

APPENDIX 1

(referred to in paragraph 30)

**Extracts from the Veterinary Surgeons Act 1966
Sections 15–18**

Disciplinary and similar proceedings

15.—(1) The Council shall set up a committee of the Council to be known as the preliminary investigation committee which shall be charged with the duty of conducting a preliminary investigation into every disciplinary case (that is to say, a case in which it is alleged that a person is liable to have his name removed from the register or to have his registration suspended under the next following section) and of deciding whether the case should be referred to the disciplinary committee.

Preliminary
investigation
and
disciplinary
committees

(2) There shall continue to be a committee of the Council known as the disciplinary committee charged with the duty of considering and determining—

- (a) any disciplinary case referred to them by the preliminary investigation committee; and
- (b) any other case of which the disciplinary committee has cognizance under section 18 of this Act.

(3) The provisions of Part I of Schedule 2 to this Act shall have effect with respect to the constitution of the preliminary investigation and disciplinary committees, and the provisions of Part II of that Schedule shall have effect with respect to the procedure of the disciplinary committee.

16.—(1) If—

- (a) a person registered in the register is convicted in the United Kingdom or elsewhere of a criminal offence which, in the opinion of the disciplinary committee, renders him unfit to practise veterinary surgery; or
- (b) any such person is judged by the disciplinary committee to have been guilty of disgraceful conduct in any professional respect; or
- (c) the disciplinary committee is satisfied that the name of any such person has been fraudulently entered in the register,

Removal of
names from
register for
crime or
disgraceful
conduct

the committee may, if they think fit, direct that his name shall be removed from the register or (except in a case falling within paragraph (c) of this subsection) that his registration therein shall be suspended, that is to say, it shall not have effect during a period specified in the direction.

(2) Where the disciplinary committee directs that a person's name shall be removed from the register or that his registration shall be suspended under this section, the registrar shall serve a notice of the direction on him.

(3) This section shall apply in relation to the supplementary veterinary register and persons registered in that register as it applies in relation to the register of veterinary surgeons and registered veterinary surgeons.

Appeals in disciplinary and other cases

1833 c. 41

17.—(1) A person in relation to whom a direction has been given under the last foregoing section may, at any time within twenty-eight days from the date of service on him of the notice of the direction, appeal against the direction to Her Majesty in Council in accordance with such rules as Her Majesty in Council may by order provide for the purposes of this section; and the Judicial Committee Act 1833 shall apply in relation to the disciplinary committee as it applies in relation to such courts as are mentioned in Section 3 of that Act (reference to the Judicial Committee of the Privy Council of appeals to Her Majesty in Council).

(2) The Council of the College may appear as respondent on any such appeal and, for the purpose of enabling directions to be given as to the costs of any such appeal, shall be deemed to be a party thereto whether they appeared on the hearing of the appeal or not.

(3) A direction under the last foregoing section shall take effect—

- (a) where no appeal under this section is brought against the direction within the time limited for the appeal, on the expiration of that time;
- (b) where such an appeal is brought and is withdrawn or struck out for want of prosecution, on the withdrawal or striking out of the appeal;
- (c) where such an appeal is brought and is not withdrawn or struck out as aforesaid, if and when the appeal is dismissed and not otherwise.

Restoration of name after removal or suspension

18.—(1) Where a person's name has been removed from the register of veterinary surgeons or the supplementary veterinary register in pursuance of a direction under section 16 of this Act, the name of that person shall not again be entered in the register from which it was removed unless the disciplinary committee on application made to them in that behalf otherwise direct.

(2) Where the registration of a person in either of the said registers is suspended in pursuance of any such direction, the name of that person shall not be entered in the register so long as the suspension has effect unless the disciplinary committee on application made to them in that behalf otherwise direct.

(3) An application under this section for the restoration of a name to either of the said registers or for the removal of a suspension of registration shall not be made to the disciplinary committee—

- (a) within ten months of the date of removal or suspension; or
- (b) within ten months of a previous application thereunder.

SCHEDULE 2

Preliminary investigation and disciplinary committees

Part 1

Constitution of the committees

1.—(1) The preliminary investigation committee shall consist of the President and Vice-Presidents of the College and three members of the Council elected from among themselves by the members of the Council.

(2) Ordinary elections of the members of the preliminary investigation committee, other than the President or the Vice-Presidents, shall be held at the first meeting of the Council following the annual general meeting of the College and any election to fill a casual vacancy occurring among those members shall be held at the next meeting of the Council after the vacancy occurs.

(3) The quorum for a meeting of the preliminary investigation committee shall be three, of whom at least one shall be the President or a Vice-President of the College.

2.—(1) The disciplinary committee shall consist of a chairman elected by the Council and of eleven other members so elected.

(2) A person shall not be qualified to be a member of the disciplinary committee unless he is a member of the Council.

(3) Not less than six members of the disciplinary committee shall be elected members of the Council, and not less than one member of the disciplinary committee shall be a member of the Council appointed to the Council by the Privy Council.

(4) For the purpose of any proceedings relating to the supplementary veterinary register there shall be added to the disciplinary committee four persons appointed by the Ministers, being persons registered in the supplementary veterinary register.

(5) No person who acted as a member of the preliminary investigation committee with respect to any case shall act as a member of the disciplinary committee with respect to that case.

(6) The quorum for a meeting of the disciplinary committee shall be five, of whom at least one shall be an elected member of the Council, except that a quorum for a meeting of the committee to hear a disciplinary case against a person registered in the supplementary veterinary register shall be seven, of whom at least one shall be an elected member of the Council and at least two shall be persons so registered.

3. The members of the preliminary investigation committee and the disciplinary committee shall hold office for such term as may be determined from time to time by the Council.

Part II

Procedure of disciplinary committee

4.—(1) For the purpose of any proceedings before the disciplinary committee in England and Wales or Northern Ireland the committee may administer oaths and any party to the proceedings may sue out writs of subpoena ad testificandum and duces tecum, but no person shall be compelled under any such writ to produce any document which he could not be compelled to produce on the trial of an action.

1925 c. 49
1854 c. 34

(2) The provisions of section 49 of the Supreme Court of Judicature (Consolidation) Act 1925 or of the Attendance of Witnesses Act 1854 (which provide special procedures for the issue of such writs so as to be in force throughout the United Kingdom) shall apply in relation to any proceedings before the disciplinary committee in England and Wales or, as the case may be, Northern Ireland as those provisions apply in relation to causes or matters in the High Court or actions or suits pending in the High Court of Justice in Northern Ireland.

(3) For the purpose of any proceedings before a disciplinary committee in Scotland, the committee may administer oaths and the Court of Session shall on the application of any party to the proceedings have the like power as in any action in that court to grant warrant for the citation of witnesses and havers to give evidence or to produce documents before the committee, and for the issue of letters of second diligence against any witness or haver failing to appear after due citation, to grant warrant for the recovery of documents, and to grant commissions to persons to take the evidence of witnesses or to examine havers and receive their exhibits and productions.

5.—(1) The Council shall make rules as to the procedure to be followed and the rules of evidence to be observed in proceedings in disciplinary cases before the disciplinary committee and in particular—

- (a) for securing that notice that the proceedings are to be brought shall be given, at such time and in such manner as may be specified by the rules, to the person alleged to be liable to have his name removed or suspended from the register;
- (b) for securing that any party to the proceedings shall, if he so requires, be entitled to be heard by the committee;
- (c) for enabling any party to the proceedings to be represented by counsel or solicitor or (if the rules so provide and the party so elects) by a person of such other description as may be specified by the rules;
- (d) for requiring proceedings before the committee to be held in public except so far as may be provided by the rules;
- (e) for requiring, in cases where it is alleged that a person is guilty of disgraceful conduct in any professional respect, that where the committee judges that the allegation has not been proved it shall record a finding that the person is not guilty of such conduct in respect of the matters to which the allegation relates.

(2) As respects proceedings before the disciplinary committee not falling within the foregoing sub-paragraph the Council shall have power to make rules with respect to all or any of the matters mentioned in the foregoing sub-paragraph, but shall not be required to do so.

6.—(1) For the purpose of advising the disciplinary committee on questions of law arising in disciplinary cases there shall in all such cases be an assessor to the committee who shall be a barrister, advocate or solicitor of not less than ten years standing.

(2) The power of appointing an assessor to the disciplinary committee shall be exercisable by the Council, but if no assessor appointed by the Council is available to act in any particular proceedings the committee may itself appoint an assessor qualified as aforesaid for those proceedings.

(3) The Lord Chancellor may make rules as to the functions of assessors appointed under this paragraph, and in particular such rules may contain provision for securing—

- (a) that where an assessor advises the disciplinary committee on any question of law as to evidence, procedure or any other matters specified by the rules, he shall do so in the presence of every party or person representing a party to the proceedings who appears thereat or, if the advice is tendered while the committee is deliberating in private, that every such party or person as aforesaid shall be informed what advice the assessor has tendered;
- (b) that every such party or person as aforesaid shall be informed if in any case the committee does not accept the advice of the assessor on such a question as aforesaid,

and may contain such incidental and supplementary provisions as the Lord Chancellor considers expedient.

(4) An assessor may be appointed under this paragraph either generally or for any particular proceedings or class of proceedings, and shall hold and vacate office in accordance with the terms of the instrument under which he is appointed.

(5) The Council may pay to an assessor appointed under this paragraph remuneration at such rates as may be determined by the Council with the consent of the Lord Chancellor.

**Relevant extracts from the Guide to Professional Conduct
(1975 Edition)**

Part II—Matters affecting the standing of the profession

1. The general obligations of a veterinarian

1.1 *Declaration taken by members on admission.* On admission to membership of the Royal College, a veterinary surgeon makes the following declaration—

‘I . . . promise that I will pursue the work of my profession with uprightness of conduct and that my constant endeavour will be to ensure the welfare of animals committed to my care.’

He is then admitted to the Register maintained in terms of the Veterinary Surgeons Act 1966, which gives the veterinary profession a complete monopoly (subject to one or two minor exceptions) of the right to practise veterinary surgery in this country. This exclusive right was not given by Parliament to the profession for the benefit of its members, but in order that members of the public and their animals might be protected against incompetent unqualified practitioners.

1.2 *Declaration and the law at one.* The declaration of a new member and the intentions of the legislature are therefore at one. The prime consideration is the welfare of animals entrusted to the veterinarian’s care.

1.3 *Normal and emergency services.* This involves a number of responsibilities of which perhaps the most important is that every veterinarian, whether in a private or a salaried capacity, who is engaged in providing a direct service to the public in relation to the treatment of their animals, must make proper provision at all times for the relief of the pain or the suffering of those animals and for their further treatment, when necessary, either by himself or through professional colleagues. (This obligation extends to the treatment of out of hours or emergency cases on which the Royal College made its position clear in its 1974 Annual Report.) Once a veterinarian has undertaken a case he should not abandon it without good reason and without safeguarding the welfare of the patient. It has been suggested that this advice may bear particularly harshly upon single-handed practitioners, but if one refers to the preceding paragraphs it will be appreciated that the principal concern of the College must be the welfare of animals committed to the care of its members. Where any practice, single-handed or not, finds itself in the position through holidays, sickness or emergencies of any kind where professional services are not available arrangements must be made with colleagues for cover to be provided during the period of absence.

It is, of course, not intended to suggest that when a veterinarian is absent from the practice centre attending a case or on other proper professional business, he is in default on his obligations.

1.4 *Domiciliary visits.* A matter in relation to the treatment of animals which has caused increasing trouble in recent years, particularly in relation to small animal practice in busy urban areas, is the domiciliary visit. Problems arising from congested streets, prohibitions in parking, and the other complications of city life often mean that domiciliary visits are time-consuming and frustrating. In addition, cases can normally be given better attention at the surgery where all the necessary equipment, drugs, facilities and assistance are to be found. Nevertheless, members must recognise that there will be the exceptional case where the animal cannot possibly be moved, or the owner's personal circumstances are such that he has no way of getting the animal to the surgery. In those circumstances normal practice has to be overridden in the interests of the animal and each veterinarian has an obligation to use his professional judgment to the full in deciding when such a case has, in fact, arisen.

1.5 *Veterinary ambulances.* Some veterinarians have found an answer to the problems outlined in the previous paragraph in the provision of a practice ambulance. Such a vehicle can be sent out with a RANA or other lay assistant in charge to bring the animal to the surgery. Provided the vehicle is of a suitable appearance and is maintained to the standard one would expect of a vehicle to be described as an ambulance, there is no objection to the vehicle bearing the designation 'Veterinary Ambulance' in appropriate sized lettering. Subject to the provisions of the Road Traffic Acts, this should be the only lettering to appear on the vehicle.

1.6 *Professional premises.* Bearing in mind that most small animals and certain other cases are dealt with at the surgery rather than at the place where the animal is normally kept, it is of major importance that the professional premises of a veterinarian should at all times be in a proper condition for the exercise of his profession and that equipment and facilities should be maintained to the highest standards of cleanliness. Staff should also maintain the highest standards of cleanliness and personal appearance.

1.7 *Veterinary hospitals.* Since 1966, the only professional premises which have been permitted to be described as veterinary hospitals have been those which have met the criteria and standards laid down for such premises by the Royal College latterly in consultation with the British Veterinary Hospitals Association. Details of the current criteria and standards and of the inspection procedure prior to recognition may be obtained on application to the Registrar.

2. Titles and descriptions

2.1 *Use of title of 'specialist' or 'consultant'.* The veterinary profession in this country is at that difficult stage when there is an increasing amount of specialisation in species or disciplines, but no statutory authority vested in the Royal College to recognise individual members as 'specialists' or 'consultants' or to establish a register of specialists. For the present, therefore, a veterinarian must not describe himself to members of the public as being, for an example, an 'equine specialist' or a 'consultant in avian medicine', since to do so is to assume specialist status which has not been conferred upon him by his profession and for which there is no legal authority.

