



THE COLLEGE OF
VETERINARIANS
OF ONTARIO

RECEIVED NOV 07 2016

October 24, 2016

Bucksburn Veterinary Hospital
2078 Upper Middle Rd. E.
Oakville, ON L6H 7G5
Att: Dr. James McCleary

Dear Dr. McCleary,

The College has recently received a concern regarding your client referral program.

In November, 2015 the College relaxed significant portions of the Advertising regulations and provided written notice to veterinarians of those changes. However, the regulatory changes are clear that that advertising must not demean the integrity or dignity of the profession or bring the profession into disrepute. The College considers referral/reward programs which put the onus on clients to solicit new clients to be conduct unbecoming and demeaning the integrity of the profession. Please be advised that any breaches of the Advertising regulations constitute professional misconduct and will require action on the part of the College.

I would appreciate you providing me with an explanation of this conduct by November 14, 2016. Please be advised that this letter, and your response, will be forwarded to the Executive Committee of the College for further consideration and possible action.

Yours sincerely,
COLLEGE OF VETERINARIANS OF ONTARIO

A handwritten signature in black ink that reads 'Jan Robinson'. The signature is fluid and cursive.

Jan Robinson
Registrar and CEO

Strengthening the veterinary profession through quality practice and public accountability.



Bucksburn Veterinary Hospital

2078 Upper Middle Road East
Oakville, ON L6H 7G5

(905) 257-7777 • bucksburnvethospital@gmail.com

See Back of Card for Special Offer!

Please help us spread the word about
Bucksburn Veterinary Hospital!

Give this card to a friend and they can use it to receive a \$20 credit towards any of our products or services. In addition, we will also credit your account with \$20. It's our way of saying thanks!

*valid for new clients only

Your Last Name

Your Pet's Name



Walk-ins Welcome!

Except Thursdays

www.bucksburnvethospital.com

