

Advertising Compliance Checklist

This checklist is provided to assist Nevada licensees in assuring their compliance with chiropractic advertising laws and regulations.

Unprofessional advertising: Advertising chiropractic business in which grossly improbable statements are made, advertising in any manner that will tend to deceive, defraud or mislead the public or preparing, causing to be prepared, using or participating in the use of any form of public communication that contains professionally self-laudatory statements calculated to attract lay patients. As used in this subsection, “public communications” includes, but is not limited to, communications by means of television, radio, newspapers, books and periodicals, motion picture, handbills or other printed matter. NRS 634.018(4).

Failing to identify oneself as a chiropractor. NAC 634.536.

Failing to include the name of at least one licensee in the advertisement. NAC 634.541.

Free or discounted chiropractic service is not provided at the advertised rate regardless of whether the service is to be paid for by a patient or third party, such as an insurer. NAC 634.556(2)(a).

Patient file does not contain a disclosure signed by the patient indicating what services are to be provided free or at a discount and what services are to be charged for. NAC 634.556(2)(c).

Failing to honor the advertised fee for 90 days, or one year if the advertisement is in a telephone directory or other media that is only published annually. NAC 634.556(1).

Your advertisement contains a false statement about yourself or your services. NAC 634.521.

Your advertisement contains a material misrepresentation of fact or law, or omits a fact necessary to make the advertisement, considered as a whole, not misleading. NAC 634.521.

Advertising as being certified or an expert or specialist in a field of chiropractic without approval from the Board. Use of acronyms for designations not approved under the Board’s certification/diplomate policy is not approved. NAC 634.521 and NAC 634.550.

Advertising as being certified or an expert or specialist in a field of chiropractic not recognized by the Board. NAC 634.521 and NAC 634.550.

Advertising affiliation with a provider of health care who does not spend at least 20 percent of their time in your office. NAC 634.530.

Advertising a 24-hour service when a licensee is not available at all times to provide any chiropractic service which may be needed. NAC 634.565.