA
Registrar & Executive Director

A draft list of practice competencies will be available for consultation over the Summer and Fall. All RDs in Canada will be asked to review the practice competencies.

This is your opportunity to assist in the creation of a critical foundation of dietetic education, practice and regulation. Watch for the notice.

For more information about the *Partnership for Dietetic Education and Practice* and the work on *Integrated Competencies*, please visit: www.pdep.ca.

The first phase of the work to develop the *Integrated Competencies for Dietetic Education and Practice* is well advanced. A draft list of practice competencies will be available by the *Partnership for Dietetic Education and Practice* (PDEP) for consultation over the Summer and Fall. In addition to other key stakeholders, all RDs in Canada will be asked to review the practice competencies. The draft practice competencies will be shown for the first time at the end of May in Montreal at a dietetic educators meeting and released in English and French soon afterwards for the broad national consultation.

INTEGRATED COMPETENCIES FOR DIETETIC EDUCATION AND PRACTICE

When fully developed, the *Integrated Competencies* will list outcome-based statements that represent the knowledge, skills and abilities that define competent dietetic practice in Canada. The integrated competencies document will first articulate "practice competencies" then, in a later phase of work, articulate the foundational knowledge statements and entry-level performance indicators that will be evaluated in education and training programs and through the *Canadian Dietetic Registration Examination*.

The *Integrated Competencies for Dietetic Education and Practice* help many groups:

- **Students and interns** by presenting an accurate picture of the work of a dietitian at entry-to-practice. This will help students understand what is expected of them at entry-to-practice and may also assist in career planning.
- **Educators** by setting clearer expectations of what dietitians at entry-to-practice DO. This will help educators design educational programs to support learners in achieving proficiency.
- **Regulators** by setting clearer expectations of what dietitians at entry-to-practice DO in order to determine safe, effective and ethical practice. This will help regulators ensure the Canadian public receives dietetic services from competent professionals.
- **Employers** by outlining the tasks that dietitians are qualified to DO at entry-to-practice. This will help ensure that employers expectations are realistic, that dietitians are practicing within their scope, and that dietitians are engaging in all of the activities for which they have been trained and prepared.
- **Dietitians** re-entering practice by helping focus retraining efforts on specific areas where competency may have lapsed.
- **Internationally-educated dietitians** by ensuring a consistent approach to the assessment of competence, and by focusing bridging efforts, if needed, on particular competency areas.

PDEP will use a convenient online survey to solicit comments and suggestions on the articulation of practice competencies - watch for the notice and please participate. This is your opportunity to assist in the creation of a critical foundation of dietetic education, practice and regulation.



Deborah Cohen, RD
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Promoting Brand Name Products

An RD works for a retail food and beverage company as a nutrition specialist. The company's current advertising campaign features the RD singing the praises of the company's high fibre cereals to help consumers meet their daily fibre recommendations as outlined in Canada's Food Guide. Are there any concerns with the RD promoting these products?

The College does not prohibit RDs from endorsing specific brand name products. However, RDs should be aware that there are many colleges that have prohibitions and restrictions regarding endorsements and recommendations of products. RDs who use their credentials or professional status to promote a product are facing a potential or perceived conflict of interest. This situation must be carefully managed through honest, transparent, and evidence-based practice.

RDs must keep in mind that, as regulated health professionals, their first obligation is to their clients. In this scenario, there are two clients: 1) the public, the target audience for the advertising; and 2) the company that employs the RD. Where there is more than one client, the hierarchy of clients must be considered. Patients or the public are always the first priority. Focusing on the public interest when considering endorsements, will help RDs manage conflicts of interest arising between the public interest they serve and the interests of the company employing them.

To make professional and ethical decisions about endorsements that favour the public interest, RDs must apply these three principles:

- 1. Be transparent and honest:** The RD must clearly identify him/herself as a representative of the food and beverage company. Full disclosure about being paid by the company to represent a product will help the public make an informed decision. People will be able to weigh the information they hear about the product against the fact that the RD is being paid to promote it.
- 2. Base product claims on evidence:** Any promotional claims made about the nutritional benefits of a product must be based on sound evidence. Using evidence-based information within the appropriate context will help foster public trust in the profession.
- 3. Choose or present the products you promote carefully:** Lending RD credibility to a product requires professional judgment. RDs need to ensure that their product recommendations present a comprehensive approach to healthy eating. In the interest of clients, and in the interest of maintaining professional integrity, RDs should consider the ethical implications of representing a product that is high in one nutrient (e.g., fibre) but excessive in another nutrient (e.g., sodium). All product recommendations should be based on evidence and represent a full picture of the product in relation to healthy eating.

