

**ALABAMA STATE BOARD OF PODIATRY
ADMINISTRATIVE CODE**

**CHAPTER 730-X-5
ADVERTISING**

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730-X-5-.01 Definitions.

(1) Advertising is the communication of information in a manner designed to attract public attention to the practice of one or more podiatrists.

(2) Fraudulent Or Misleading Advertising. Fraudulent or misleading advertising is advertising which:

- (a) Contains a misrepresentation of facts; or
- (b) Is likely to mislead or deceive because in context it makes only a partial disclosure of relevant facts; or
- (c) Is intended or is likely to create false or unjustified expectations of favorable results; or
- (d) Implies unusual or superior podiatric ability; or
- (e) Contains other representations or implications that in reasonable probability will cause an ordinary and prudent person to misunderstand or be deceived.

Author: Copeland, Franco, Screws & Gill, P.A.

Statutory Authority: Code of Ala. 1975, §§ 34-24-252, 34-24-276, as amended.

History: Filed May 18, 1988. **Amended:** Published November 27, 2024; effective January 11, 2025, operative January 12, 2025.

**730-X-5-.02 Professional Notices, Letterheads, Offices,
and Podiatric Lists.**

A podiatrist may use the following without the "disclaimer" stated above if in dignified form:

(a) A professional card, appointment slips or cards, letterhead, or similar professional notices, identifying the podiatrist by name, and as a podiatrist either by reference to the term "podiatrist" or to any other commonly accepted professional designation, and giving his addresses, telephone numbers, the name of his office and any special area of practice approved by the American Podiatric Medical Association in which the podiatrist has met the existing educational requirements and standards set forth by that association;

(b) A brief professional announcement card stating new or changed associations or addresses, change of office name, or similar matters pertaining to the professional office of a podiatrist, which may be mailed to other podiatrists, patients, former patients, personal friends, and relatives, and published no more than twice in a local newspaper. It shall not state biographical data except to the extent reasonably necessary to identify the podiatrist or to explain the change in his association.

(c) A sign on or near the door of the podiatrist and in the building directory identifying the podiatrist, his professional association or professional corporation, his address, telephone numbers, and office hours, and his identification as a podiatrist, either by reference to the term "podiatrist" or any other commonly accepted professional designation.

(d) A listing of the office of a podiatrist in the alphabetical and classified sections of the telephone directory or the directories for the geographical area or areas from which the podiatrist resides or maintains offices or in which a significant part of his clientele resides and in the city directory of the city in which his office is located, but the listing shall give only the name of the podiatrist, the name of his professional association or professional corporation, his identification as a podiatrist either by reference to the term "podiatrist" or to any other commonly accepted professional designation, his address, telephone numbers, and office hours;

(e) Listing in a reputable podiatric list or podiatric directory giving brief biographical and other informative data.

(f) Whenever a podiatrist advertises a board certification, the board issuing the certification shall be clearly identified and not just by initials or other abbreviations.

Author: Copeland, Franco, Screws & Gill, P.A.

Statutory Authority: Code of Ala. 1975, §§ 34-24-276, as amended.

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