

Advertising and Marketing Requirements

The Board recognizes the role of legitimate advertising in the changing medical scene; but it does not approve of advertising which is false or misleading, which leads to unrealistic expectations, which minimizes the magnitude and possible risks of surgery, or which solicits patients for operations that they might not otherwise consider.

Such advertising is improper and inconsistent with the high standards of professional and ethical behavior implied by certification by The American Board of Plastic Surgery, Inc. Misstatements regarding Board status are also inconsistent with the minimum ethical standards of the certified physician.

NOTE TO RESIDENTS: Active practice websites may not be published before the completion of residency training in plastic surgery.

Although in the examination process, **candidates may not advertise any status (including board eligible)** with the Board until after successfully completing the Oral Examination.

Candidates are required to submit photocopies of all advertising materials to the Board. Examples of practice advertisements include, but are not limited to, business cards, letterhead, brochures, Curriculum Vitae, proof copy of billboard images, telephone book (yellow page) listings, other print advertisements such as announcement flyers, magazine and newspaper advertisements and articles. Candidates must also submit selected website content, for example, the candidate's and the practice's homepage, the candidate profile or "About the Doctor" page, qualifications and credentials and any references to Board Certification for the practice in the practice profile. Candidates should NOT include multiple procedure information pages with photos. Audiovisual ads are not required to be submitted at this time.

Perform a web-based search to identify any instances of internet advertising before submission of materials to the Board. The candidate is responsible for all instances of advertising.

Candidates also may not represent themselves as active members of the American Society of Plastic Surgeons (ASPS) by statements or use of the Society's Symbol of Excellence or that of the American Society for Aesthetic Plastic Surgery (ASAPS). The public may regard this as evidence of certification by the Board. Although the Board may not penalize a candidate for use of the Society Symbol alone, it is recommended that candidates and senior partners contact the marketing department of ASPS to determine adherence to the Society's policies before placing practice advertisements in print.

Marketing events are prohibited where injectables, procedures or operations are provided in a social or educational setting where alcohol is served.

Candidates may be deferred from the examination process for at least one year if the Board receives written documentation of such advertising or other Code of Ethics violations. Refer to the Board's Code of Ethics.