Testimonials and Direct Solicitation of Clients

The College of Dietitians of Ontario discourages the use of personal client testimonials in advertising dietetic services and the direct solicitation of clients for business. In the previous résumé (Spring 2010, p. 6), we published a list of best-practices for advertising and contacting clients to solicit business. The scenarios below illustrate some fundamental ethical and professional principles that are at the core of those best-practices. In each of the scenarios, test your knowledge of professional ethics and jurisprudence by identifying the applicable principles and laws from the list on the right (answers p. 14).

- 1. A dietitian publishes a monthly newsletter which includes nutrition tips and advertises upcoming seminars, offered for a fee, which may interest her clients. She sends a copy of this newsletter to all her clients by email and by mail to those who don't have email.**

On the surface, this practice appears acceptable. The practice that is discouraged by the College is the direct solicitation of clients which is sending personalized communications to a client or potential client to solicit an appointment or other business from them. In this scenario, the client is not being directly solicited because the newsletter is being sent to all clients in general. However, laws which protect the personal health information of clients do apply. The *Personal Health Information Protection Act*, 2004, Part IV, states,

"33. A health information custodian shall not collect, use or disclose personal health information about an individual for the purpose of marketing anything or for the purpose of market research unless the individual expressly consents and the custodian collects, uses or discloses the information, as the case may be, subject to the prescribed requirements and restrictions, if any."

The law is clear that when a health information custodian

Principles & Laws Applicable to Profession Advertising and Solicitation of Clients

Know the Law

- Obtain client consent for sharing or using personal information.
- Identify clearly to clients why and how their personal information will be used.
- Protect the privacy of client personal health information.
- Make accurate and non-deceptive claims.

Act in the Public Interest

- Give verifiable and accurate information that will help the public make informed decisions about the dietetic services they need.

Maintain Integrity and Honesty

- Avoid any situation that may be perceived or interpreted as a conflict of interest.
- Avoid engaging in conduct or performing an act that, having regard to all the circumstances, would reasonably be regarded as disgraceful, dishonorable or unprofessional.
- Foster confidence in your professional services.

Respect Clients

- Respect professional/client boundaries.
- Reduce the possibility of misunderstandings which could potentially damage the professional/client relationship.

(the RD in a private practice, the employers or designated persons in organizations) collects personal health information, the purpose for collecting the information must be explained to the client. Also, client consent must be obtained when the purpose for collecting the information changes. In this scenario, an RD could not send the newsletter without first obtaining explicit permission from her clients that they wish to receive it.

If the RD was sending the newsletter to everyone in her

neighborhood, then this practice would be acceptable as long as her client list was not being used as part of the mailing list. Except for the clients who have consented to receive the newsletter, the mailing list for the newsletter would have to be obtained from another source.

Circle the professional principles that apply when sending information to clients.

- a. b. c. d. e.
f. g. h. i. j.

2. I work in a private practice and a new client wants to talk to existing clients for references. May I give this client the references requested?

As long as the existing clients have given their consent to be contacted as a reference, giving a client references is an acceptable practice. Some have suggested that a reference is like a testimonial, but there are significant differences. With a reference, a potential client can ask questions and probe to verify the quality and types of services that were received from the RD. There is a dialogue and a sharing of information. In an advertising testimonial, a potential client cannot directly verify the advertised claims and the information is taken out of context. A two-way conversation is not possible with advertising testimonials.

When asking clients to be a reference, consider that the professional/client relationship is privileged and sensitive. Some clients may feel uncomfortable with granting or saying no to a referral. Just asking may create tension in your relationship with some clients. Be aware that there is also potential for client exhaustion if they are being contacted too often to give a referral.

Circle the professional and ethical principles you would consider when asking a client to be a reference.

- a. b. c. d. e.
f. g. h. i. j.

3. James, a client, who has used the services of an RD has lost 20kg. He publically praises and recommends the services of the RD in his personal

blog and has also posted a link on his blog to the RDs website.

