



April 6 2020

To Our Valued Membership

This week, the Canada Emergency Response Benefit is officially open for applications – again the link for all the information is below:

<https://www.canada.ca/en/services/benefits/ei/cerb-application.html>

While the funding is being put in place – it's a good time to look at what expenses you have related to your work, and reach out to see what the companies involved are offering (deferrals or discounts) due to these extraordinary times. Here's a few suggestions to look into:

- Do you have a POS (point of sale) terminal that's sitting idle while you pay a monthly fee? Give them a call and see if there are any credit's/discounts available. Moneris and Global Payments are just 2 of the many companies.
- Do you use online booking/billing software that you pay for? Check in with them to see if they are offering any credits or discounts considering we are dealing with a mandated shutdown. Some companies also have suggestions on how to help clients from a distance and email templates to keep clients informed in a professional manner.
- Have a 'brick and mortar' clinic space that's not in use? Make sure you're keeping your landlord informed on your circumstance, communication is key while the government works through the potential assistance options to help small business owners with clinics.
- Internet not being used at your clinic? Call Bell or Rogers – these big companies have been dealing with people for weeks about their situations, if you haven't contacted them already, you won't surprise them with your request and may just get a credit or discount.

At a time like this with the uncertainty of when we will be able to get back to work, it's tempting to entice your clients to purchase appointments in advance. While you can sell gift certificates at the request of clients, we'd like to remind all RMT's that the position of the CMTNL around advertising includes the following:

Advertisements may not contain the following:

- A testimonial by a client or former client or by a friend or relative of a client or former client,
- Claims or guarantees about treatment that cannot be verified,
- An endorsement of a product or line of products,
- Anything that is false or misleading,
- **Any reference to discounts or free giveaways,**

- Any sexual innuendo or language of a sexual nature,
- Any statements that discriminate on the basis of a protected status under human rights legislation, and
- Any wording that would imply that staff of the Health Care Facility are members of the College when they are not.

See the full Policy here:

<http://www.cmtnl.ca/wp-content/uploads/2018/10/CMTNL-Policy-Position-Statements-Updated-September-2018.pdf>

Please continue to be informed of, and engaged in the ongoing fight against COVID-19. The officials both provincially and federally have remained steady on the most important ways to mitigate the spread of infection:

1. Physical distancing
2. Keeping your hands, and surfaces you touch clean.
3. Only essential travel (this includes driving within your community)

If you protect yourself, and those around you & your part of the community – you're in turn helping to protect the wider community. We're all in this together.

Stay Informed and Stay Healthy,
The NLMTA Board