



Multi-Level Marketing Standard of Practice

Purpose and Objective

1. To ensure public confidence that consultation with chiropractors in New Brunswick will be focused upon their healthcare concerns and not intermingled with, or influenced by, other commercial considerations.
2. To ensure members of the New Brunswick Chiropractors Association (“the Association”) are aware that it is not appropriate for members to solicit or recruit patients for business ventures in the context of the doctor-patient relationship.

Standard of Conduct

A member of the Association, or a professional corporation practising chiropractic, shall not solicit or recruit any patient to become involved in a commercial venture or multi-level marketing (“MLM”) program by, for instance, encouraging them to become a product distributor or salesperson.

It is not a breach of this Standard of Conduct for a member to participate in MLM programs or commercial ventures provided that the member does not promote these programs in any manner whatsoever to patients or permit the programs to be promoted to patients by his/her employees or by employees of the professional corporation practising chiropractic.

Complaints Process

Any complaints alleging a breach of this Standard of Practice by a member will be investigated pursuant to the provisions of the Act.