

Advertising Policies *for ABFAS Board-qualified DPMs*



American Board of Foot and Ankle Surgery®

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abfas.org

Created: January 12, 2024

ABFAS Board-qualified DPMs are foot and ankle surgeons who have passed the ABFAS Part I Board Qualification Examinations (or converted Final-year In-training Exams) and met the non-exam requirements for ABFAS Board Qualification. ABFAS Board-qualified DPMs may use the term “ABFAS Board Qualified” in advertising or public-facing communication—including business cards, letterhead, email footers, websites, and biographical information, curricula vitae, job applications, and other documentation that may be viewed within the profession or by the public—in accordance with the following policies.

Since ABFAS Board-qualified DPMs are eligible to take the Part II Case Review Examination, they may use the term “ABFAS Board Eligible” instead of ABFAS Board Qualified. This policy document uses the term “ABFAS Board Qualified,” but the same rules apply when stating “ABFAS Board Eligible.”

What Is 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.

Communicating ABFAS Board-qualified Status

DPMs who have fulfilled ABFAS Board Qualification requirements may refer to themselves as “ABFAS Board Qualified.” DPMs who are only ABFAS Board Qualified in Foot Surgery should not claim ABFAS Board Qualification in Reconstructive Rearfoot and Ankle Surgery (RRA).

Please do not use the term "Board Qualified" without identifying ABFAS. For example, here are some appropriate uses:

Jane G. Doe, DPM
Board Qualified, American Board of Foot and Ankle Surgery®

Jane G. Doe, DPM
ABFAS Board Qualified in Foot Surgery

Jane G. Doe, DPM
ABFAS Board Qualified in Foot Surgery and Reconstructive Rearfoot and Ankle (RRA) Surgery

Using the ABFAS Trademarked Logo

ABFAS Board-qualified DPMS may use the ABFAS logo to help communicate their status, in accordance with the following guidelines.

This is the ABFAS logo:



AMERICAN BOARD OF
FOOT AND ANKLE SURGERY®

This is the ABFAS seal:



Both the ABFAS logo and seal are the intellectual property of ABFAS.

Only ABFAS Board-qualified and Board-certified DPMs may use the ABFAS logo and/or seal. DPMs should stop using the logo if they lapse in payment of the ABFAS annual fee or cease being ABFAS Board Qualified or ABFAS Board Certified in good standing.

Please contact ABFAS to execute a trademark agreement that will allow you to use the logo.

Advertising Review and Correction

If an ABFAS Board-qualified DPM or a candidate for ABFAS Board Certification falsely advertises board status or represents themselves as an ABFAS Diplomate, they will receive a letter that their advertisement is undergoing review by the ABFAS Board of Directors. ABFAS may take one or more of the following actions at its discretion:

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

Further Information

For additional guidance, contact ABFAS at 415-553-7800 or info@abfas.org.