

Directory Verification Standard for Canadian Healthcare and Professional Services

A record-level standard for showing what was checked, against which source, when and with what publication decision.

HOW TO USE THIS TOOL

- 01 Create one worksheet for each provider or professional record.
- 02 Apply evidence states at field level instead of using one broad badge.
- 03 Use the relevant regulator only for facts within its authority.
- 04 Lower, flag or suppress stale and conflicting information.

Operating standard only. It is not certification, credentialing, referral, legal advice or a regulatory opinion. Requirements vary by profession, province and activity.

Record identity and scope

Create one review record for one provider, professional or organization.

DIRECTORY	RECORD ID
NAME AS PUBLISHED	LEGAL / REGISTRY NAME
PROFESSION / SERVICE	PROVINCE / REGULATOR
REVIEWER	REVIEW DATE

- ☐ The directory's role is information and discovery, not certification or advice.
- ☐ The record subject is uniquely identified; similar names were checked.
- ☐ Fields requiring regulator evidence are separated from operational details.
- ☐ The public record will show a review date and correction route.

Scope and exclusions

Evidence states and field review

Assign an evidence state to each material field rather than one badge to the whole record.

FIELD	VALUE	EVIDENCE STATE	SOURCE / URL	CHECKED	NEXT REVIEW
Professional status					
Business contact					
Service category					
Location					
Availability					
Languages					
Accessibility					
Pricing / fees					

States: official source checked / provider confirmed / public source reviewed / user submitted / stale or conflicting.

Official-source verification

Use the relevant authority for the exact fact it is authorized to publish - and no more.

- [] Correct provincial or federal authority identified for the profession and activity.
- [] Full name and other matching identifiers checked against the official source.
- [] Current status, restrictions and public regulatory information reviewed where relevant.
- [] Source URL, access date and fields checked retained in the audit trail.
- [] Source terms and restrictions on reuse, marketing or commercial use reviewed.
- [] The directory does not imply that registry status guarantees quality, suitability or availability.

AUTHORITY / REGISTRY 	SOURCE URL
MATCH BASIS 	STATUS OBSERVED
RESTRICTIONS / NOTICES 	REVIEWER CONCLUSION

BC examples include the CPSBC Registrant Directory and the Law Society of BC Lawyer Directory. Confirm the applicable source for each profession and province.

Freshness and conflict rules

Set review windows according to consequence and volatility, then define what happens when evidence expires.

FIELD CLASS	CONSEQUENCE IF WRONG	CHANGE RATE	REVIEW WINDOW	ON EXPIRY / CONFLICT
Professional status	High	Variable		
Restrictions	High	Variable		
Availability / intake	Medium-high	Fast		
Contact and location	Medium	Moderate		
Service detail	Medium	Moderate		
Biography	Lower	Slow		

- ☐ Expiry automatically lowers the public state or triggers suppression.
- ☐ Conflicting sources are escalated; the more favourable claim is not selected by default.
- ☐ Material safety or identity concerns have an urgent escalation route.
- ☐ Every correction records the old value, new value, evidence, reviewer and time.

Commercial influence and presentation

Keep evidence, ranking and promotion legible at the point where a user decides to act.

- ☐ Paid inclusion does not change a field's evidence state.
- ☐ Sponsored position, paid visibility and referral arrangements are labelled before contact.
- ☐ Ranking logic and material commercial influence are explained in plain language.
- ☐ Disclosures remain visible on mobile, results pages, comparison views and forms.
- ☐ Claims such as recommended, best or trusted have a documented and defensible basis.
- ☐ Reviews and testimonials have provenance, moderation and correction controls.
- ☐ The provider can correct facts without purchasing a commercial product.

COMMERCIAL RELATIONSHIP 	PRESENTATION EFFECT
DISCLOSURE COPY 	PLACEMENT CHECKED
RANKING RULE OWNER 	REVIEW DATE

Privacy, intake and correction

Collect the minimum information needed for the disclosed handoff and make errors easy to correct.

DATA FIELD	WHY REQUIRED	RECIPIENT	SENSITIVE?	RETENTION	CAN REMOVE?

- ☐ Intake avoids diagnoses, legal narratives or financial detail unless necessary.
- ☐ The user sees who receives the submission and why before sending.
- ☐ Consent choices, privacy notice, retention and deletion match the actual system.
- ☐ Public and provider correction routes are monitored and assigned.
- ☐ Material corrections update connected pages and cached data where practical.

Publication gate and audit log

Publish only when the record's identity, evidence, disclosures and correction path meet the standard.

GATE	PASS / FAIL	EVIDENCE / EXCEPTION	OWNER
Identity resolved			
Required official checks complete			
Operational fields bounded			
Freshness window assigned			
Commercial disclosure complete			
Intake and privacy reviewed			
Correction route tested			

DECISION: PUBLISH / LIMIT / SUPPRESS _____	APPROVER _____
NEXT REVIEW DATE _____	OPEN EXCEPTION _____

Sources: CPSBC Registrant Directory; Law Society of BC Lawyer Directory; Office of the Privacy Commissioner of Canada fair information and meaningful consent guidance.