2.2 *Notification of specialty to other members of the profession.* This general rule does not, however, preclude the announcement by a veterinarian to his professional colleagues that he is available for consultation in any particular speciality. In addition, where a veterinary surgeon has advanced his knowledge in any field by postgraduate studies resulting in the award of a degree or diploma, he may in proper cases have these additional degrees or diplomas entered in the Register and use the appropriate abbreviations after his name.

3. Location of professional premises

3.1 *Sites to be avoided.* A veterinarian should not establish practice premises (including a branch surgery) in accommodation which is within, or immediately associated with a stock market, animal food store, pet shop, licensed premises or any other premises which are unsuitable from a professional point of view.

3.2 *Use of animal welfare clinics.* Veterinarians should not undertake any private consultations at animal welfare clinics but this does not preclude them from using such specialist diagnostic or surgical facilities as may be made available to them at such clinics.

4. Practice titles

4.1 *Name of former principal or partner.* Where the principal or a partner in a practice dies, retires or sells his practice or his share therein, his name is often retained in the practice title by his successor. It is not unreasonable for this to be done for a transitional period in order that the new principal or partners may obtain the benefit of the goodwill attaching to the name. On the other hand, it would not be ethical to continue to use the name indefinitely as this could involve trading upon the reputation of a predecessor whose participation in the practice has long since ceased. Council has, therefore, ruled that the transitional period must not last longer than three years and thereafter the name of the former member of the practice must cease to be used in the practice title.

4.2 *Hospitals or group titles.* In this connection, some partnerships prefer to use a general title, not including all the partners' names, in order that there may be a continuing title for the practice. Such titles may consist of the name of the senior partner only together with the words 'and Partners'. This title must, however, be discontinued three years after the death or retirement of the senior partner from the practice. Other possibilities are to carry on business under the names of the practice's veterinary hospital where such a hospital has been recognised by the College, or to use a place name, together with some words such as 'veterinary group'. Thus the 'Beech Crescent Veterinary Hospital' or the 'Green Lodge Veterinary Group' would both be permissible titles. It is important to note however, that geographical names descriptive of whole towns, districts or general areas should not be used in such titles. Otherwise the general public might be led to think that the practice concerned was either the only or the pre-eminent practice in the area described. Where a practice is considering the assumption of a group or general title, it is suggested that the advice of the College should be sought regarding whether or not the projected name is acceptable.

5. Plates and signs

5.1 *Identifying professional premises.* It is recognised that veterinarians have a duty to see that their premises can be found without undue difficulty by members of the public seeking their services. For this purpose, professional premises may be identified by a sign reading 'Veterinary Hospital' or 'Veterinary Surgery' as the case may be, or alternatively 'Veterinary Surgeon' or 'Veterinary Practitioner' as appropriate, and an illuminated sign bearing this wording may be displayed during the hours of darkness. The size, design and the degree of illumination (if appropriate) should be such as is consistent with a professional approach to the provision of information for members of the public and should not give the appearance of a commercial sign intended to attract custom.

5.2 *Professional plates.* All professional premises from which veterinary services are provided should bear, either on the building itself, or at some appropriate point adjacent to the building, a professional plate or board. Such a plate or board should contain no information other than—

- (a) the name of the practice or the name of each veterinarian practising there;
- (b) letters indicating the degrees, diplomas or qualifications entered against the name of each veterinarian in the Register or Supplementary Veterinary Register, and the title, 'Veterinary Surgeon(s)' or 'Veterinary Practitioner(s)' as the case may be;
- (c) the hours of attendance, and if desired, the telephone number of the practice.

This plate or board must not be larger than is necessary to convey this information in a suitably dignified and professional style. For additional requirements relating to branch surgeries, see paragraph 6.1.

5.3 *Identifying parts of the premises.* Where there is more than one entrance to the professional premises of a veterinarian, and any reasonable confusion in the minds of the public may be foreseen, it is permissible to affix on or near each subsidiary entrance a small sign giving a specific description of the part of the premises to which the entrance leads, eg 'Surgery', 'Waiting Room', or 'Car Park'. Such signs should not be greater than is required to indicate to clients who are already at the premises the nature of the entrance concerned.

5.4 *Premises which may not bear plates.* No professional plate, board or sign should be exhibited on any premises which are not in the professional occupation of the veterinarian, subject to paragraph 6 below, and a veterinarian whose name is removed from the Register or whose Registration is suspended by order of the Disciplinary Committee must not continue to exhibit his professional plate, board or sign. The Divisional Court of the Queen's Bench Division has ruled that to do so is a breach of the law as it amounts to a holding out of the veterinarian as being prepared to practise veterinary surgery at a time when he is not permitted to do so.

5.5 *Members of the Supplementary Veterinary Register.* It is illegal for any person registered in the Supplementary Veterinary Register, who is in partnership with or working with a veterinary surgeon, to have anything

on a plate or board relating to the partnership or arrangement which may suggest that he is a veterinary surgeon. It is equally illegal for a veterinary surgeon to permit this. Persons registered in the Supplementary Veterinary Register may style themselves as veterinary practitioners only. The term Registered Veterinary Practitioner is not permissible.

6 Branch and mobile surgeries

6.1 *Branch surgeries.* Where a practice finds it convenient to do so, it may establish and maintain one or more branch surgeries, subject to the following provisions—

- (a) members of the practice should have stated times of attendance at such premises;
- (b) the provisions of paragraph 5 relating to plates and signs shall apply to branch surgeries as they do to other professional premises;
- (c) branch surgeries which are not continually manned should, in addition to showing hours of attendance on the professional plate, display also a telephone number and/or address where professional attendance may be obtained when the premises are closed.

6.2 *Mobile surgeries.* Similar considerations as are contained in the last paragraph apply to premises or regular calling points of mobile surgeries, and, whenever possible, a professional plate containing the necessary information should be placed at these premises or calling points. The mobile surgery itself should, however, be of discreet appearance and, subject to the provisions of the Road Traffic Acts, should bear no lettering other than the words 'Mobile Veterinary Surgery' in appropriate lettering of modest size.

7. Professional stationery

The notepaper of a veterinarian in practice, his account heads, visiting cards and other stationery should be of a discreet and suitably professional nature. The information contained thereon should normally be limited to—

- (a) the name of the veterinarian, or the appropriate partnership or the practice title when this differs from the names of the veterinarians concerned;
- (b) the address or addresses of the practice premises;
- (c) the description 'Veterinary Surgeon(s)', or 'Veterinary Practitioner(s)' as appropriate;
- (d) letters indicating degrees or diplomas entered in the Register of Veterinary Surgeons or the Supplementary Veterinary Register;
- (e) telephone numbers and telegraphic address, if desired;
- (f) hours of attendance; and
- (g) the address of any quarantine kennels owned by the veterinarians.

