



Notes from the College
Special Edition: Yellow Page listing
September 22, 2015

While this issue was addressed previously in a College note, the publication of the new telephone book prompted me to draft this collegial reminder.

A casual review of the listing of psychologists in the Saskatoon Yellow Pages revealed that approximately 30% of the listings were problematic in terms of consistency with the direction provided in the SCP Professional Practice Guidelines.

In listing your services on your business card, on letterhead, in an advertisement, on your web page, or in the Yellow Pages, you must list the degree under which you are licensed. The most common error in the Yellow Pages is a person listing themselves as Registered Psychologist but not listing his/her degree. Listing the degree after your name is mandatory.

With respect to a posting in the Yellow Pages, a registered psychologist must always be identified with an organization. For example, if the business name is “Fast and efficient psychological services”, at least one registered psychologist from that company must be identified, with title and degree.

The guidelines direct that you may not list or identify your services as being specialized, or imply or state that you have a specialty in some area. It is permissible to list what services you provide as long as you do not imply that you are a specialist. The registration process does not confer any specialty designation from the College.

Many individuals have various certifications, or fraternal memberships, (e.g., C.C.C., CRHSP, APA, CPA, PAS) but these must not be placed on your signature line as it implies that the College has vetted and approved these designations.

These expectations are outlined within the practice guidelines of the College and are intended to ensure clarity for the public in regard to the profession and licensure. I appreciate that this may be something that comes as a surprise to some of you and with which you may not agree. I would encourage you to become involved with the college and to weigh in on issues such as the practice guidelines, to attend the AGM, or to raise issues for consideration by Executive Council (in writing please).

Cheers,

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President SCP