

Advertising Policies *for Board Qualified and Candidate DPMs*



American Board of Foot and Ankle Surgery®

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Board Qualified and candidate statuses are not official categories, so **do not use these terms in advertising or public-facing documents**, including business cards, letterhead, email footers, websites, and biographical information that may be reviewed by the public. Doing so may jeopardize Board Certification status.

ABFAS does encourage Board Qualified surgeons to list their status on curricula vitae, job applications, and other documentation for review within the profession.

What does ABFAS mean by “Advertising”?

Advertising includes, but is not limited to:

1. Any written statement used for promotional purposes, such as letters, letterheads, business cards, signs, billboards, newspapers, magazines, flyers, directories, or any documents that may be circulated to the general public.
2. Any electronic or other means of advertising, such as websites, social media, email, television, or radio capable of conveying either the content or actual reproduction of the surgeon’s words, image, or written statements used for promotional purposes.

Advertising Review and Correction

If a Board Qualified surgeon or a candidate for Board Certification advertises board status or falsely represents Diplomate status, the Board of Directors will notify them by letter that their advertisement is undergoing review. The Board may take one or more of the following actions at its discretion:

1. Issue a letter of warning that the Board will take further action if the physician does not immediately halt the violation.
2. Prohibit the physician from applying for Board Certification for a period to be determined by the Board.
3. Withdraw Board Qualified status and establish a period during which the physician cannot re-apply.
4. Notify the physician’s state licensing board of any false or misleading advertisements pertaining to ABFAS status.

Further Information

To seek additional guidance, consult ABFAS by calling 415.553.7800. For more information on ABFAS, visit abfas.org.