



## **Delaware Physical Therapy Association**

### **Advertising Policy regarding Delaware Physical Therapy Educational Opportunities**

Purpose: The purpose of this policy is to define the criteria used by the Delaware Physical Therapy Association to permit the dissemination of educational opportunities on the Delaware Physical Therapy Association website from sources outside of the Delaware Physical Therapy Association.

In general, only advertising educational opportunities that are congruent with the *American Physical Therapy Association's* Code of Ethics and *Standards of Practice*, and the Delaware Chapter of the American Physical Therapy Association will be accepted for dissemination. In addition, the publication of educational opportunities on the website from outside of the Delaware Physical Therapy Association does not signify support or validity of the content, nor does it imply endorsement by the Delaware Physical Therapy Association or other subsidiaries of the *American Physical Therapy Association* (APTA).

The Chapter will charge \$50.00 per posting (30 day listing) to the Education Area of the Delaware Chapter website.

#### Scope of Potential Advertisers

Commercial vendors of clinical and academic/research products, academic programs, and sponsors of continuing education courses are representative of the many potential advertisers on the Delaware Physical Therapy Association website. Accordingly, the following criteria define those individuals and organizations that are eligible and ineligible to advertise:

#### Eligible Advertisers

- Nonprofit or philanthropic institutions, accredited universities, colleges, and national foundation,
- Accredited health care facilities including medical centers, clinics or physical therapist owned facilities
- Professionals, which includes, but is not limited to, physical therapists, physical therapist assistants, occupational therapists, physicians, nurses, and credentialed academicians who sponsor and/or directly provide continuing education courses

The Delaware Physical Therapy Association's Executive Committee reviews other persons or affiliated organizations on a case-by-case basis.

The Delaware Physical Therapy Associations reserves the right to waive advertising fees to its partners or to affiliated organizations to which the Delaware Physical Therapy Association may have a mutually agreed upon advertising arrangement.

#### Ineligible Advertisers

- Referral-for-profit companies are not eligible to advertise. Included this category are physician owned practices and other business arrangements that involve profit sharing from referring patients/clients for physical therapy interventions/services.



- Persons or an institution disseminating information that is not congruent with the *American Physical Therapy Association's* Code of Ethics and the Mission of the Delaware Physical Therapy Association.

The American Physical Therapy Association prohibits preferential or adverse discrimination on the basis of race, creed, color, gender, age, national or ethnic origin, sexual orientation, disability, or health status in all areas including, but not limited to, its qualifications for membership, rights or members, policies, programs, activities, and employment practices, The Delaware Physical Therapy Association is supportive of this position in accepting advertisements on the website.

#### Eligibility Decision

Compliance with the policy is at the sole discretion of the Delaware Physical Therapy Association's Executive Committee. In the event that the application is rejected, a refund of the application fee will be issued to the event organizer. Purchasers waive the right to contest the decision, which is final. Furthermore, purchasing an advertisement, gives consent to the Delaware Physical Therapy Association to make reasonable inquiry and investigation regarding the advertisers compliance with this policy. If the advertisers are found to be non-compliant with the policy and procedure established by the Delaware Physical Therapy Association, the organization will be notified by the executive director, the web link will be removed from the Delaware Physical Therapy Association website and there will be no refund of application fee issued.

#### Disclaimer- Physician Owned Practices

Because of this APTA's policy against arrangements under which sources of referral (including physicians) stand to profit from referring patients for physical therapy (Financial Considerations in Practice, HOD 06-99-13-17), the Delaware Physical Therapy Association does not accept job listings for positions and education courses in a practice if any physician has a financial interest in the practice and refers patients to an employed physical therapist or to a physical therapist who supervises an employed physical therapist assistant. Any questions involving this requirement may be directed to [delaware@apta.org](mailto:delaware@apta.org).