

**Health Professions Council**  
**Council 12<sup>th</sup> May 2005**  
**Protected titles and HPC branding**

**Executive Summary and Recommendations**

**Introduction**

Since July 9<sup>th</sup> 2003, there has been a high volume of enquiries to the Communications department regarding the use of letters after registrant's names, the HPC logo and how to publicise the fact that health professionals are registered with the HPC. An example of which is included below. This issue is particularly important to private practitioners who wish to advertise.

We actively discourage registrants from using SR after their names to show they are registered, (in fact it no longer has any legal basis) however, it has become apparent that registrants wish to substitute SR for an alternative, for example 'HPC registered'.

In light of these enquiries, we would like to ask the committee to approve a policy to state that we do not recommend that health professionals use any titles or letters after their name. However we do realise that our long term goal of promoting trust and understanding in the protected titles will take time, and should people already be using letters such as HPC reg or a phrase such as 'Registered with the Health Professions Council' after their name then we will take no action and will not object. This will also apply should they wish to start doing so, but our formal recommendation will be to use their protected title only.

**Logo**

Where we take a different stance is the use of the HPC logo. The logo should be restricted to use by HPC Council members of Executive only. It will not be available for health professionals to use for personal or promotional use. Their protected titles are their badge. Health professionals using the logo for personal use will be asked to remove it.

Both these policies will be published on the website.

**Decision**

The Communications Committee approved the policy on use of letters and the HPC logo at its meeting on 28<sup>th</sup> February 2005 and recommended that Council did the same.

**Financial Implications**

None

**Background information**

Under Article 6 (2) of the Health Professions Order, it states that the protected titles are indicative of qualifications, education and training.

Date  
2005-02-15

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Dept/Cmte  
COM

Doc Type  
PPR

Title  
publicising fitness to practise  
hearings

Status  
Draft  
DD: None

Int. Aud.  
Internal  
RD: None

## Example

1)

Dear Sir/Madam

I am a Chartered Physiotherapist and am organizing stationary and advertising for next year. I have heard we are not supposed to use SRP after our title and need to know what is allowed now to indicate we are registered with the HPC.

Many thanks in anticipation of your prompt reply

Ann Hartridge

2)

I am a trained occupational therapist in the process of setting up a stress management business. Although i (sic) have not been registered for several years due to raising a family, I intend to renew registration prior to embarking on my business venture.

Is it possible to use the hpc logo in some of our printed literature to emphasise the fact that we are registered with the hpc?  
And possibly include it in the 'links' section of our website for peoples' information and checking of registration?

Do you have any other useful advice?

Regards

Mrs Joanne Moore



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