

**WAC 246-853-100 Prohibited publicity and advertising.** An osteopathic physician shall not use or allow to be used any form of public communications or advertising connected with his or her profession or in his or her professional capacity as an osteopathic physician which:

- (1) Is false, fraudulent, deceptive or misleading;
- (2) Uses testimonials that are false, fraudulent, deceptive, unethical, misleading, or are compensated for in any form;
- (3) Guarantees any treatment or result;
- (4) Makes claims of professional superiority;
- (5) States or includes prices for professional services except as provided for in WAC 246-853-110;
- (6) Fails to identify the physician as an osteopathic physician as described in RCW 18.57.140;
- (7) Otherwise exceeds the limits of WAC 246-853-110.

[Statutory Authority: RCW 18.57.005, 18.130.050, and 18.340.020. WSR 20-09-025, § 246-853-100, filed 4/6/20, effective 5/7/20. Statutory Authority: RCW 18.57.005. WSR 91-20-120 (Order 199B), § 246-853-100, filed 9/30/91, effective 10/31/91; WSR 90-24-055 (Order 100B), recodified as § 246-853-100, filed 12/3/90, effective 1/31/91; WSR 85-22-016 (Order PL 562), § 308-138-300, filed 10/30/85. Statutory Authority: 1979 c 117 § 3(5). WSR 79-12-064 (Order PL 322), § 308-138-300, filed 11/29/79.]