The description 'Veterinary Hospital' may form part of the address of premises which have been inspected by the College and for which such description has been authorised—see paragraph 1.7 above. Practice premises

should otherwise be described as a 'Veterinary Surgery' only, and titles such as 'Veterinary Establishment', 'Veterinary Clinic' and 'Animal Hospital' should not be used as part of any veterinarian's address.

Professional stationery should *not* contain—

- (i) the coat-of-arms or crest of the Royal College of Veterinary Surgeons;
- (ii) reference to any ancillary services offered such as electrical treatments, boarding of animals, stripping of dogs, etc;
- (iii) titles of 'consultant', 'specialist' or any similar descriptive titles—see paragraph 2.1 above; or—
- (iv) mention of part-time appointments held in government, local government, or any other public service, or in relation to greyhound racing stadiums, shows, clubs, etc. When, however, a certificate is being given or a letter is being written in connection with a part-time appointment, suitable reference to such appointment can appear beneath the signature of the writer.

Veterinarians not in private practice, should have regard to such of the foregoing provisions as apply to their situations.

8. Changes of address or partners

In the case of a change of address or of partners within a practice, it is proper for a circular letter giving the appropriate information to be sent under cover to all bona fide clients of the practice. A bona fide client may be considered to be one whose animals have received treatment within the last three years and is not known to have become the client of another veterinarian. No announcement should be made in the public press, with the exception of—

- (a) any announcement required by law in relation to partnership changes;
- (b) not more than two successive notices in local papers circulating in the area within which the practice operates. Such notices shall not be larger than absolutely necessary, shall be properly professional in content and appearance, and shall be confined to information regarding the change in question.

9. Ancillary services

9.1 *Trades and businesses owned by or employing veterinarians.*

- (a) It is perfectly in order for a veterinarian's name and professional qualifications to appear upon the stationery and documents of a commercial or other organisation which employs him, if he is either—
 - (i) a full-time employee, whether in a veterinary or non-veterinary capacity; or
 - (ii) employed in a veterinary capacity on a part-time or advisory basis, *provided* he neither makes himself available for direct consultation by members of the public nor provides veterinary services to the public except on a consultancy basis through other members of the profession;

- (b) A veterinarian who is employed part-time in a non-veterinary capacity, by a commercial or other organisation, may permit his name to appear on the stationery and documents of the employing agency, but not his professional qualifications, address or telephone number.
- (c) The provisions set out in the foregoing paragraphs shall apply equally to a veterinarian who owns, controls, directs, or has any financial interest in any trade, business or other enterprise as though he were an employee of such trade, business or enterprise.

9.2 *Boarding kennels, pet shops and parlours.* A veterinarian should not advertise any boarding kennels, pet shops or parlours, or similar establishments owned, controlled or directed by him, in any way calculated to associate the advertisement and/or such establishment with the veterinarian in his professional capacity. The same general rule applies to quarantine kennels owned by a veterinarian except that the title 'Quarantine Kennels' followed by the appropriate address may be listed on professional stationery—see paragraph 7 above.

In addition, no veterinarian should allow any quarantine kennels, boarding kennels, pet shops or parlours or similar establishments in lay ownership or control to be conducted at or to be advertised with his (the veterinarian's) professional address, or the address of his usual place of residence. This includes the use of the professional or private telephone number.

9.3 *Laboratory and other professional services.* Any veterinarian who wishes to advertise laboratory or other ancillary services of a professional nature may do so only if the premises at or from which these services are provided, and the telephone number relating thereto, are different and separate from those of the practice, the stationery used makes no mention of the practice and vans do not operate from the practice premises. Where such services would involve acts of veterinary surgery within the meaning of the Veterinary Surgeons Act 1966, members are reminded that the services may not be performed through a limited company.

These provisions shall not preclude the announcement to fellow veterinarians of facilities and services through the medium of the veterinary press under a box number or by personal communication.

9.4 *Non-professional services.* A veterinarian should not advertise the provision of ancillary services of a non-professional nature such as the clipping of dogs, unless the provisions of paragraph 9.2 above are applied and observed.

10. Advertising

10.1 *Advertising and information differentiated.* The only legitimate method of gaining professional reputation is by the proficient and ethical exercise of professional skills. Commercial advertising which so often sets out to create a feeling of need and only then to fill it, is not appropriate to the veterinary situation. From this it follows that no veterinarian

should attempt to secure clients or to gain reputation by means of any advertisement whether direct or indirect. This does not, however, mean that the public should be denied information regarding veterinary services as the paragraphs relating, for example, to plates and signs, professional stationery and practice titles show. See also paragraph 10.5 below.

10.2 *Publicity in general.* No veterinarian should provide, permit or inspire any article, note or photograph in the lay press which has the intention of giving him or any other veterinarian personal publicity. The contribution of signed articles to the press on matters of public importance will not be unprofessional unless—

- (a) the circumstances indicate that the action was inspired by a desire to promote the veterinarian's own particular interest; or
- (b) the action was detrimental to the interests of the profession.

It is desirable that members of the profession take part in normal public affairs, brains trusts, agricultural debates, addresses to farming audiences or Young Farmers' Clubs or take part in local government or other activities. In the same way members may be encouraged to take part in radio or television programmes of an objective nature which concern the general field of veterinary endeavour. Little is to be gained by adhering strictly to the rule of anonymity in such cases but the veterinarian has an individual responsibility to see that his conduct under these circumstances is always that which will enhance the dignity and status of the profession and that he does not abuse his position to acquire personal publicity.

In regard to the increasing tendency for the national and local press to publish features relating to individual veterinary practices with premises of a particularly high standard, the College's view is that such features can often provide excellent publicity for the veterinary profession as a whole and are therefore not to be discouraged. This is subject to the proviso that the anonymity of the veterinarians concerned must be strictly maintained. In order to ensure that such features are in a professionally acceptable form, veterinarians are asked to forward the text and/or illustrations for such features to the College for approval before publication.

10.3 *Canvassing and touting for practice.* A veterinarian should not, under any circumstances, canvass or tout for practice whether personally or through the agency of others. Nor should he be associated in canvassing or touting for any other member of the profession. To be involved in any way in canvassing or touting for practice is totally contrary to the principles mentioned in paragraph 10.1 above.

This does not preclude a veterinarian from making application for professional appointments which are advertised as vacant.

The professional services of a veterinarian are rendered to the client and do not attach to a building, a farm or land. It follows that in the event of a client removing to another building, farm or any land in general, the veterinarian in attendance on such client must not approach either directly or indirectly his client's successor or on the premises with a view to securing him as a client.

10.4 *Directories.* The name, address and telephone number of a veterinarian will normally be recorded free of charge in the classified section of the telephone directory (otherwise known as 'the Yellow Pages') if these particulars already appear in the main section. Clearly there is no objection to this, but, with one exception, it is *not* permissible for veterinarians to pay for additional or more distinct entries which would give them prominence over other entries in the list. The one exception is that a veterinarian may pay the appropriate fee to have his entry in the main section of the telephone directory shown in heavy type, if he so wishes, as this may be helpful to members of the public who are seeking to locate his entry.

