



THE COLLEGE OF
VETERINARIANS
OF ONTARIO

January 4, 2017

The Ross Firm Professional Corporation
144 Courthouse Square
Suite 100
Goderich, ON N7A 1M9
Attention: Mr. Quinn Ross

Dear Mr. Ross,

Re: Dr. McCleary – Bucksburn Veterinary Hospital - Advertising

Thank you for your letter dated December 20, 2016. The College of Veterinarians of Ontario is happy to provide clarity as to how the advertising concern related to Bucksburn Veterinary Hospital came to our attention. The College does not seek out violations of the advertising rules, however, when these concerns come to our attention we have a duty to address them.

In a separate investigation, a veterinarian indicated to the College that prior to implementing his/her referral program he/she had made inquiries and discovered that a number of clinics were using client referral programs. Photos of websites from several other veterinary clinics, including Bucksburn Veterinary Hospital, were provided to the College. The Executive Committee, in its review of that first matter, directed staff to contact each of the other clinics in order to follow up on potential violations of the advertising rules. As with Dr. McCleary, this is intended as an educational process to raise awareness about the advertising rules. We again reiterate this matter is not a complaint and therefore has no identified complainant. Furthermore, there is an absolute privilege that attaches to information provided to a regulatory body about the conduct of one of its members (see *D'Mello v LSUC* (2014 ONCA 912) and *Hung v Gardiner* (2003 BCCA 257)). That privilege, in conjunction with the confidentiality mandated by section 36 of the *Veterinarians Act*, precludes the College from disclosing the identity of the veterinarian who mentioned Bucksburn Veterinary Hospital.

Based on your additional speculative remarks, I would like to emphasize that the College remains committed to acting fairly and impartially in all investigative matters that are brought to our attention.

Sincerely,
COLLEGE OF VETERINARIANS OF ONTARIO

A handwritten signature in black ink, appearing to read 'Jan Robinson', with a long, sweeping underline.

Jan Robinson
Registrar and CEO

Strengthening the veterinary profession through quality practice and public accountability.