An RD has no control over unsolicited testimonials a client posts on their personal blog. Clients are free to speak about their own experiences in a blog. They are also free to post links to an RDs website on their blog.

However, it would not be advisable for the RD to post this unsolicited testimonial on her own website as the information would be out of context. It would also not be recommended to ask the client if the RD can post a link to the client's blog on her own website. Posting the testimonial or posting a link to the client's blog amounts to using a client testimonial; this practice is discouraged by the College.

It would also be a serious breach of ethical and professional boundaries if the RD asked a client, paid a client or offered free services for a client to post a testimonial of her services on the client's blog. These actions could be interpreted as professional misconduct.

Circle the professional and ethical principles which apply regarding posting client testimonials online.

- a. b. c. d. e.
f. g. h. i. j.

4. An RD owns a company where several RDs work for her. The RD has a website where she advertises the services of the company and each RD is featured along with the specialty services they offer. One dietitian treats clients who are obese. In her feature, she states, "On average, my clients lose 45lbs in the first six months of their treatment."

RDs are responsible for making accurate and non-deceptive claims and should be prepared to substantiate them. The *Better Business Code of Advertising* makes clear that deception is not only a result of stated facts but omitted details as well, "An advertisement as a whole may be misleading although every sentence separately considered is literally true. Misrepresentation may result not only from direct statements but by omitting or obscuring a material fact."

(<http://london.bbb.org/bbb-code-of-advertising/>).

In this case, the RD is making a general claim about the results of the dietetic treatments for obesity her clients have experienced. This may be acceptable as long as the claim is accurate, verifiable and that a complete picture is presented. For example, the RD would have checked client charts over a significant period of time and verified that these were the average results for her clients. To support the claim, she would be prepared to show her prospective clients an aggregate graph of client results over a period of time. To present the whole picture, she would mention that not all clients experienced the same results.

Circle the professional and ethical principles that apply when making claims in advertising.

- a. b. c. d. e.
f. g. h. i. j.

5. An RD has a business analyzing nutrition information in restaurant menu items. On her website, she lists her clients, with a link to their company website.

Listing companies which are clients on your website is an acceptable practice because the clients are not individuals. The practice that is discouraged by the College is using testimonials from individual clients for advertising RD services. The companies listed here have used the services of the RD and, presumably, have consented to being listed on the RDs website with the expectation that they may be contacted.

Circle the professional and ethical principles make this practice acceptable.

- a. b. c. d. e.
f. g. h. i. j.

Answers on page 14.

CDO Online Forums about Advertising and Solicitation



THE ADVERTISING AND SOLICITATION FORUM WILL REMAIN OPEN UNTIL JUNE 30TH, 2010.

Join the conversation about profession advertising and client solicitation on our new member forum. Some of your colleagues have already posted their thoughts and questions. In next *résumé*, we will directly address any issues or questions from the forum. To participate:

1. Go to the CDO website at www.cdo.on.ca
2. Access your *Member Home Page* with your member registration number and password.
3. Click on *eCommunities Home* on the bottom left of your *Member Home Page*. You will be asked to enter your registration number and password again to access the forum area of the website.
4. Before participating in the forum, go to *My Community News* and read the *Advertising and Solicitation Forum User Agreement*.
5. Once you have read the user guidelines and agreement, go to *My Communities* and access the discussion forum: *Advertising and Solicitation*.

In a recent member survey, RDs indicated that they would appreciate a College forum to exchange ideas and share knowledge with their colleagues across the province. We are pleased to provide this opportunity. Please let us know what you think.



College Tools and Services Effectively Support Dietetic Practice

As part of its public protection mandate, the College of Dietitians of Ontario is committed to developing increasingly better services and tools that effectively support Registered Dietitians to provide safe, competent and ethical dietetic services to the people of Ontario. We wanted to know whether the education and support given by the College to RDs has an impact on dietetic practice. In the fall of 2009, to evaluate our efforts, we asked members to give us some survey feedback on the support they receive from the College.

