

POLICY/PROCEDURE NUMBER:

B 6.7

DATE: December, 2021	SUBJECT:
ISSUE: Misc.	Requests of CHES to Endorse Vendor Product / Services
REVIEWED: March 17, 2022	PAGES:

References:

1. CHES Bylaws
2. CHES Policy C5.2 (Use of the Term “member” of CHES)

1. Definitions

- 1.1 Endorse: an act of providing a statement or action which declare one's public approval or support for someone, a group or a product.

2. Policy

- 2.1 In the absence of a formal Board position or formal Society agreement from CHES that speaks to this point, CHES shall not endorse specific products, services or entities.
- 2.2 This applies:
 - 2.2.1 To CHES Chapters organizations as well as CHES National organization.
 - 2.2.2 Regardless of whether the requested endorsement involves a for profit or not for profit entity.
- 2.3 As such, CHES elected or appointed members shall not endorse a specific product, entity or service using their CHES specific salutation or title
 e.g., CHES Executive members (as per bylaws) , CHES Chapter position (chairs, secretary, etc.), or any CHES national committee appointment (e.g. CHES Partnership & Advocacy Committee Chair, Communications Vice-Chair, etc.)
- 2.4 This policy does not apply to individuals, who are CHES members when issuing a statement of endorsement which does not include their “CHES” position title (e.g. Executive member title, Chapter
 e.g., Jane Doe, Eng'g. Director, Healthcare Facility “XYZ” or John Smith, Areas Sales Mgr., Company ABC
 - 2.4.1 Under the above scenario (2.4), as per Policy C 5.2, including the phrase “A Proud Member of CHES” is permissible

3. Procedure:

- 3.1 Should a CHES member be approached requesting CHES public endorsement of any type they have the option to:
 - 3.1.1 Directly respond indicating that CHES does not endorse products, services or entities beyond those where we have formal agreements with, and copy the CHES Executive Director, or
 - 3.1.2 Forward / direct this request to CHES National to formally respond
- 3.2 Upon receipt for an endorsement request, CHES National shall formally reply to this request using a form letter based on Appendix “A”

- 3.3 The above letter shall be issued via the CHES, Executive Director
- 3.4 Copies of the letter from 3.2 are to be sent to the President (to be noted and recorded in minutes at the next CHES Board of Directors meeting), and the Chair of the Partnership & Advocacy committee for their awareness
- 3.5 CHES shall retain an electronic copy of the letter for a period no less than 2 years within a file directory folder ".../P & A/ Endorsements..."

Appendix "A"

All of us at CHES appreciate you reaching out to us as a respected element within Canadian healthcare. In order to maintain CHES' professional, neutral and unbiased status amongst all of our many valued stakeholders within the Canadian healthcare system, we cannot grant your request for endorsement. We appreciate that you value our organization's ability to positively influence and impact healthcare and wish you success in your endeavor.

If you wish to pursue a more formal agreement with CHES that speaks to elements like this, we would certainly be willing to discuss this with our Partnership & Advocacy committee.

Regards
CHES, Executive Director