



18 - Advertising and Publicity of Emergency Medical Care

(Adopted, October 2012)

The American College of Osteopathic Emergency Physicians (ACOEP) supports the concepts that:

- Emergency physicians, emergency medicine groups and health care institutions or facilities may publicize themselves through any commercial media or other form of public communication (including newspapers, magazines, telephone directories, radio, television, direct mail, Internet, billboards, or other advertising material) provided that the communication is true and accurate and in no way deceptive or misleading.
- Advertising and publicity should be designed in a manner that is readily comprehensible to the general public since the public can sometimes be deceived by the use of medical terms or illustrations that are difficult to understand.
- Claims regarding experience, competence, quality, or unique qualifications or resources may be made only if they are factually supportable.
- Physicians, other health care providers, and health care institutions or facilities should emphasize in advertising their own positive attributes rather than denigrate the capabilities of other providers or facilities.
- Health care institutions or facilities must ensure that sufficient resources are committed to meet the community needs.
- Since such publicity and advertising by health institutions or facilities directly impacts contracted emergency physicians and emergency medicine groups, the emergency physicians and emergency medicine groups should be active participants in the planning and content of such should be conducted in conjunction with the emergency physicians and emergency medicine groups.