It was rewarding to learn that the majority of respondents value the services they receive from the College and that they directly apply what they learn to their practice. RDs reported that their practice had improved as a result of learning from the *Jurisprudence Knowledge and Assessment Tool* (JKAT) and the *Self-Directed Learning Tool*, from reading the *Jurisprudence Handbook* and *résumé* articles, and from using the Practice Advisory Service. For instance, because of the information they learned in the *Jurisprudence Handbook*, 77% of respondents were better able to maintain confidentiality and share information appropriately, 84% were better able to

apply the laws relating to informed consent, and at least 86% had a better understanding of conflict of interest and boundary issues in their practice (see table below). This is evidence that the College is effective in supporting dietitians to improve their dietetic practice, resulting in better services to their clients.

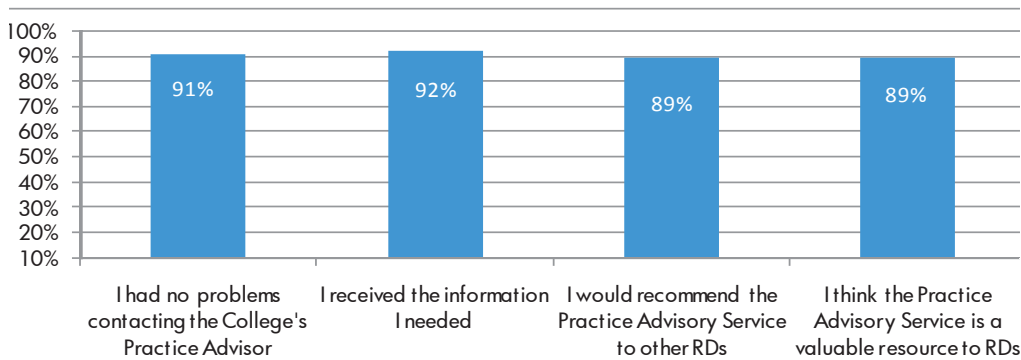
RDs who have used the Practice Advisory Service also reported that they are very satisfied with the service and would use it again (see next page). We were concerned to learn that some RDs are still fearful of calling the College for practice advice. And, rather than contacting the College, others prefer to speak to their colleagues or refer to College resources on the website to find answers to their practice questions.

Members are certainly encouraged to refer to their colleagues and College resources for help, but please be assured that we are committed to supporting you. While the College exists to protect the public, we strongly believe that one way to fulfill our regulatory mandate of public protection is to support every dietitian to provide better quality services to their clients. Although we do ask RDs for

Application of the Jurisprudence Handbook to RD Practice (n-977)	Neither Agree or Disagree	Agree	Strongly Agree
Demonstrate professionalism in my practice.	21%	48%	21%
Increase my ability to maintain confidentiality and share information as appropriate.	17%	49%	28%
Understand and apply informed consent.	14%	58%	26%
Understand and apply the laws surrounding my practice.	11%	59%	28%
Understand the scope of my practice and it's the restrictions on it.	12%	56%	28%
Understand the importance of effective communication in my practice.	24%	47%	21%
Understand and apply my record keeping duties as a Registered Dietitian.	15%	57%	24%
Understand potential conflicts of interest in my practice.	10%	58%	29%
Understand potential boundary issues in my practice.	11%	59%	27%
Perform better on the JKAT.	12%	38%	49%

Malatest Report, Table 4.1, p. 15

Percentage of RDs Who Agree & Strongly Agree



Overall RDs are very satisfied with the services they receive from the College's Practice Advisory Service.

their name for statistical and evaluative purposes, callers are free to decline this request to maintain anonymity. The College does not have call display.

We invite RDs who have contacted the Practice Advisory Service to share their experiences with their colleagues. If you were not satisfied when you called the service before, please call us again to discuss what happened. We would welcome an opportunity to improve our service in the future.

ROOM FOR IMPROVEMENT

Of course, there is more work to be done to ensure continuous improvement in the services and tools the College develops to support RDs, including:

1. Better communication about the practice resources we do have posted on the College website;
2. Developing more services and tools for all areas of dietetic practice;
3. Helping RDs believe that the College's professional Practice Advisory Service is there to support them.
4. Increasing education about the College's mandate regarding public protection and protecting the dietitian title.
5. Creating forums where RDs can ask questions and discuss issues.

Thank you for being so responsive to our survey. Your feedback will help us improve our services and tools to better support you in the interest of the public.



CDO Resources Available Online at www.cdo.on.ca

> RESOURCES > PUBLICATIONS

- *Jurisprudence Handbook for Dietitians in Ontario*, Chapter 3 was updated online in November 2009. Changes were made to the Mandatory Reporting section. Currently, the *Handbook* is being revised to reflect recent changes in the *Regulated Health Professions Act* in 2009. The updated version will be posted by September 2010.
- New CDO/DC Pamphlet: *Choose a Registered Dietitian*. Get copies by emailing Bev at noprab@cdo.on.ca.
- Back issues of *résumé*
- Annual Reports

> MEMBERS > PRACTICE ADVISORY PROGRAM

- FAQs and e-learning modules
- Previous workshop presentations
- Articles and guidelines about professional obligations & responsibilities



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233

The Self-Directed Learning Tool New Options for 2010

WHAT WILL STAY THE SAME?

In the Malatest Survey, many RDs reported that they like the parts of the SDL Tool that help them develop and report on two professional improvement plans, so we will keep this concept in the development of the new Tool.

WHAT WILL BE DIFFERENT?

About 40% of RDs said that the self-assessment and reflecting components of the SDL Tool were not very useful or that they were ambivalent about their value. In 2010, we will offer options for self-assessment and reflection to make sure members set professional goals that relate to their dietetic work and to improvements in their practice.

Once we evaluate the feedback from RDs who have used these different options, we will be better positioned to adopt and create new online versions of the SDL Tool for 2011.

Sixty percent of RDs found the SDL Tool useful as it is.

If you prefer the SDL Tool the way it is now, you may continue to use it.

HOW CAN YOU GET INVOLVED?

In order to create more options for the SDL Tool, we will be asking for your feedback to review some of those new self-assessment and reflection forms. Please look for an email invitation from me asking for your help in June.



Sarah Marceau, MA, Investigator and Case Manager

Sarah Marceau of *Dean Benard & Associates*, is the new Investigator and Case Manager for the College. She will be supporting the Investigations, Complaints and Reports Committee and conducting investigations into complaints and reports of alleged professional misconduct and incompetence. Sarah is an experienced investigator with a background in a variety of investigative settings, including litigation support, regulatory investigations and workplace investigations. She holds both Bachelors and a Masters of

Arts degrees in sociology. Sarah has investigative experience in undercover operations, surveillance and interviewing. Sarah has conducted archival and contemporary qualitative research to support various litigation processes and managed a team of people on many cases. As a writer and editor, Sarah worked with various clients to develop corporate communication materials and summary reports.

Results of Member Consultation Fall 2009

Proposed Registration Regulation

NOTICE

SECOND CIRCULATION

APRIL 20 TO JUNE 20, 2010

Thank you for providing us with your feedback last Fall regarding the proposed changes to the Draft Registration Regulation. Council considered the feedback and, in response, has made changes to the proposed Registration Regulation. Because some of the changes are significant, the law requires us to re-circulate the draft to RDs and stakeholders for additional comment.

Visit the CDO website to find:

- A summary of the feedback from the first consultation
- Answers to frequently asked questions
- The second circulation of the proposed Registration Regulation, including the changes made as a result of the first consultation
- A link to a survey regarding this revised draft of the Registration Regulation

Provide your input before June 20, 2010. We encourage you to respond to the survey online, if possible, although there are other options for providing feedback.



By-Law 5: Professional Liability Insurance: Some FAQs

The new By-Law No. 5, *Professional Liability Insurance coverage Requirements for Members*, has been approved by Council (see next page) and it will take effect April 1, 2011. The College will provide members with more detailed information about professional liability coverage before the by-law takes effect next year.

Thank you for providing feedback about professional liability insurance. Below are some of the questions that were frequently asked by members during the consultation process.

What is the rationale for requiring Professional Liability Insurance?

The provincial government recently amended the *Regulated Health Professions Act* (RHPA) to stipulate that no regulated health professional may practice their profession unless they carry professional liability insurance. The amendments also state that it will be professional misconduct to practice these professions without having professional liability insurance.

The purpose of professional liability insurance for regulated health professionals is three-fold:

1. To give persons harmed by dietetic services access to monetary compensation. Typically, the insurance benefit would be paid out as a result of a Registered Dietitian being successfully sued for malpractice or negligence. The payout could be an out-of-court settlement or made on the direction of a judge or jury in a court of law.
2. To pay all or part of the costs of regulated professionals to defend themselves in the event they are sued or subject to a proceeding with their college.
3. To promote interprofessional collaboration - members of a health care team need to be insured to build trust and to be confident that they will not carry a higher liability because of an uninsured member of their team.

