

EXAMPLES OF PROFESSIONAL MISCONDUCT: *ADVERTISING AND MARKETING*

Introduction

This information is based on nationally-accepted standards of practice and applies to MTAM Members. This information is reviewed annually and subject to change. Last revised: 10/2016

Definition

Professional misconduct is an act or omission that is in breach of the accepted ethical and professional standards of practice.

Details

The following are acts of professional misconduct about advertising, promotion, and marketing practices:

- Offering to guarantee a cure, either verbally or in writing or by advertising or otherwise.
- Advertising, promotion, and other marketing activities that are not in good taste, inaccurate, and capable of misleading the public. Any conduct, either directly or indirectly or through any medium or agent that:
 - Misrepresents facts.
 - Compares, whether directly, indirectly or by innuendo, the massage therapist's service or ability with that of any other practitioner or clinic, or promises or offers more effective service or better results than those available elsewhere.
 - Deprecates another massage therapist or clinic as to service, ability or fees.
 - Creates an unjustified expectation about the results the massage therapist can achieve.
 - Is made under any false or misleading guise, takes advantage, either physical, emotional, or financial of any patient, or uses coercion, duress, or harassment.
 - Is undignified, in bad taste, or otherwise offensive so is incompatible with the best interests of the public or tends to harm the standing of the massage therapy profession generally.
 - Discloses the name of patients.