

POSITION STATEMENT



**American College of
Foot and Ankle Surgeons®**
Proven leaders. Lifelong learners. Changing lives.

8725 West Higgins Road
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Chicago, Illinois 60631-2724

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773-693-9300 phone
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FootHealthFacts.org

Truth in Advertising by Foot and Ankle Surgeons

Approved by the ACFAS Board of Directors, July 2024

Members of ACFAS must present their knowledge, skills and abilities in a truthful and professional manner as they also represent the profession. Foot and ankle surgeons are valued members of the healthcare team and are obligated to put their patients' needs first to help them make informed decisions regarding their healthcare needs.

ACFAS members subscribe to the highest ethical, professional and legal standards, which is paramount when members advertise or publicly discuss their healthcare services. Patients look to foot and ankle surgeons to be honest stewards who provide skillful and competent care. ACFAS members will not misrepresent their abilities or provide false information to healthcare consumers.

All healthcare providers are subject to the U.S. Federal Trade Commission regulations on advertising. Three main areas constitute false advertising: failure to disclose, flawed and insignificant research, and product disparagement. ACFAS requests its members comply with these federal regulations as well as all applicable state and local laws. Members should be aware that false statements/advertisement, including information appearing on behalf of colleagues, can be demonstrated through a variety of mediums, such as (but not limited to), books, periodicals, social media outlets, websites, newspapers, television, radio, marketing materials, magazines, videos, public presentations, etc.

Foot and ankle surgeons who are members of ACFAS need to be vigilant to the adherence of standards that achieve truth in advertising and hold all members of the healthcare staff to the same standards.

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*An additional recommended resource: *ABFAS Advertising Policies*¹

1. <https://www.abfas.org/become-board-certified/advertising-policies/abfas-advertising-guidelines>

The American College of Foot and Ankle Surgeons is a professional society of over 8,200 foot and ankle surgeons. Founded in 1942, the College's mission is to advance excellence in foot and ankle surgery to achieve superior patient outcomes.