

**The College of  
Veterinarians of Ontario**

**Guideline**

**Facility Designations**

# Guideline

## Facility Designations

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## **Purpose**

The purpose of this guideline is to assist veterinarians to understand how the Registrar and the Accreditation Committee will interpret the regulations made in respect of naming veterinary facilities in Ontario in accordance with the provisions of the *Veterinarians Act*.

## **Scope**

This guideline applies to all veterinarians applying for a facility designation (name).

## **Background**

Veterinary facilities in Ontario are named according to a set of regulations that came into effect in 1990. Facilities named prior to this date may have designations (names) that would be considered non-conforming according to the regulation. Facilities that have changed ownership have been permitted to retain the original designation even in cases where that designation is considered non-conforming by current regulations.

One of the principles adhered to in interpreting the regulations has been that the designations (names) granted to facilities should not cause confusion to the public. Veterinarians are permitted to use either a geographic reference or a surname in choosing a facility designation. Because of the growing number of facilities in Ontario, it has become increasingly difficult to find unique geographic references appropriate to the location of the facility.

These guidelines describe the parameters within which the College would be prepared to approve facility designations.

## **Guidelines**

The Registrar and the Accreditation Committee will consider approving facility designations that contain the following elements:

- A geographical reference appropriate to the location of the facility or the surname of a member who is or was associated with the practice.
  - An appropriate geographical reference might include:
    - The name of the street on which the facility is located
    - The name of a major street or intersection near which the facility is located
    - The name of the municipality in which the facility is located
    - The name of a housing development, recreational centre or other recognizable community icon
    - Other similarly appropriate geographic reference

- Surnames might include either the last name or the full name of the member with or without the term “Dr.”, “Doctor” or “DVM” who is or was associated with the practice.
- The word “animal”, “pet” or “veterinary”
  - One of these words must appear in the name unless the practice is restricted to one particular species. If so, the name may contain one of the following choices:
    - The word “animal”, “pet” or “veterinary”
    - The name of the species
    - A combination of both the name of the species and one of the words “animal”, “pet” or “veterinary”
    - For example - a practice limited to swine might be called “Anytown Veterinary Services”, “Anytown Swine Services” or “Anytown Swine Veterinary Services” or some other appropriate combination.
- If the practice in or from the facility is restricted to poultry, the word “poultry” with or without the word “veterinary”
  - As with single species practices, poultry practices might be called “Anytown Poultry Services”, “Anytown Poultry Veterinary Services” or some other appropriate variation.
- An appropriate term required under section 11 of O. Reg. 1093 for the class of certificate of accreditation of the facility (Appendix 1).
  - Each category is assigned a list of terms, one of which must be used in the name. These terms are meant to distinguish the type of services offered from the facility for the public. For example:
    - A companion animal hospital, may be named a hospital, clinic or services
    - A food-producing animal mobile, may be named a mobile, services or mobile services.
- Any additional word(s) that might convey a meaning to the public that is relevant to their choice of facility and is:
  - factual, accurate and verifiable
  - not improper or unfitting
  - not descriptive of the facility (an adjective)
  - not protected by copyright, trademark or other official mark
  - not suggestive of specialist status, special qualifications or specialization except in the case of a facility accredited as a specialty animal hospital.

Where the Registrar or Accreditation Committee believes that the applied for designation might tend to be confused with that of another facility, the designation might be approved if:

- The director of the facility bearing the designation with which the applied for designation might tend to be confused agrees to the designation in writing.
- There is insufficient evidence to suggest members of the public might confuse the facilities (e.g. there is sufficient geographic separation).

- The facilities share common ownership and there is a desire for a recognizable association between the facilities.

Where one or more facilities that shared common ownership is sold such that no amount of common ownership remains, the purchaser of the said facility or facilities must re-apply for a designation.

## Appendix 1

The *Veterinarians Act, 1989* is the profession specific Act which governs the practice of veterinarians in Ontario. O. Reg. 1093 is the regulation under that Act.

Subsection 7.-(1) of the Veterinarians Act states:

Subject to the approval of the Lieutenant Governor in Council and with prior review by the Minister, the Council may make regulations with respect to the following matters:

*6. Governing the use of names and designations in the practice of veterinary medicine by members of the College.*

Section 11 of O. Reg. 1093 states:

*11. (1) It is a condition of a certificate of accreditation that the designation of a veterinary facility described in Column A of the Table contains one of the appropriate terms set out in Column B of the Table:*

	Column A	Column B
1.	Companion animal hospital	Clinic, Hospital or Services
2.	Companion animal office	Office or Services
3.	Companion animal mobile office	Mobile Office or Mobile Services
4.	Companion animal mobile	Mobile, Mobile Services or House Call Services
4.1	Remote area companion animal mobile	Remote Mobile, Remote Mobile Services
5.	Companion animal emergency clinic	Emergency Clinic or Emergency Hospital
6.	Companion animal spay-neuter clinic	Spay-Neuter Clinic
7.	Food-producing animal hospital	Clinic, Hospital or Services
8.	Food-producing animal mobile	Mobile, Services or Mobile Services
9.	Equine clinic	Clinic, Hospital or Services
10.	Equine mobile	Mobile, Services or Mobile Services
10.1	Equine Emergency mobile	Emergency Mobile, Emergency Services or Emergency Mobile Services
11.	Poultry service	Clinic or Services

*(2) It is a condition of a certificate of accreditation that if a veterinary facility has a designated name, the designation be approved under section 41.*

Section 41 states:

*41. (2) A member may name the veterinary facility in which he or she carries on an independent or private practice of veterinary medicine with a designation approved by the Registrar.*

*(3) The designation under subsection (2) shall contain,*

- (a) *a geographical reference appropriate to the location of the facility or the surname of a member who is or was associated with the practice;*
  - (b) *the word “animal”, “pet” or “veterinary” except,*
    - (i) *if the practice in or from the facility is restricted to one particular species, the name of that species or one of the words “animal”, “pet” or “veterinary” or both the name of the species and one of the words “animal”, “pet” and “veterinary”, and*
    - (ii) *if the practice in or from the facility is restricted to poultry, the word “poultry” with or without the word “veterinary”; and*
  - (c) *an appropriate term required under section 11 for the class of certificate of accreditation of the facility.*
- (3.1) *If the Registrar is in doubt as to whether or not a designation meets the requirements set out in subsection (3), he or she shall refer the matter to the Accreditation Committee. O. Reg. 509/93, s. 4 (2).*
- (4) *Neither the Registrar nor the Accreditation Committee shall approve the designation if of the opinion that it,*
- (a) *is inconsistent with subsection (3);*
  - (b) *is improper or unfitting; or*
  - (c) *may tend to be confused with the designation of another veterinary facility or the name of a professional corporation.*

Subsection 41.1 (1) of O. Reg. 1093 prevents members from using a term in the facility designation that indicates or represents to the public they have a specialization or special qualifications.

*41.1 (1) Except as authorized by this section, a member shall not use a term, title or designation which indicates specialization in veterinary medicine, or represents to the public that the member is a specialist or is specially qualified in a branch of veterinary medicine.*