In compliance with this law, Council has approved By-law No. 5, setting out the liability insurance requirements for RDs

who practise dietetics in Ontario.

How did CDO determine the level of coverage required?

In determining the liability insurance amount for new By-Law No. 5 the college reviewed and considered:

- liability coverage currently required by other regulated health professions in Ontario
- the liability insurance coverage currently available through Dietitians of Canada (\$5,000,000)
- the typical liability insurance coverage of organizations that typically employ dietitians in Ontario (ranging from \$1,000,000 - \$5,000,000)

Typically, the amount of coverage is determined by the risk associated with the work of the profession. At this time, there is very limited history with malpractice and negligence to establish an evidenced-based risk factor for practising dietetics in Ontario.

Does coverage through facility/employer satisfy this requirement?

Currently, the majority of RDs practicing within Ontario are already covered through their facility or employer liability insurance coverage. Provided the liability insurance coverage offered through their employer aligns with the College By-law amount, additional liability insurance is not required.

Only those RDs who work in a consulting or private practice capacity or whose employer coverage does not meet the standards in CDO's by-law would be required to obtain additional professional liability insurance.

My employer's deductible is greater than \$1,000. What are my options?

By-Law No. 5 states that the deductible shall be no more than \$1,000. The deductible amount of \$1,000 was chosen as it protects the public by ensuring that an individual RD could

feasibly pay this amount if there was a claim made against them. Note: there is no deductible for professional liability insurance coverage through Dietitians of Canada.

If your organization's liability insurance deductible is greater than \$1,000, there are three options for you to explore:

1. Confirm in writing with your employer that they will cover the deductible if a claim is made against an RD;
2. If the RD is responsible for paying the deductible, ask your organization if the deductible can be decreased to \$1,000 for any claims against an RD; or
3. Purchase additional individual professional liability insurance.

Will the College be offering liability insurance?

The College will not be offering professional liability insurance for members. Dietitians of Canada's (DC's) insurance is a group plan that is offered to RDs across Canada. The larger number of participating RDs in DC's

group plan results in a lower rate. CDO has investigated the potential of offering a group insurance rate for Ontario RDs, however, because of the lower numbers of RDs requiring individual liability insurance, CDO would not be able to offer a rate lower than the combined DC fees and liability insurance cost.

RDs are free to explore options for individual liability insurance through their home, automobile or other insurance provider. The College has heard from RDs who have researched liability insurance that even with the cost of the annual membership, the plan offered through DC is the most economical option. In addition, you would receive many of the other benefits of being a DC member (i.e., resources, communications, discounted conference fees, networking with colleagues, etc.).

If you have further questions or concerns, please don't hesitate to contact Deborah Cohen, Practice Advisor & Policy Analyst: cohend@cdo.on.ca / 416-598-1725/ 800-668-4990, ext. 225.

BY-LAW NO. 5

Professional Liability Insurance Coverage Requirements for Members

- 1.01 A member engaging in the practice of dietetics shall maintain professional liability insurance coverage with the following characteristics:
 - a. The minimum coverage shall be no less than \$2,000,000 per occurrence.
 - b. The aggregate coverage shall be no less than \$5,000,000.
 - c. The deductible shall be no more than \$1,000.
 - d. The insurer must be licensed with the Financial Services Commission of Ontario.
 - e. The member must be personally insured under the insurance policy.
- 1.02 The insurance may be held indirectly (e.g., through an employer) so long as the member is able to obtain proof of coverage and the coverage meets the requirements of Article 1.01 (e.g., the member is an added insured under the employer's policy).
- 1.03 The requirements in this article take effect April 1, 2011.

Certificates of Registration

GENERAL CATEGORY OF REGISTRATION

Congratulations to all of our new dietitians registered from February 2 to April 27, 2010.

