

**STATE MEDICAL BOARD OF OHIO POLICY STATEMENT**

**PODIATRIC ADVERTISING**

Revised December, 2014

The State Medical Board occasionally receives questions concerning advertising by podiatrists which may not follow 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 podiatrists advertises themselves as a physician or surgeon, it is not sufficient to indicate that they "specialize" in foot and/or ankle care. Advertisements must also include a designation that the practitioner is a "D.P.M.," "podiatrist," or "practitioner, podiatric medicine." Careful observance of this requirement will avoid any misunderstanding or misperception by the public and will prevent the need to involve the Medical Board.

*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*

*Revised December, 2014*