In cases of local difficulty such as the fragmentation of city telephone directories, veterinarians may seek the advice of the Advisory Committee.

10.5 *Information of services in an area.* The Royal College wishes to encourage collective schemes for giving information to the public of the times and places where veterinary services may be obtained in a specific area. Approval by the Advisory Committee of any such scheme, which must be specifically obtained, is dependent upon the following, amongst other factors—

- (a) Any announcement to the public must be made in a professionally acceptable form;
- (b) The announcement must contain only—
 - (i) Names of the practices or veterinarians participating;
 - (ii) Surgery addresses;
 - (iii) Surgery hours;
 - (iv) Telephone numbers through which information can be obtained as to veterinary services.

The scheme and the announcement should normally be the subject of agreement by all veterinarians within the area concerned, but the Advisory Committee may sanction the making of such an announcement, where unanimity has not been reached, if, in its view, it would be right to do so.

10.6 *Reprints.* Where a veterinarian is the author of any article, it would be unprofessional for him to promote the reprinting of all or part of the article for the purpose of self-advertisement or the promotion of any product to the general public. This does not preclude the sending of a reprint by the manufacturer or distributor to the veterinary profession for the purpose of disseminating scientific information.

11. Testimonials and product support

A veterinarian should not give any testimonial for, or allow himself to be quoted or referred to in any advertising material or appear in any photograph related to an advertisement for any proprietary or patent articles, medicinal products, animal foods or other products directly associated with veterinary practice or with animals.

12. Tendering

It is believed that it is contrary both to the public interest and the interests of the veterinary profession that professional appointments should be made the subject of tender.

Should any person or any public or other body seek to fill any veterinary appointment by inviting tenders, it is the duty of any veterinarian to whose notice this comes—

- (i) to inform the Registrar forthwith; and
- (ii) to refrain from tendering for such appointment.

Part III—Relationships between veterinarians

14. Ethical relationships between veterinarians

14.1 *General principles.* Veterinarians have an obligation to their individual colleagues and to the profession as a whole to conduct themselves at all times in a manner befitting professional men. This involves having regard to the interests and the feeling of others—neither seeking to acquire an unfair advantage over a colleague by any action or omission nor speaking or writing disparagingly of a fellow member of the profession to any third party.

14.2 *Commencement of practice.* The College has no power to restrict competition or to protect existing practices. This can only be done within the framework of the law by means of reasonable restrictive covenants or bonds. . . . Subject to the considerations set out [elsewhere], any veterinarian may commence practice in any area of the United Kingdom, notwithstanding that there may already be veterinarians practising in the area concerned.

[Paragraph re bonds omitted as not directly relevant.]

A veterinarian setting up in practice or establishing a branch practice should advise all other veterinarians in the area, in writing, of the establishment of the practice or the branch, its address and telephone number. In relation to the establishment of a main practice centre only, he may insert not more than two successive notices in local papers circulating in the area in which the practice will operate. Such notices shall not be larger than absolutely necessary and shall be properly professional in content and appearance. They shall contain brief factual information only, regarding the name of the practice, the address from which it will operate, telephone number and surgery hours.

14.4 *Second opinions and consultations.* The following broad principles should regulate all consultations which take place either at the suggestion of the veterinarian in charge or as the result of a request by the owner of the animal that a second opinion should be obtained—

- (a) All the arrangements for the consultation should be made by the veterinarian already in attendance who should be responsible for giving guidance to the client as to the choice of second opinion.

- (b) A veterinarian approached to give a second opinion should attend only with the prior consent of the veterinarian in charge of the case and he should not, except in a matter of emergency, see the patient or meet the client professionally unless the original veterinarian is present or has indicated that he does not wish to attend.
- (c) The veterinarian originally in attendance should supply the colleague to be consulted with a full written case history of the patient and a clear indication of the matters on which a second opinion is sought.
- (d) The veterinarian consulted should render a report of his findings and his advice thereon, to the referring veterinarian and not the client.
- (e) The fee paid to the veterinarian consulted (which fee will be paid by the client) must be the whole fee paid by the client. In no circumstances should the practice of 'fee-splitting' be adopted, ie, the handing over to the veterinarian who called his colleague to give a second opinion of part of the fee charged to the client. The attending veterinarian may, in appropriate circumstances, charge the client with a reasonable fee in respect of the arrangement of the consultation, the preparation of the case history, etc, but this must be charged quite separately from the fee for the veterinarian consulted.
- (f) The position of the veterinarian consulted in such cases can be one of great delicacy, and in his conduct he must be particularly mindful of his obligation towards the patient, the owner and his professional colleague.

No veterinarian should decline to make arrangements for the obtaining of a second opinion when requested to do so by a client.

14.5 *Supersession.* If a veterinarian is called upon by an owner to see an animal which is, or has recently been, in the care of another veterinarian, he should decline to do so except in order to give a second opinion at the request of the other veterinarian, or unless the latter has retired from the case or has been informed by the owner that his services are no longer required. Where the client wishes to cease using the services of his previous veterinarian and the latter has been so advised, the veterinarian taking over the case must get in touch with his colleague, not only as a matter of professional courtesy, but in order to ascertain the case history of the patient. Failure to do so will be contrary to the interests of the animal and may be contrary also to the interests of the veterinarian should anything untoward occur. Where an owner invites a veterinarian to take over the whole of his veterinary work from another member of the profession, the same general considerations will in general apply.

14.6 *Covering for a colleague.* A veterinarian may be called in by the owner of an animal to attend an urgent case of accident or illness, when for some unavoidable cause the veterinarian usually in attendance cannot attend. In such circumstances the veterinarian called in must do what is immediately necessary, but must also inform his colleague at the earliest possible opportunity of the action he has taken. He should consider that he has

acted in an emergency on behalf of a colleague and should take no further part in the case except at his request.

14.8 *Whole-time public or private appointments.* In certain circumstances, a veterinarian holding a whole-time appointment may find that he has acquired knowledge about the practices and the clients of colleagues in the area which would make it quite unacceptable to those colleagues that he should himself set up in private practice in the district without certain conditions being met. These conditions might include the limitation of practice to certain kinds of work or allowing a certain period of time to elapse before commencing practice. Any veterinarian who holds a whole-time appointment and is contemplating entering private practice in the area of his employment is therefore advised to consult the Advisory Committee at as early a stage as possible.

14.9 *Veterinarians employed by commercial and industrial firms.* Veterinarians employed by commercial and industrial firms, and holding other whole-time appointments have professional responsibilities towards veterinarians in private practice or in other spheres of work. Before visiting any farms or other lay establishments on behalf of the firm by which he is employed, a veterinarian should ascertain the name of the private veterinarian in attendance and notify him of the intention.

Where a veterinarian is responsible for, or works in co-operation with, the lay staff employed by his firm, he should ensure that the conduct of such lay staff is not such as will cause any breach of professional relationship between himself and any other veterinarian.

