

INDEX NO: **PRACTICE DIRECTION 16.0**  
SUBJECT: **Sales and Conflict of Interest 16.22**  
CURRENT VERSION APPROVED: June 23, 2021  
REVISION HISTORY:  
ORIGINAL APPROVAL BY COUNCIL:

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### **Expected Outcome**

- Dietitians shall place the individual client's best interests as their primary professional obligation.
- Dietitians will not sell or promote any product, or act as an agent for the sale or promotion of any product, in such a manner as to mislead or create a false impression.
- Dietitians will avoid real or perceived conflict of interest in which their professional judgement could be compromised. When circumstances make it impossible to avoid a conflict of interest, it will be disclosed to the client and documented in the health record.

### **Practice Direction**

Selling, endorsing, or recommending a product may be viewed as a conflict of interest. The public must be able to rely on dietitians to only sell, endorse or recommend those products which are necessary and in the individual client's best interests.

Dietitians must be transparent, objective and use an evidence-based approach when selling, endorsing, or recommending products.

- Dietitians must not sell, endorse, or recommend dietetic products or services that are not supported by evidence-based research.
- Dietitians must not use professional designation to sell, endorse or recommend products or services unrelated to dietetics.
- Dietitians must not guarantee the success of any product or product line or imply unjustified expectations about the results the client may achieve by using the product or product line.
- Dietitians must demonstrate a thorough understanding of the of the product or product line including, indications, contraindications, interactions, side effects or adverse effects.

Dietitians must ensure that their professional judgement is not influenced by personal or financial interests

- Dietitians must only enter into agreements, contracts and/or associations which are in the client's best interests, are consistent with evidence informed decision making and allow the dietitian to exercise their professional judgement.

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- Dietitians must disclose to clients when products are being sold for profit. Clients must be provided with options for purchasing elsewhere and reassured that care will not be affected by purchasing decisions.
- Dietitians must disclose any industry relationships that exist between the dietitian and the product, product line or brand being recommended and follow the [Influencer Marketing Steering Committee Disclosure Guidelines](#).
- Any real or perceived conflict of interest, including those disclosed to the client, must be managed in the best interests of the client. Conflicts of interest can be managed through disclosure, recusal and/or referral to another health care provider.
- All discussions regarding conflict of interest must be documented in the client health record.

### **Definitions**

Conflict of Interest - A conflict of interest occurs when, a dietitian has a personal interest that could improperly influence their professional judgment.

Endorsement – Refers to the act of promoting or recommending a product or product line in exchange for personal or financial gain.

### **References**

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