Name	Reg. No.	Date
Karin Elizabeth Arnold Almaraz RD	10859	03/19/2010
Nicole Theresa Bowen RD	10577	04/26/2010
Karen Dawne Coulman RD	4275	02/19/2010
Donna Fagan RD	12069	03/30/2010
Monica Fijalkowski RD	11788	03/11/2010
Sandra Gharbi RD	12043	02/05/2010
Stéphanie Gingras-Hill RD	11386	03/30/2010
Terri Grad RD	2689	03/19/2010
Darren Scott Klassen RD	12063	03/31/2010
Jasna Lin Robinson RD	12042	03/05/2010
Emily Templeton RD	12066	03/30/2010
Pamela Maureen Thoms RD	4239	03/19/2010
Sarah Mary Westmacott RD	12064	03/30/2010
Michelle Elaine Woods RD	12058	03/25/2010
Lai Nam Yip RD	11992	02/26/2010

REINSTATED

Nancy Bradshaw RD	1881	03/05/2010
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Answers to Scenarios: Testimonials and Direct Solicitation of Clients, pages 5-7.

Scenario 1

Know the Law

- Obtain consent for sharing or using personal information.
- Explain clearly to clients why and how their personal information will be used.

Scenario 2

Know the Law

- Obtain client consent for sharing or using personal information.
- Protect the privacy of client personal health information.

Respect Clients

- Respect professional/client boundaries.

Scenario 3

Maintain Integrity and Honesty

- Avoid any situation that may be perceived or interpreted as a conflict of interest.
- Avoid engaging in conduct or performing an act that, having regard to all the circumstances, would reasonably be regarded as disgraceful, dishonorable or unprofessional.
- Foster confidence in your professional services.

TEMPORARY CLASS OF REGISTRATION

Name	Reg. No.	Date
Khashayar Amirhosseini RD	11385	02/10/2010
Joanne Bak RD	2124	03/11/2010
Monica Chopra RD	11331	02/05/2010
Layeeq Fatima RD	11325	03/11/2010
Narinder Kaur Ghai RD	10926	02/10/2010
Vanessa Giordano RD	12045	02/10/2010
Shabnam Jabrani RD	10741	02/05/2010
Kendra Link RD	12048	02/05/2010
Heather McIver RD	12054	03/04/2010
Alicia Ramos RD	3943	02/24/2010
April Leah Thorimbert RD	12062	03/19/2010
Morag Townsend RD	12047	02/05/2010
Mandeep Kaur Uppal RD	11436	02/05/2010

RESIGNATION

Hiu-Laam Vicky Ngo	4432	04/01/2010
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RETIRED

Martha Huffman	2246	03/31/2010
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Scenario 4

Know the Law

- Use only accurate and non-misleading statements.

Act in the Public Interest

- Give verifiable and accurate information that will help the public make informed decisions about the dietetic services they need.

Maintain Integrity and Honesty

- Avoid engaging in conduct or performing an act that, having regard to all the circumstances, would reasonably be regarded as disgraceful, dishonorable or unprofessional.
- Foster confidence in your professional services.

Respect Clients

- Reduce the possibility of misunderstandings which could potentially damage the professional/client relationship.

Scenario 5

Act in the Public Interest

- Obtain client consent for sharing or using personal information.
- Identify clearly to clients why and how their personal information will be used.
- Foster confidence in your professional services.
- Give verifiable and accurate information that will help the public make informed decisions about the dietetic services they need.

Council Meeting Highlights

March 25, 2010

Council meeting highlights are posted on the College website at www.cdo.on.ca > Public Meetings & Hearings

EXECUTIVE COMMITTEE

Laurel Hoard, RD, President

Elizabeth Wilfert,
Vice President

Fiona Press, RD

COUNCIL MEMBERS

Professional Members

Cecily Alexander, RD

Laurel Hoard, RD

Lesia Kicak, RD

Terry Koivula, RD

Nancy Polsinelli, RD

Fiona Press, RD

Erica Sus, RD

Sharon Zeiler, RD

Public Appointees

Edith Brown

Flora Manlapaz

Francis Omoruyi

Elsie Petch

Jeannine Roy-Poirier, Ph.D.

Carole Wardell

Elizabeth Wilfert

NON-COUNCIL MEMBERS

Linda Hines, RD

Julie Kuorikoski, RD

Shari Noell, RD

Jill Pikul, RD

Krista Witherspoon, RD

CDO BUDGET & WORK PLAN APPROVED

Council approved the budget and the work plans for 2010/11.

