

**DISTRICT OF COLUMBIA
HEALTH PROFESSIONAL LICENSING ADMINISTRATION
BOARD OF CHIROPRACTIC
GUIDANCE DOCUMENTS**

**BOARD OF CHIROPRACTIC
AUTHORITY FOR GUIDANCE**

**MARCH 12, 2013
DATE OF POLICY**

**13-002
POLICY NO.**

POLICY ON MARKETING & ADVERTISING

A chiropractor may advertise his services subject to the following requirements:

1. Contents of the Advertisement

- A. In an advertisement, a chiropractor shall include at least the chiropractor's:
- (1) Name;
 - (2) Office address;
 - (3) Telephone number; and
 - (4) Educational degree.
- B. In an advertisement, a chiropractor may state the name of the chiropractor's specialty only if that specialty is approved by the Board.

2. Prohibitions

- A. An advertisement may not contain statements that:
- (1) Contain a misrepresentation of facts or do not reasonably identify the practice as chiropractic;
 - (2) Are likely to mislead or deceive because in context the statement makes only a partial disclosure of relevant facts;
 - (3) Intend to, or are likely to, create false or unjustified expectations of favorable results;
 - (4) Relate to fees, other than a standard consultation fee or a range of fees for specific types of services, without fully disclosing all variables and other relevant factors;
 - (5) Convey the impression that the chiropractor could influence improperly any public body, official, corporation, or any person on behalf of a patient;
 - (6) Contain representations or implications that in reasonable probability can be expected to cause an ordinary prudent person to misunderstand or to be deceived;
 - (7) Contain representations that the chiropractor is willing to perform any procedure which is illegal under the laws or regulations of the District of Columbia or the United States;

- (8) Contain representations regarding the use of any equipment, treatment, or procedure not within the accepted, prudent practice of chiropractic;
- (9) Promise payment, compensation, prizes, or remuneration of any intrinsic value; or
- (10) Utilize an unauthorized trade name.

3. Solicitation


- A. A chiropractor may not engage in solicitation, including but not limited to, in-person, telephone, or direct mail solicitation which:
- (1) Amounts to fraud, undue influence, intimidation, or overreaching;
 - (2) Contains statements which would be improper under Section 2 above.
- B. A chiropractor shall also be accountable under this regulation if the chiropractor uses an agent, partnership, professional association, or health maintenance organization to implement actions prohibited by this regulation.

4. Coupon and Discount Advertising, and Promotions

- A. A licensee may offer advertised coupons or discounts to patients under the following guidelines:
- (1) Discounts may be made to specific groups such as: police, firemen, teachers, first responders, *etc.*
 - (2) Any discounts may not discriminate on the basis of: race, ethnicity, gender, sexual orientation, age, or any other classification that is prohibited by law.
 - (3) Discounts issued to insurance patients are authorized, provided that the insurer is billed for the same amount as the patient would have been billed. *E.g.*, An insurer invoice must reflect any discount for which the patient is eligible.
 - (4) It is permissible to use coupon services such as *Groupon*, Social Networks, *etc.* Social network advertisements must comply with existing Board regulations, policies and any applicable state or federal regulations.
 - (5) To avoid complaints, licensees should consider giving patients a printed explanation detailing all specific terms of any discount or free promotion.

This policy shall be effective immediately.


Keita Vanterpool, D.C
Board Chairperson
DC Board of Chiropractic


Date: