

# College of Veterinarians of British Columbia (CVBC)

## Application for a Practice or Facility Name, or Name Change

APPLICANT INFORMATION:      **\*\*Please print legibly\*\***      Date: \_\_\_\_\_

Registrant's Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone/Fax/Email: \_\_\_\_\_

Facility or Practice Location \*:  
\_\_\_\_\_

\* Please provide a general location at the time of application unless the exact location is known.

Scope of Practice \*: \_\_\_\_\_

\* Example: Companion animal, Equine, Mixed Animal, Food Animal, Avian, Exotic, etc.

**Step 1. This is an application for approval of the following new facility or practice name:**

1<sup>st</sup> Choice \_\_\_\_\_

2<sup>nd</sup> Choice \_\_\_\_\_

3<sup>rd</sup> Choice \_\_\_\_\_

**OR Step 1a. This is an application for approval to change the following facility or practice name**

**from:** \_\_\_\_\_ **to:** \_\_\_\_\_

**Step 2. BC Registry Services.** Please attach BC Registry Services Results of Name Request for each name to be considered with this Application. One BC Registry approval for each name submitted.

**Step 3. Name Application Fee.** The Application Fee is \$300 + \$ 15.00 (5% GST) = \$315.00. Method of payment includes cheque, money order, cash or credit card. Application and payment must be received in the CVBC office before the application will be considered.

**Step 4. Approval.** Approval is provided by the Registrar pursuant to the bylaws, Part 3 – Accreditation and Naming, s. 3.23 to s. 3.28. Additional information is provided on pages 3-4.

**Additional notes:**

- For guidance with identifying facility type and practice scope, please see attached Council 'Guidelines for Naming Practices & Facilities' (Note: Code of Ethics has been replaced with Part 4 – Ethics and Standards).
- Locum. A registrant practicing as a locum, using only his or her own name together with conferred veterinary academic designation, is exempt from applying for facility or practice name approval.

**Signature of Applicant:** \_\_\_\_\_

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## Guidelines for Naming Practices & Facilities

Adopted by Council on May 31, 1997

1. The name given to a veterinary practice shall be structured in a manner so as to ensure that the bylaws and/or Code of Ethics are adhered to.
2. The name shall be structured in three parts as follows:
  - i. **Identifier** – One part of the name shall indicate a geographical location, name of a person or a noun deemed acceptable by the Council. No element of this part shall be so similar to any other name of an established practice that the two names could be reasonably confused.
  - ii. **Scope** – One part of the name shall be “animal”, “veterinary”, a word or short phrase deemed acceptable to Council, of no more than four words denoting a practice specialty or limitation.
  - iii. **Type** – One part shall be the word “clinic”, “hospital”, “office”, “centre”, “service” or a noun deemed acceptable by Council. The word “service” maybe preceded by the word “ambulatory”, “housecall”, “consultation” or any such word describing the nature or limitation of the type of service provided.
3. Members granted approval to use a name prior to these guidelines coming into effect shall retain the right to use that name.
4. Any new practice established after the adoption of these guidelines or any changes made to previously approved names must conform to these guidelines.

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## Approval for a facility and practice name, or name change

The Veterinarians Act, s. 47 (2) (b), 'Prohibitions regarding registration and use of titles' and the bylaws, Part 3 – Accreditation and Naming, s. 3.23, 'Definitions' provides the authority for the CVBC to regulate the "use of a name" in any advertising, representation of a name such as on a sign or signage, or a bank account. The bylaws, s. 3.24 (1), 'Application for Facility or Practice Name' and s. 3.25 (2), 'Requirements' provides authority to the registrar to approve a facility or practice name, or name change, that is submitted by a CVBC registrant 'in good standing' as defined in the bylaws, Part 1 – Governance. Please see the CVBC website under Resources for further information and for an 'Application for a Practice or Facility Name or Name Change'. The Fee for a market name, or market name change, is \$ 300.00 (+ GST).

It is the applying registrant's responsibility to provide the CVBC Letter authorizing the facility or practice name, or name change, to BC Registry Services in order to finalize the reservation of the name with BC Registry Services.

Specific requirements regarding the use of specialty/ specialist, 'After hours', 'Hospital', 'Emergency', , 'Mobile', 'Ambulatory', 'Housecall', 'Consulting' in a practice facility market name are included in the bylaws, Part 3 – Accreditation and Naming, s. 3.26, 'Restrictions'.

If the Registrar denies a facility or practice name or name change the bylaws, s. 3.24(1), 'General requirements', allows the applying registrant to appeal the Registrar's decision to Council without charge.

Until a facility or practice name or name changed is approved a registrant must not display an unapproved facility or practice name by any means of advertising/ promotion or by any other means of representation such as may include a business check or through electronic medium such as an email address, face book page, etc.

## Incorporation

The CVBC will permit a registrant 'in good standing' as defined in the bylaws, Part 1 – Governance, to incorporate a facility or practice name, or to incorporate a name that includes the word "veterinary", or other words or phrases in its' name that connotes the provision of animal health care or veterinary services and which is not a facility or practice. One or more registrants must hold a majority of the voting shares in the corporation. The fee to incorporate a name is \$ 200.00 (+GST). The Corporate Name Approval Form is available from the CVBC website under Resources.

## Previously approved facility or practice names in use

The bylaws, s. 3.27, 'Previously approved names', states: *A registrant whose facility or practice name was approved under former bylaws may continue with the use of that name and may transfer the facility or practice name to a new owner, who is required to comply with the bylaw provisions relating to facility and practice names as amended from time to time.* An important consideration under the bylaws, s. 3.26 (2), 'Restrictions' relates to misleading market names: *A registrant must not allow a facility or practice to directly or indirectly lead the public to conclude that the practice or facility practice offers a veterinary*

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*service unless it does so.* For example: it is important for a facility or practice that includes 'Hospital', 'Clinic' or 'Service' in its name to provide the client with a thorough description of care to be provided and when staff will be present prior to initiating treatment in the facility or practice when an animal is kept overnight.

### **Philanthropic Practice**

A Philanthropic practice is defined in the bylaws, s. 3.1 (8), to mean *humanitarian provision of veterinary services*:

- a) by registrants in a benevolent manner*
- b) in keeping with animal welfare concerns*
- c) in communities that would otherwise not have veterinary services, and*
- d) at no or substantially reduced cost to the public.*

The process to obtain Philanthropic accreditation is provided in the bylaws, s. 3.15, 'Philanthropic accreditation'.

Philanthropic practices are exempt from paying accreditation naming and inspection fees.