This is a broad principle, and in answer to certain questions put to the Council, a certain amount of additional guidance can be given. It is, of course, impossible to provide for every possible contingency. For example if one wished to interpret this advice in its narrowest sense it might well be a cause of embarrassment to the Veterinary Officers of the Ministry of Agriculture, Fisheries and Food in the carrying out of their proper duty; quite obviously this is not intended. An individual veterinarian should interpret this principle with the intention of maintaining high ethical standards, and to this end the following advice may be of assistance. The veterinarian in practice must remember that he has not bought or acquired the sole rights of entry on to his client's premises as against all other veterinarians. The client has his own interests and the right to choose his professional adviser. Equally, the veterinarian employed by some firm in contractual relationship with a farmer, or from whom the farmer has sought advice, must not use his employment and entry on to the farm so as to prejudice the veterinarian in practice and create bad professional relationship. Where a farmer has complained to a commercial firm of a product, as, for example, an animal food supplied to him, it is obvious that the interest of the firm requires an investigation of the complaint and it is perfectly proper for a veterinarian employed by the firm to visit the farm concerned, but it is desirable to notify the veterinarian normally in charge of the health of the animal on that farm, and wherever possible to arrange a prior consultation.

Generally speaking, any option he forms should be communicated to his employers. It is, however, in some circumstances obviously necessary to give some advice to the farmer. In such cases the veterinarian concerned has two points to consider—

- (i) Has the farmer already been advised by his private veterinarian? This should be ascertained whether the matter be one of disease, nutrition, management, or anything else which may affect the health of the animal. If the farmer is being so advised, then it is obviously essential in the interests of all concerned that the veterinarian already advising him should be contacted and the matter be conducted through him.
- (ii) If the farmer has not been advised by his normal veterinarian on the particular problem, then the firm's veterinarian must consider whether the problem is wholly or in part a veterinary one. If, for example, it is a question of disease, then the farmer should be advised to call in his own veterinarian and the firm's veterinarian should communicate his diagnosis to him.

Even if the problem is one involving animal health, such as a complaint as to quality of a branded food, or an inquiry on the layout of buildings, and if the farmer's normal veterinarian is not already advising thereon, it would still be not only a matter of professional courtesy to keep him informed, but also in the interest of the client and his animals. The joint statement issued by the College, the British Veterinary Association and the Association of the British Pharmaceutical Industry and set out in Appendix 5 [not reproduced] should also be closely studied.

Veterinary science is becoming so wide in its scope that the veterinarian in private practice tends more and more to call in specialised help. There is no doubt that in many cases the veterinarians employed by commercial and industrial firms, with their specialised knowledge, and with research and other facilities, as well as contact with other scientific workers, can and do render great service to livestock both directly and through veterinarians in private practice.

It is to the common benefit of the veterinarian in private practice, the veterinarian employed by the commercial firm, the animals and their owners that professional co-operation between the veterinarians involved should be of the highest order.

Part IV—Degrees and descriptions

16. Degrees and other qualifications

16.1 *Use of degrees to which a veterinarian is not entitled.* No veterinarian should use any description in connection with his profession or any business carried on by him, or in connection with any premises at which his professional work or any such business is carried on, being in either case a description calculated to lead to the belief that he, or any person acting for him or for the purpose of the business, possesses any veterinary qualification which he does not in fact possess.

16.2 *Use of registrable degrees and qualifications only.* No veterinarian in the exercise of his profession or in connection with his professional registered status may use, or allow to be used, whether in the form of abbreviations, initials, or otherwise, any degree, qualification, rank, title, designation or description, unless entered or approved for entry in the appropriate Register.

This also applies to the use of titles such as FZS, FRSM, MBVA, since the membership of such professional or scientific associations does not imply a professional qualification.

It is emphasised that the correct designation for veterinarians who hold the diploma of membership of the Royal College of Veterinary Surgeons is 'MRCVS'. The letter 'L' or the words 'London' or 'England' should not be added, nor the name of the veterinary school at which the veterinarian may have studied.

16.3 *Use of registrable degrees and qualifications.* [This paragraph lays down particulars which may be entered in the Register.]

Part V—Relationships between veterinarians and lay persons

18.4 *Employment of RANAs.* Registered Animal Nursing Auxiliaries are no more entitled to perform any act of veterinary surgery than any other lay person. They are trained auxiliaries who can carry out nursing duties or assist veterinarians more competently more expeditiously and with less explanation of what is required than untrained staff. . . . Veterinary surgeons or practitioners employing RANAs, should remember their responsibility for the acts and conduct of their auxiliaries in the performance of their duties and any default by the auxiliary may in appropriate circumstances be reckoned the default of the employing veterinarian thus rendering him liable to disciplinary proceedings. . . . Although this list of the responsibilities of a veterinarian employing a RANA is not exhaustive, he should ensure that the auxiliary—

- (a) does not undertake anything in relation to veterinary work except under his direct supervision;
- (b) maintains a high standard of nursing care and of conduct;
- (c) treats as confidential and refrains from divulging any information acquired during the course of employment;
- (d) having in any emergency given first aid to any animal for the purpose of saving life or relieving pain (as is permitted by Schedule 3 to the Act), reports and hands over the case to him at the first possible opportunity; and
- (e) takes no part in the advertising of the employer, the practice or any veterinary product.

APPENDIX 3
(referred to in paragraph 44)

Restrictions on advertising of veterinary services abroad

1. The Royal College of Veterinary Surgeons was asked to obtain information about the restrictions on advertising pertaining to veterinary surgeons operating in other EEC countries and subsequently the Registrar of the Royal College asked the Liaison Committee of Veterinarians of the EEC to put the following questions to the appropriate professional body in each of the countries:

- (1) Is it permitted for an individual veterinarian to advertise his services to members of the public?
- (2) If so, in what way, and to what extent?
- (3) If not, is he forbidden to do so by law or by the ethics of his profession?
- (4) Is it permissible in law for veterinary surgeons to form themselves into limited companies and for the company to practise veterinary surgery by providing veterinary services to members of the public?
- (5) If so, may such companies advertise?

2. Replies were received from Belgium, Denmark, France, Holland, Ireland and West Germany. The replies varied in the amount of detail given, and from the information an accurate comparison is not possible, but as described the position appears as follows:

Belgium: Professional ethics do not permit advertising.

Denmark: The 'rules' concerning advertising are included in 'The Code of Ethics' of the Danish Veterinary Association; its executive committee appoints three members to constitute the Advertising Committee whose responsibility it is to adapt the rules on advertising and to supervise the observation of these rules by the members. It also has the power to waive certain restrictions if individual circumstances make this desirable. Limited advertising is permitted and members may advertise in approved veterinary journals, in telephone directories and in local directories if 'publication is open to all veterinary surgeons in the area'. Details given in directories are limited to the name, address and telephone number of the veterinary surgeon or veterinary hospital, hours of attendance and visiting times, information of medical and surgical treatment given, treatment of certain species and X-ray diagnosis available. New practices or practices 'changing hands' or partners moving to a new address may advertise this in daily or local papers by up to 15 advertisements, limited to five in any one paper, and these advertisements must appear within one month of the change occurring. Duty rosters may be advertised also within stated limits. Issuing circulars and brochures is prohibited. Signboards must be informative only and must avoid appearing of an 'advertising character'.

