

NEVADA STATE BOARD OF PHYSICAL THERAPY EXAMINERS

Advertising Guidelines

The following guidelines are provided to assist licensees in advertising their services. These guidelines are separated into two categories. One provides samples of appropriate language to use in print ads, web-sites, television commercials and all forms of advertising. There are also examples of language that could be considered to violate the provisions of the practice act section pertaining to advertising. The language in the practice act is as follows:

NAC 640.630 Advertising. (NRS 640.050) A licensee shall not advertise treatment by the use of physical therapy or equipment used in the practice of physical therapy in such a manner that the advertising:

1. Contains a testimonial or endorsement by another person;
2. Implies that the physical therapist has skill which is superior to that of another physical therapist;
3. Holds the physical therapist out as a specialist unless the licensee is certified as a specialist by an organization recognized by the Board;
4. Makes any false claim about the efficacy or value of the treatment the licensee administers; or
5. Is false, deceptive or misleading in regard to the fee which is charged or the terms of any credit for the treatment administered.

Examples of appropriate advertising:

ABC Therapy provides physical therapy services by licensed professionals in a clean, safe and friendly environment. Your concerns are our priority!

I received treatment from ABC Therapy for injuries from a car accident. The staff was kind and helped me throughout my visits.

I have found ABC Therapy to be a very positive experience. I would not hesitate to recommend them to anyone seeking physical therapy services.

The team at ABC Therapy is knowledgeable and helpful. Since beginning therapy, my health has steadily improved.

Examples of inappropriate advertising:

Joe Smith is a wonderful physical therapist! He has better skills than any therapist in town.

Joe Smith will make sure you get better – fast! He guarantees it!

From the first day of therapy, I knew Joe Smith was the most competent therapist in town!