




PRODUCT RECOGNITION PROGRAM

The Canadian Physiotherapy Association (CPA) welcomes applicants for its Product Recognition Program (PRP) for products or services relevant to physiotherapy.

As a successful applicant in achieving CPA recognition, you will be able to:

-  use the CPA mark of recognition on your product or service, demonstrating that your product or service has been **reviewed by a panel of physiotherapists** and meets specific criteria.
-  increase your visibility to **over 15,000** members of the CPA, and add credibility to your brand.
-  widen your reach. Wherever your product or service is promoted, the CPA mark of recognition **will go with it.**

Note: CPA retains the right to deny recognition of a product or to a partner based on its review process.

 **READY TO START?**

Have a product or service you would like evaluated for the PRP? We would love to hear from you. Please contact us for more information at **advertising@physiotherapy.ca**



Evaluation criteria

The product or service is:

- Accompanied by a complete application and evaluation fee
- Effective and is supported by research and/or practical evidence
- Relevant to the physiotherapy profession and its stakeholders
- Consistent with CPA's Code of Ethics, mission, values and goals
- Consistent with relevant CPA policies
- Made by a company that demonstrates good corporate citizenship
- Environmentally friendly, where applicable
- Commercially available in Canada

ADVERTISING@PHYSIOTHERAPY.CA
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