BC ASSOCIATION of CLINICAL COUNSELLORS

STANDARDS OF CLINICAL PRACTICE
Marketing, Advertising, and Fees for Service

Effective November 30, 2026

OVERVIEW: STANDARDS OF CLINICAL PRACTICE

STANDARD 1: CLIENT-CENTERED CARE AND CONSENT
The Clinical Counsellor ensures that every aspect of care is centered around the client's immediate and ongoing needs and goals.

STANDARD 2: COMPETENCE AND QUALITY IMPROVEMENT
The Clinical Counsellor develops and maintains their competence, applies clinically indicated and/or evidence-informed methods, critical thinking and clinical and professional judgment, and engages in quality improvement to best serve clients and protect the public.

STANDARD 3: PROFESSIONAL INTEGRITY AND COMMUNICATION
The Clinical Counsellor meets the ethical and legal requirements of professional practice and demonstrates responsible caring, honesty, integrity and respect for all persons and peoples. The Clinical Counsellor is truthful, accurate, and clear in all communications, respecting and supporting a client's, or potential client's, ability to make informed judgements and choices, and addresses misrepresentations appropriately.

STANDARD 4: DIVERSITY, EQUITY, INCLUSION AND ANTI-RACISM
The Clinical Counsellor demonstrates cultural humility, which begins with a self-examination of values, assumptions, beliefs, and privileges embedded in their own knowledge and practice, and consideration of how this may impact therapeutic relationships with all clients. In collaboration with the client, the Clinical Counsellor facilitates safer health care experiences where clients' physical, mental, emotional, spiritual, social, and cultural needs can be met.

STANDARD 5: INDIGENOUS CULTURAL SAFETY, CULTURAL HUMILITY, AND ANTI-RACISM
The Clinical Counsellor strives to be well-versed in the unique issues caused by structural and systemic racism and the impact on Indigenous clients. The Clinical Counsellor works to ensure they address systemic issues within the practice environment while creating a culturally informed, collaborative, and safer clinical experience for clients. Clinical Counsellors ensure they practice with cultural humility and awareness of systemic racism ensuring Indigenous clients get access to relevant, culturally informed, anti-racist care.

STANDARD 6: CLINICAL AND COUNSELLING ASSESSMENT AND REPORTING
The Clinical Counsellor, within their individual range of competencies, training, and experience, conducts clinical or counselling assessments and prepares clear, concise, accurate, and timely reports appropriate to the needs of the client and the recipient.

STANDARD 7: VIRTUAL PRACTICE AND DIGITAL TECHNOLOGIES
The Clinical Counsellor integrates technology and provides services via remote (virtual) means in a manner that does not compromise quality or integrity of professional service and is in the client's best interests.

STANDARD 8: RELATIONSHIPS, BOUNDARIES AND CONFLICT OF INTEREST
The Clinical Counsellor manages relationships intentionally, maintains appropriate professional boundaries, and recognizes, prevents, and takes action to resolve conflicts of interest—direct, potential, or perceived.

STANDARD 9: SEXUAL MISCONDUCT
The Clinical Counsellor refrains from all activities that would create the potential for sexual misconduct, including activities that exploit the power imbalance and/or trust required of the therapeutic relationship.

STANDARD 10: PRIVACY AND CONFIDENTIALITY
The Clinical Counsellor respects clients' rights to the privacy and confidentiality of their personal information. All clinical content communicated through the course of care by both parties, including information contained in the clinical record is considered to be protected client information. Clinical Counsellors protect all communicated and stored client information and comply with relevant legislation, ethical guidelines and regulatory standards related to privacy and confidentiality at all times.

STANDARD 11: MARKETING, ADVERTISING AND FEES FOR SERVICE

The Clinical Counsellor is truthful, accurate, and clear in all communications, and considers approaches to advertising and marketing activities that are in the best interests of clients and potential clients, and that respect and support the ability to make informed judgements and choices.

STANDARD 12: DOCUMENTATION AND RECORD KEEPING

The Clinical Counsellor maintains and secures client and financial records with the highest integrity, adhering to BCACC bylaws and applicable legislative and regulatory requirements.

STANDARD 13: ETHICAL CONDUCT

The Clinical Counsellor adheres to the ethical principles contained within the BCACC Code of Ethical Conduct and demonstrates ethical behaviour in all professional activities, recognizing the variable nature of ethical concerns and engaging in self-reflective, respectful, and caring practices to protect the inherent worth and wellbeing of all their clients.

STANDARD 14: SUPERVISION

The Clinical Supervisor ensures that clinical supervision is centered around the supervisees professional development, and is intended to facilitate growth, competent practice, and promote safe and effective client care.

STANDARD 15: PREPARATION OF FAMILY LAW REPORTS

The Clinical Counsellor conducts family law assessments and prepares clear, accurate, impartial, and evidence-informed reports focused on the best interests of the child. The Clinical Counsellor works within their competence and the scope of their appointment, meets applicable legal and ethical requirements, and maintains fairness and transparency in assessments, reports, and testimony.



STANDARD 11: MARKETING, ADVERTISING, AND FEES FOR SERVICE

The Clinical Counsellor is truthful, accurate, and clear in all communications, and considers approaches to advertising and marketing activities that are in the best interests of clients and potential clients, and that respect and support the ability to make informed judgements and choices.

Expected Outcome:

Clients and the general public can expect professional integrity and transparency in all communications and marketing activities undertaken by Clinical Counsellors.

Criteria

The Clinical Counsellor:

11.1 Respects and supports a prospective client's ability to make informed choices based on advertising and marketing material which may include:

a. Contact information.
b. Hours and frequency of availability.
c. Range, types and limits of service(s) offered.
d. Costs of service(s) offered and any additional fees they may be subject to.

11.2 Understands professional fee structures, reviews and adheres to third-party agreements the Clinical Counsellor participates in.

11.3 Sets fees for service that are reflective of the level of expertise of the Clinical Counsellor, consistent with prevailing fee structures in the community, and those that are recommended by BCACC.

11.4 Refrains from creating unreasonable expectations, guarantees, or warranties about the results of health products or health services

11.5 Avoids marketing advertising and promotional communications that:

a. Use sensational, aggressive or fear-based marketing
b. That contain content that may be reasonably be perceived as discriminatory, defamatory, harassing or otherwise harmful
c. That exploit or otherwise seek to take advantage of a lack of public knowledge

11.6 Refrains from advertising free health services or inducements for unnecessary or inappropriate health services.

11.7 States services and time durations associated with block or plan fee structures clearly, including payment plans, memberships, subscriptions and any forfeitures associated with early termination of such in advance of service provision.

11.8 Is transparent about accepted methods of payment (i.e., cash, credit card, etc.) in advance of service provision.

11.9 Discloses fees for service and undertakes payment agreements with clients in advance of service provision.

11.10 Applies fee discounts or reductions with discernment, reflecting on client vulnerabilities and potential biases to support fair and equitable decision-making.

11.11 Provides reasonable notice of increasing fees for services.

11.12 Avoids modifying fee schedules for third-party payors.

11.13 Issues receipts only to the client or payor, unless the client consents to disclosure to another person. Where the payor is not the client, clearly identifies on the receipt the client who received the services upon request and without additional fees for any payments or partial payments received to date.

11.14 Issues receipts for service clearly stating the professional who delivered the service, including registration numbers belonging only to the service provider. Does not allow their registration number to be utilized in a misleading way on documentation.

11.15 Ensures that interns, students and supervisees do not utilize the Clinical Counsellor's registration number on any professional documentation.

11.16 Provides clients with referrals to appropriate services in the event that the client is no longer able to pay for agreed services.

11.17 Refrains from selling or assigning client debt but may engage a third party to collect outstanding fees.

11.18 Refrains from soliciting prospective clients that does not respect consent to be solicited and/or is or may be perceived as pressuring.

11.19 Avoids recruiting clients from organizations in which the practitioner is in positions on those Boards, Council, and/or a committee.

11.20 Refrain from soliciting testimonials Carefully considers the use of freely provided testimonials from clients for marketing purposes ensuring client anonymity is maintained and it does not contravene informed consent and ethical principles otherwise outlined or create undue pressure that negatively impacts the client or clinical process.

11.21 Ensures public communications and advertising through social media and other platforms are not false, misleading, illegitimate, unverifiable, or reflect negatively on the profession.

11.22 Meet or exceed Health Canada's regulatory requirements for advertising.

Related BCACC Documents

- Code of Ethical Conduct

Related Standards of Clinical Practice

- Standard 1: Client-Centered Care and Consent
- Standard 3: Professional Integrity and Communication
- Standard 6: Clinical and Counselling Assessment and Reporting
- Standard 10: Privacy and Confidentiality

Glossary Definitions

Block fee: Fee for services paid in advance for a predetermined set of services often within a predetermined time period.

Express consent: Consent given directly and explicitly, regardless of consent implied by context or behavioral factors.

Marketing Purposes: Activities for the specific goal of obtaining increased sales of services.

Payor: Client, person or organization paying for the Clinical Counsellor's services, whether or not that person or organization is receiving those services. This term is included in the definition of a client if the client is paying for the services directly.

Reasonable: That which any other Clinical Counsellor with similar education, experience and/or training would do in a similar situation.

Third party: Person or organization that is involved in the Clinical Counsellor's provision of services to the client and may provide personal information to the Clinical Counsellor but is not a client.

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