

STATE MEDICAL BOARD OF OHIO - POLICY STATEMENT

PODIATRIC ADVERTISING

January 10, 1990

In recent months, the State Medical Board has received a number of complaints concerning advertising by podiatrists which is not in conformance with statutory requirements.

Section 4731.56, Ohio Revised Code, states in part:

A certificate authorizing the practice of podiatry permits the holder the use of the title "physician" or the use of the title "surgeon" when the title is qualified by letters or words showing that the holder of the certificate is a practitioner of podiatry.

Therefore, when a podiatrist advertises himself as a physician or surgeon, it is not sufficient to indicate that he or she "specializes" in foot and/or ankle care; such advertisements must also include a designation that the practitioner is a "D.P.M.," "podiatrist," or "practitioner, podiatric medicine." Careful observance of this statutory requirement will avoid any misunderstanding or misperception by the public and will obviate the need for Medical Board contact to resolve the situation.

This policy or position statement is only a guideline and should not be interpreted as being all inclusive or exclusive. The Board will review possible violations of the Medical Practices Act and/or rules promulgated hereunder on a case by case basis.

Approved January 10, 1990

Revised 7/10/08 to include disclaimer