PROPOSED REGISTRATION REGULATION AMENDED

The proposed *Draft Registration Regulation* was circulated to members last Fall. Council considered the feedback and amended the proposed draft regulation. The amendments include:

Removal of the Academic Class: The concept of this class did not receive widespread support from the academic community. Because it was not seen as central to public protection, the decision was made to eliminate this class from the proposed regulation.

Removal of the Non-Practising Class and addition of quality assurance requirements for members who practise less than 500 hours over 3 years. Council decided to remove the Non-Practising Class and replace it by developing additional Quality Assurance requirements for members who practice less than 500 hours in 3 years.

Broadening the definition of dietetic practice: As a result of the feedback from members, Council approved changes that would broaden the proposed definition of dietetic practice to include management positions within the profession.

Removal of the RD (Provisional) Title: Many members expressed concern that having different titles for different classes of members would be confusing to the public as well as to employers. With the Academic and Non-Practising classes eliminated, Council decided that members in the provisional class would be authorized to use the RD title, as is currently the case for Temporary Members. As required by law, any terms, conditions or limitations imposed on the certificate of a provisional member (or any other member) would appear on the public online *Register of Dietitians*.

LIABILITY INSURANCE BY-LAW APPROVED BY COUNCIL

The provincial government recently amended the *Regulated Health Professions Act* to stipulate that no regulated health professional may practice their profession unless they carry professional liability insurance. In compliance with the new provisions, the College has approved By-Law No. 5, *Professional Liability Insurance Coverage Requirements for Members*, which requires professional liability insurance for RDs who practise dietetics in Ontario. The new by-law will take effect on April 1, 2011. A communications plan will be developed to inform members of this new insurance requirement. See page 12 for details.

CDO Workshops Fall 2010 - Mark Your Calendar

Embracing Technology - Professional Responsibilities in an Electronic Era

Deborah Cohen, *Practice Advisor & Policy Analyst*
Sue Behari McGinty, *Quality Assurance Manager*

The CDO workshop for 2010 will focus on the impact of information technology on dietetic practice. It will cover:

- Professional standards, ethics, confidentiality, privacy and advertising pertaining to information technology and online communications.
- Real scenarios will illustrate the challenges and successes that RDs have made to incorporate technology and online communications within all areas of dietetic practice.

It will also highlight recent legislative activities that have had an impact on dietetic practice such as the liability insurance requirements and changes in the dietetic scope of practice. The exciting changes to the QA Program will be reviewed including the new *Peer & Practice Assessment* and changes to the *Self-Development Learning Tool*.

Register Online

For details and to register online, login to your Member Home Page and scroll down to *Events* or email Bev at noprab@cdo.on.ca

TECHNOLOGY SURVEY - RESPOND BY JULY 1

The College is consulting with members to gain a greater understanding about how RDs are maintaining or managing websites, blogs, social networking and other forms of online communication within their dietetic practice. This information will help us structure the workshop and determine whether there are any educational resources that the College can develop to support members in this area.

The link to the survey was sent to you by email on May 14. Alternatively, you can access the survey from the CDO website under *News* or by following this link:
<http://www.surveymonkey.com/s/DNF7MG3>

Please respond to the technology survey by July 1, 2010.
We look forward to your feedback.

Barrie	November 8, 1-4 pm	Oshawa	October 20, 1-4 pm
Brampton	November 2, 1-4 pm	Ottawa	September 27, 1-4 pm
Dryden	September 21, 1-4 pm	Owen Sound	October 13, 1-4 pm
Guelph	September 9, 1-4 pm	Peterborough	October 26, 1-4 pm
Hamilton	September 14, 1-4 pm	Sault Ste. Marie	November 3, 1-4 pm
Kingston	September 29, 5-8 pm	Scarborough	September 17, 1-4 pm
Kitchener	October 27, 1-4 pm	Stratford	September 15, 1-4 pm
London	October 21, 1-4 pm	Sudbury	October 5, 1-4 pm
Mississauga	November 19, 1-4 pm	Sunnybrook	October 28, 1-4 pm
North Bay	October 6, 1-4 pm	Thunder Bay	September 22, 1-4 pm
North York General Hospital	October 19, 1-4 pm	Toronto - St. Michael's	October 18, 9am - noon
Oakville	October 14, 1-4 pm	Toronto - UHN	November 17, 1-4 pm
Orillia	TBD	Windsor	TBD