France: The official body is the Ordre National des Veterinaires; its members are expected to observe the following restrictions: (1) articles for general publication should be of an educational nature only and any veterinarian using the mass media must avoid personal or commercial publicity; (2) texts of radio or television broadcasts on veterinary subjects must be approved in advance by the President of the regional council of the ONV; (3) final texts of interviews must be approved by the veterinarian before publication; (4) use of a professional name in any context must be declared in advance to the regional council of the ONV; (5) changes of address or new practices may be advertised in newspapers or journals subject to limitations on content, format and number of insertions. All other forms of advertising are forbidden with the exception of (a) a professional plaque, limited in size and content, at the entrance to a waiting room or clinic and (b) a luminous white sign with a blue cross and words indicating the profession, limited to a laid down maximum size.

Holland: Veterinarians are expected to observe the code of the Royal Netherlands Veterinary Association which states that 'It is not usual to advertise the veterinary services in a modern way'. Members may advertise the setting up of a new practice or change of address by means of a modest announcement in a local newspaper. Veterinarians may affix a nameplate outside the door of the practice. The setting up of limited companies is not allowed.

Ireland: The Irish Veterinary Council restricts advertising by veterinarians to one short announcement in the local press when a veterinarian sets up practice in a new area. Limited companies for the purpose of practising veterinary surgery are prohibited by section 48 of the Veterinary Surgeons Act 1931.

West Germany: The professional code of the German Veterinary Association does not permit an individual veterinarian to advertise his services to members of the public. The setting up of community and group practices is encouraged but they, also, are not allowed to advertise.

Australia

3. In reply to a request from us the Registrar of the Veterinary Surgeons Board of Queensland, Australia, provided a copy of the regulations prescribed for the State of Queensland by the Veterinary Surgeons Act 1936-73. This permits members to advertise in any newspaper or journal provided that the advertisement is in ordinary type and does not exceed one single column in width nor one inch in height and is limited to the name, address and place of business of the veterinarian, his veterinary qualifications and title, times of attendance and telephone number, but such advertisements may only appear once in any one issue of a newspaper or journal and not more frequently than once a week. Clients may be informed by a single letter on plain paper, giving essential details only, of the sale or purchase of a practice or the absence from or return to a practice of a veterinarian. A veterinarian's telephone number may be listed once in both the alphabetical and the classified sections of the telephone directory. A single name-plate may be affixed outside the place of business,

normally not exceeding 1 foot in height and 2 feet in length. A single illuminated sign may be displayed. In published articles or in radio or television broadcasts only the title 'veterinary surgeon' and the degree and diploma held may be shown. A veterinarian must not make reference in any other way than described above 'to the fact that he is a veterinary surgeon or that he is engaged in the practice of veterinary surgery'.

The other States of Australia, the Northern Territory and the Australian Capital Territory have their own regulations operative in regard to advertising by veterinarians, but we have been told that they are similar to those of Queensland.

Index

- AA *see* Advertising Association
ASA *see* Advertising Standards Authority Ltd
Address changes, 36(8), 40
Advertising
 advertising and information differentiated, 36(10.1)
 advertising bodies' submission, 60-64
 animal welfare societies, 47-49
 BVA working party on advertising, 19n, 46
 canvassing and touting, 36 (10.3), 50, 82;
 Commission's conclusions, 113-115
 definition, 10
 directory entries, 36(10.3), 40, 46, 55
 information available to the public:
 RCVS's views, 72;
 Commission's conclusions, 103-106
 local press advertisements, 56
 product support, 36(11)
 publicity in general, 36(10.2)
 reprints for self-promotion or product promotion, 36(10.6)
 restrictions
 covert self-promotion, 82
 effects on innovation, efficiency and quality of service: RCVS's views, 70-71; Commission's conclusions, 107-112
 general considerations: RCVS's views, 66-69;
 Commission's conclusions, 98-101
 nature and scope: Commission's conclusions, 90-91
 possible disadvantages: Commission's conclusions, 102
 summary, 34-40
 services in specific areas, 36(10.5)
 Advertising Association, 60, 62, 64
 Advertising Standards Authority Ltd, 60, 64
 The Alliance *see* Veterinarians Alliance
 Ambulances *see* Veterinary ambulances
Ancillary services
 boarding kennels, pet shops and parlours, 36(9.2)
 laboratory and other professional services, 36(9.3)
 non-professional services, 36(9.4)
 owned by, or employing veterinarians, 36 (9.1)
Animal welfare clinics, 36(3)
Animal welfare societies, 47-49
Appointments
 whole-time public and private appointments, 37(14.8)
BVA *see* British Veterinary Association
BVHA *see* British Veterinary Hospitals Association
Blue Cross, 48
Boarding kennels, 36(9.2), 77
Branch surgeries, 36(6)
British Show Jumping Association, 27
British Veterinary Association
 activities, 17
 agreements with animal welfare clinics, 48
 divisional organisation, 18, 104n
 evidence, 4
 specialisation, 53
 working parties, 19
 working party on advertising, 19n, 46
British Veterinary Hospitals Association, 20
Businesses
 owned by or employing veterinarians, 36 (9.1)
 publicising veterinarians' names:
 veterinarians' views, 54; RCVS's views, 78
Canvassing and touting
 RCVS guidance, 36(10.3); RCVS's views, 82; some veterinarians' views' 50;
 Commission's conclusions, 113-115
Central Animals Hospital (Blue Cross), 48
Citizens' Advice Bureaux, 59
Companies
 publicising veterinarian's names:
 veterinarians' views, 54; RCVS's views, 78
Competition
 between practices: Commission's conclusions, 88
 price competition, 81
 quality, innovation and efficiency: RCVS's views, 70-71;
 Commission's conclusions, 107-112
Consultant
 use of title 'consultant': guidance, 36(211)
Consultations, 37(14.4)
Consumers' Association, 52, 59
Covert self-promotion *see* Canvassing and touting
Degrees and descriptions, 38
Department of Agriculture and Fisheries for Scotland, 4, 45
Department of Trade and Industry, 1
Director-General of Fair Trading, 64n
Directory entries
 RCVS guidance, 36(10.3), 40; BVA working party's recommendations, 46;
 views of interested parties, 55
Domiciliary visits, 36(1.4)
Efficiency
 RCVS's views, 70-71; Commission's conclusions, 107-108, 112
Emergency services, 36(1.3)
Entry to the profession
 normal practice, 26; RCVS's views, 76;
 Commission's conclusions, 76, 102, 111
Fair Trading Act 1973, 1, 8n, 84n

References are to paragraph numbers unless otherwise indicated. n=footnote. References in curves are to subdivisions of paragraphs.

