

Position Statement: 1989 Apr 01

Neurosurgical Advertising

Contact(s):

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(Reaffirmed, November 2009)

Advertising by physicians has no restriction except those required to protect the public from deceptive practices. However, advertisements should be true and not misleading. They may include information about education relevant to patient choice. Patient testimonials are not usually appropriate, however, and claims regarding an individual surgeon's or group's experience should not inaccurately imply an exclusive or unique skill or remedy.

(Adopted from the Current Opinion of the Council on Ethical and Judicial Affairs of the American Medical Association)