- Hospitals *see* Veterinary hospitals
- IPA *see* Institute of Practitioners in Advertising
- ISBA *see* Incorporated Society of British Advertisers Ltd
- Incorporated Society of British Advertisers Ltd, 60, 61
- Innovation
RCVS's views, 70-71; Commission's conclusions, 109-110, 112
- Institute of Practitioners in Advertising, 60, 63, 64
- Laboratories
associated with veterinarians, 36(9.3); RCVS's views, 79
- MAFF *see* Ministry of Agriculture, Fisheries and Food
- Methven, John, Director-General of Fair Trading, 64n
- Milk Marketing Board, 52
- Ministry of Agriculture, Fisheries and Food 4, 45
- Mobile surgeries, 36(6)
- Monopolies and Mergers Act 1965, 1, 2, 8, 84
- Monopolies and Mergers Commission
conclusions
conditions prevailing, 84-86
the public interest, 87-115; summary, 116, (*see also* the subdivision 'Commission's conclusions' under specific subjects)
Professional services. Report on the general effect on the public interest of certain restrictive practices . . ., 10
recommendations, 117-122
scope of Reference, 1, 8-10
sources of evidence, 3-6
- Monopolies and Restrictive Practices (Inquiry and Control) Act 1948, 1, 8, 84n
- National Farmers' Union, 50, 58
- National Federation of Citizens' Advice Bureaux, 59
- National Greyhound Racing Club Ltd, 27, 51
- Overseas advertising restrictions, 44, *Appendix 3*
- PDSA *see* People's Dispensary for Sick Animals
- Parlours, 36(9.2)
- Partnership changes, 36(8), 40
- People's Dispensary for Sick Animals, 48, 49
- Pet shops, 36(9.2), 77
- Plates *see* Professional plates and signs
- Practices—*continued*
address changes, 36(8), 40
advertising by individual practices, 46
competition: Commission's conclusions, 88, 107-112
efficiency: Commission's conclusions, 107-108, 112
limitation of practice: RCVS's views, 74-75; Commission's conclusions, 104-105
new practices, 26; guidance, 37(14.2); RCVS's views, 76; Commission's conclusions, 109, 111-112
partnership changes, 36(8), 40
private practice defined, 9
titles, 36(4)
variety, 24
- Premises *see* Professional premises
- Price competition, 81
- Private practice *see* Practices
- Product support, 36(11)
- Professional appointments
tendering: RCVS guidance, 36(12); user's view, 51
- Professional ethics
commencement of practice, 37(14.2)
covering for a colleague, 36(14.6)
declaration made on admission to RCVS, 36(1.1)
disciplinary powers of RCVS, 30-33; Commission's conclusions, 90; recommendations, 120, 122
"disgraceful professional conduct", 35
employment in commerce and industry, 37 (14.9)
enforcement, 30-33, 41-43, Commission's conclusions, 90; recommendations, 120, 122
evolution: RCVS's views, 83
general guidance, 35
general obligations of a veterinarian, 36(1) *Guide to Professional Conduct*, 34-39; extracts, *Appendix 2*; 1975 edition, 40, 46n; RCVS's views, 67
regulation of professional conduct, 30-33
relationship between veterinarians: general principles, 37(14.1)
second opinions and consultations, 37 (14.4)
supersession, 37(14.5)
"unethical behaviour", 35
veterinarians' responsibilities: Commission's conclusions, 92-97
whole-time public or private appointments, 37(14.6)
- Professional plates and signs, 36(5), 40, 46n
- Professional premises, 36(1.6), 36(3)
- Professional services
Report on the general effect on the public interest of certain restrictive practices . . ., 10
- Professional stationery, 36(7)
- Publicity *see* Advertising
- RANAs *see* Royal Animal Nursing Auxiliaries
- RSPCA *see* Royal Society for the Prevention of Cruelty to Animals

References are to paragraph numbers unless otherwise indicated. n=footnote. References in curves are to subdivisions of paragraphs.

- Reference, 1, 8-10
 Reprints, 36(10.6)
 Royal Animal Nursing Auxiliaries, 39
 Royal College of Veterinary Surgeons
 advertising restrictions *see* Advertising
 Advisory Committee, 30, 32, 33
 constitution, 11, 28
 Disciplinary Committee, 30, 31, 35, 43,
Appendix 1
 disciplinary powers: Commission's
 conclusions, 90;
 Commission's recommendations, 120,
 122
 disciplinary procedures, 31
 evidence, 3-6
 functions, 14
 governing body, 29
Guide to Professional Conduct, 34-39;
Appendix 2; 1975 edition, 40, 46n;
 RCVS's views, 67
 membership, 14
 Preliminary Investigation Committee, 30,
 31, 35, 42,
Appendix 1
 professional ethics *see* Professional ethics
 registers, 9, 12-14
 specialisation: guidance, 36(2); RCVS's
 views, 73
 supplementary veterinary list, 13, 14
 Royal Society for the Prevention of Cruelty to
 Animals, 48
 Second opinions, 37(14.4)
 Secretary of State for Prices and Consumer
 Protection, 64n
 Self-promotion *see* Canvassing and touting
 Signs *see* Professional plates and signs
 Specialisation
 discussion, 22-23; guidance, 36(2); users'
 and practitioners' views, 52-53; RCVS's
 views, 73;
 Commission's conclusions, 105
 Stationery *see* Professional stationery
 Supersession, 37(14.5)
 Surgeries, Branch and mobile, 36(6)
- Tendering
 professional appointments: RCVS
 guidance, 36(12); a user's views, 51
 Testimonials for products, 36(11)
 Touting *see* Canvassing and touting
 Trade and Industry, Department of *see*
 Department of Trade and Industry
- Users of veterinary services
 description, 27
 general criticisms and comments, 57-59
 public attitude to the profession:
 Commission's conclusions, 113-115
- Veterinarians Alliance, 21
 Veterinary ambulances, 36(1.5)
 Veterinary hospitals
 Blue Cross Central Animal Hospital, 48
 guidance, 36(1.7)
 numbers and staff, 25
 standards, 20
- Veterinary services
 definition, 9
 normal and emergency services: guidance,
 36(1.3)
 practices *see* Practices
 quality, innovation and efficiency
 RCVS's views, 70-71; Commission's
 conclusions, 107-112
 specialisation *see* Specialisation
 veterinarians' responsibilities:
 Commission's conclusions, 92-97
- Veterinary Surgeons Act 1966
 constitution of RCVS, 28
 definition of veterinary surgery, 1, 9
 disciplinary powers of RCVS, 30, 35, 67, 90
 'disgraceful conduct', 32
 extracts, *Appendix 1*
 register of veterinary surgeons, 12, 13, 89
 regulatory powers of RCVS, 11
 right to practise, 36
- Williams, Shirley, Secretary of State for
 Prices and Consumer Protection, 64n

*References are to paragraph numbers unless otherwise indicated. n=footnote. References in
 curves are to subdivisions of paragraphs.*

